



2025 MMBA FACILITY AWARDS

Purpose

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

Categories

- Best Themed Promotion
- Best Innovation
- In-Store Experience & Design
- Team of the Year
- Community Involvement

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.

2025 Nomination Timeframe

Entry deadline is April 1, 2025 for activities in 2024.

Awards will be presented at the 2025 annual meeting at Arrowwood Resort.

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

Submissions must be received in the MMBA office by April 1, 2025

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!!!

2025 MMBA Award Criteria

Best Promotion

Awarded to the facility demonstrating the most innovative 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 challenging the status quo and developing 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

In-Store Experience & Design

The award recognizes a retailer that demonstrates an innovative, original and visually enticing in-store experience & design layout. Whether it is a new store with a new design/layout concept, an existing store that has been completely renovated or the implementation of new technologies and tactics that add new value to the in-store shopping experience, the impact on the success of the retailer must be demonstrated.

Team of the Year

Awarded to the facility showing outstanding achievements of teams epitomizing the spirit of unity, collaboration, and collective success in their operation. Exceptional teams play an integral role in driving excellence, innovation, and the overarching success of their organization.

The judges will pay particular attention to:

1. **Team excellence:** Demonstrate how your team has achieved outstanding teamwork, contributed to significant objectives, and impacted the overall success of the organization.
2. **Collaboration and initiative:** Prove your ability to foster collaboration, inspire initiative, and work collectively toward common goals, with specific examples.
3. **Results and impact:** Share measurable results, such as improved performance, positive influence, and contributions to the retail industry.

Community Involvement

Awarded to the facility showing the most commitment to activities within its 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 selling alcohol.



2025 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
- In-Store Experience & Design
- Team of the Year
- Community Involvement Award

Submissions must be received in the MMBA office by April 1, 2025

MMBA, PO Box 32966, Minneapolis, MN 55432

kaspszak@outlook.com