



Annual Santa Cruz County Tourism Awards Nomination Form

Visit Santa Cruz County is pleased to announce that nominations are now being accepted for the first annual Santa Cruz County Tourism Awards. There are four categories to choose from: Lodging Property of the Year, Lodging Leader of the Year, Lodging Team Member of the Year, and Hospitality Professional of the Year. The awards will be presented at the Annual Tourism Awards Luncheon on Thursday, May 7th. More details and an invitation will be sent soon regarding the event, including how to RSVP.

The deadline for submitting nomination forms is Wednesday, April 15th at 4 p.m. Any nomination forms submitted after this deadline will not be considered. Please submit nomination forms by email to dharris@santacruz.org.

Nomination Criteria:

Please consider the following information when submitting your nomination form. Only one nomination may be submitted per form, but you are welcome to submit nominations for each category on separate forms.

Lodging Property of the Year: Nominees in this category represent all lodging properties within the Santa Cruz County Tourism Marketing District (SCCTMD): hotels, motels, inns, bed & breakfast properties, and vacation rentals. The nominee must be in good standing with the SCCTMD. The nominee should provide guests with consistent, quality experience, be an innovative employer in Santa Cruz County, and a community supporter.

Lodging Leader of the Year: Nominees in this category include lodging upper management and owners of SCCTMD properties in good standing. The nominee is someone who leads their organization with professionalism and expertise, supports their team through sharing knowledge and cultivates an environment that encourages staff to continue striving for greater guest service at their property, and is involved in the community.

Lodging Team Member of the Year: Nominees in this category include any non-management staff that interface with the guests, from housekeeping and maintenance, to front desk and sales, to banquet and restaurant staff. The nominee should provide

outstanding guest service, be consistently looking for opportunities to improve the guest experience, provide professional/courteous service to the guest and other team members.

Hospitality Professional of the Year: Nominees in this category work for businesses that contribute to the local tourism industry, such as retail, restaurants, amusement parks, outdoor recreational locations such as parks, museums, and so on. The nominee should be knowledgeable about their company/organization, provide professional and courteous service to their guests/customers, be creative when curating experiences for guests, and be willing to go the extra mile for the guest/client/customer.

Nominee Information

Full Name: _____

Company/Organization: _____

Department/Property: _____

Job Title: _____

Years in Hospitality Industry: _____

Email: _____

Phone Number: _____

Nominator Information

Full Name: _____

Company/Organization: _____

Department/Property: _____

Relationship to Nominee: _____

Email: _____

Phone Number: _____

Tourism Award Category (Choose One)

_____ Lodging Property of the Year

_____ Lodging Leader of the Year

_____ Lodging Team Member of the Year

_____ Hospitality Professional of the Year

Evaluation Criteria

Describe why you believe this nominee deserves this award:

What makes this person or organization stand out as related to guest experiences:

Share how this person or organization stands out as related to guest experiences:

(For Lodging Property of the Year only) What type of community support has this property been involved in:

(For Lodging Leader of the Year only) Give an example of how this person has encouraged staff to continue striving for greater guest service at their property:

(For Lodging Team Member of the Year only) Give an example of a time when this person provided exceptional guest service (please feel free to include a copy of a guest comment card or email if appropriate):

(For Hospitality Professional of the Year only) Give an example of a time when this person went the extra mile to provide excellent service to a guest/customer/client (please include any supporting documentation if available):

Submission

Please submit this form and any supporting materials by 4:00 p.m. on Wednesday, April 15, 2026. Any submissions received after this time/date will be ineligible for the 2026 Santa Cruz County Tourism Awards. The nomination form and any supporting documents should be sent to Denise Harris, Director of Operations, dharris@santacruz.org. The nominees will be reviewed by an awards committee and the honorees will be notified by April 17, 2026. Their award will be presented on May 7, 2026 at the Annual Tourism Awards Luncheon.

