

AMERICAN RECREATION COALITION *BEACON AWARDS*

Purpose and Selection Criteria

During Great Outdoors Week 2005, the American Recreation Coalition (ARC) awarded two initial **Beacon Awards** recognizing innovative use of technology in visitor services and recreation management. These new awards implemented a recommendation of the Partners Outdoors 2005 session, where participants felt that a new awards program, jointly administered by ARC and federal agencies hosting more than a billion recreation visits annually, would encourage experimentation with and use of new technologies and alternative communications channels to enhance visitor experiences and improve recreation program management. In subsequent years, recreation-related federal agencies may nominate two outstanding initiatives where new technologies provide improved, cost-effective solutions to recreation program needs. Selection of the agency nominees will be the responsibility of each participating agency; final selection of honorees will be done by a special panel assembled by ARC. Award criteria include:

- 1) Innovation in either:
 - a) use of technology for visitor services or
 - b) use of technology for recreation managementMaximum points: 50
- 2) Partnerships with for-profit and nonprofit organizations in the private sector.
Maximum points: 20
- 3) Efforts to share news of creative solutions within the agency.
Maximum points: 15
- 4) Community support for the work of this initiative, as reflected in awards, community boards and committees, etc.
Maximum points: 15

Deadline for nominations:

Agency nominations must be received by ARC no later than May 1, 2007.
Selection of the honorees will be completed by May 15, 2007.

Recognition:

Recognition of honorees will occur during Great Outdoors Week 2007 (June 11-15, 2007). Honorees will be announced at a special event on the morning of June 13, 2007. That event will also include presentations by each **Beacon Award** winner to agency, Congressional and recreation community officials.