



2022 MMBA FACILITY AWARDS

Purpose

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

Categories

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

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.

2022 Nomination Timeframe

Entry deadline is April 1, 2022 for activities in 2021.

Awards will be presented at the 2022 annual meeting on May 3, 2022, Arrowwood Resort.

Winners will receive a plaque and \$300 community project monetary award.

Submissions must be received in the MMBA office by April 1, 2022

MMBA, PO Box 32966, Minneapolis, MN 55432 or kaspszak@outlook.com

Include: Facility Name, Address, Phone Number, Primary Contact Information & Award Category.

Nominate Yourself or Others!!!

2022 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 Innovation

Awarded to the facility that challenges the status quo and develops innovative solutions that successfully enables positive change to occur. Entrants must provide a description of the challenge, the innovative solution and the positive outcome achieved.

The judges will pay particular attention to:

- Examples of challenging the status quo
- Examples of the innovative solution
- The execution
- The outcome or result

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 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.



2022 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 Innovation
- Best Business Development: New Build, Refit or Launch
- Commitment to Staff Development
- Community Involvement Award

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