



## **2014 MMBA FACILITY AWARDS**

### **Purpose**

Provide industry / community recognition and an example for others to emulate.

### **Categories**

- Best Themed Promotion
- Best Product Launch
- Best Business Development: New Build, Refit or Launch
- Commitment to Customer Service
- Commitment to Staff Development
- Community Involvement Award

### **Criteria**

See Back Page

### **Judging**

All member facilities are eligible to participate. An independent panel will determine the winners. Panel participants might include current MLS managers, city staff / officials / industry representative and MMBA staff. Panel participants will vary each year.

### **2014 Nomination Timeframe**

Announcement of the new program at the annual meeting and encourage nominations.

Entry window is between May 19, 2014 - August 19, 2014, for activities beginning on January 1, 2013.

Winners will be announced and awards presented this year at the Regional Meetings.

In 2015, the awards will be presented at the annual meeting for activities conducted in 2014. Therefore, for the first year it will be possible for an entry to be denied a 2014 award, but win a 2015 award.

Winners will receive a plaque and \$250 community project monetary award.

### **Submissions must be received in the MMBA office by August 19, 2014**

MMBA, PO Box 32966, Minneapolis, MN 55432 or [kaspszak@visi.com](mailto:kaspszak@visi.com)

## **2014 MMBA Award Criteria**

*Entries may be submitted individually or jointly by key parties involved.*

### **Best Themed Promotion**

Awarded to the facility demonstrating the most innovative themed promotion to reach and appeal to its customers. Entrants must describe how the campaign or promotion was conceived, executed and evaluated for success, giving necessary data to support their claims. Each entrant must submit photographic evidence and relevant items of promotional material to support their entry.

### **Best Product Launch**

The best product launch for sale through the facility to the consumer. This must be launched within the qualifying period and demonstrate innovation and fill a gap in the market. Entrants will submit photographs of the product and information on how it was a) conceived b) the response to it c) show its commercial success. Entrants should explain why stocking the product is important or beneficial to their operations.

### **Best Business Development: New Build, Refit or Launch**

Awarded to the best facility development within the qualifying period. This may be a new building, concept, extension, rebuild, refit or relaunch. It should show best practice in design, innovation and environmental standards. Entrants should describe how the initiative was a) conceived, b) executed and c) quantified in terms of commercial success.

### **Commitment to Customer Service**

Awarded to the facility showing customer service above and beyond the norm (i.e. carry out service). Please include any feedback available from customers and evidence of what your facility's customer service offer involves. The award winner will demonstrate how it offers its customer's advice, information, attention to detail and a pleasant customer service above and beyond its competition.

### **Commitment to Staff Development**

Awarded to the facility with the best attitude and commitment to developing staff. Entrants will submit written evidence, with supporting printed material if available. Entrants should demonstrate how they are a) committed to training of the highest standard, and b) how they have enabled staff to better their knowledge for improved performance and possible career development.

### **Community Involvement Award**

Awarded to the facility showing the most commitment to getting involved in activities within its local community. Entrants will provide written and photographic evidence, including media coverage, of how being committed to the community benefited business and added to the facility's appeal. The Awards winner will show how a municipal liquor operation is more than just a retailer that sells alcohol.



## **2014 MMBA FACILITY AWARD NOMINATION FORM**

### **Nominee Details**

Facility Name\_\_\_\_\_

Facility Address\_\_\_\_\_

Facility Phone Number\_\_\_\_\_

Primary Contact Name & Position\_\_\_\_\_

Primary Contact Email\_\_\_\_\_

### **Award Category (Check One)**

Best Themed Promotion

Best Product Launch

Best Business Development: New Build, Refit or Launch

Commitment to Customer Service

Commitment to Staff Development

Community Involvement Award

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