

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 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.
Maximum points: 15

Deadline for nominations:

Agency nominations must be received by ARC no later than May 1, 2012. Selection of the honorees will be completed by May 14, 2012.

Recognition:

Recognition of honorees will occur during Great Outdoors Week 2012- June 2 - 9, 2012.