

**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 the experiences of visitors, especially young people and “non-traditional” visitors, and improve recreation program management. Recreation-related Federal agencies are asked to nominate 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 management.Maximum 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 2, 2011. Selection of the honorees will be completed by May 16, 2011.

Recognition:

Recognition of honorees will occur during Great Outdoors Week 2011 (June 11-17, 2011).