

REGULATORY BASES FOR THE CONCESSION OF THE "LLORET DE MAR TOURISM AWARDS".

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1. Aim of the awards

Lloret de Mar Town Council, through its Tourism and Economic Promotion departments, holds the annual "Lloret de Mar Tourism Night".

The aim of the event is to strengthen internal relations in the tourism sector, to recognise the good work of professionals and local businesses, and to stimulate the competitiveness of the destination's tourism sector. Especially after having faced a global pandemic, the economic crisis resulting from the war in Eastern Europe, the emergency situation of the drought and the challenge of maintaining the leadership and competitiveness of our destination.

The event has a fresh and contemporary format to highlight the value of our industry (professionals, companies and organisations) and contribute to generating pride in its relevance among the citizens of Lloret de Mar.

2. Purpose and categories of the awards

The prizes are divided into two areas, a tourism area and a communication area. The awarding of the prizes is determined in clauses 3 and 5 of these rules.

The following tourism categories will be awarded:

- **Career Achievement Award: in** recognition of individuals whose professional career, experience, dedication, effort, values and vision have contributed to the development of tourism in Lloret de Mar.

Some of the merits and criteria that the Jury may take into account are:

- Long professional career.
- Active participation in the world of associations in their area of activity or in mixed public/private bodies for the management of tourism.
- Creation of a dynamic tourism product/service that enhances the value of Lloret de Mar and contributes to improving its brand reputation.
- Working for the continuous improvement of your organisation.
- Encouraging the use of new technologies and promoting sustainability.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Emblematic Establishment Award: in** recognition of accommodation, catering, retail, nightlife, etc. establishments that provide Lloret de Mar with a unique, quality value proposition. The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.
- **Entrepreneurship Award:** Recognition of those individuals, companies or entities, whether public or private, that have developed a project or proposal that clearly contributes to the enrichment of the

attractiveness of the destination of Lloret de Mar, to its tourism transformation and to its excellence.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Local ambassador award:** recognition of the person, company or entity that proactively contributes publicly to improving the image, reputation and repositioning of the Lloret de Mar brand. This may be done through social networks, the media and other channels deemed relevant by the Jury.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Innovation and sustainability award:** Recognition of the entity, individual or legal entity that has worked or works continuously on issues in the field of tourism linked to innovation, technology, accessibility or sustainability (economic, environmental).

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Social commitment award:** Recognition of the entity, individual or legal entity with a clear commitment to social justice, equality, governance or solidarity in the tourism industry.

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Recognition for international projection:** Recognition of the individual or legal entity (operator, agency, event organiser, etc.) that has made a commitment to Lloret in recent years, positioning it internationally through one of its strategic tourism products (beach-urban, sports, MICE, family, etc.).

The candidates in this category will be proposed by the members of the Jury, in accordance with the provisions of clause 5 of these rules.

- **Outstanding professional award:** Recognition of an individual, a professional in the tourism sector in Lloret, who has played an important role in the history of the establishment in which he or she works or has worked.

Candidates in this category will be proposed by the company in which they have developed their professional career, in accordance with the provisions of clause 3 of these rules.

The above awards are exclusively honorary and do not involve any financial contribution.

The category of communication awarded will be as follows:

- **Tourism communication award:** with the aim of recognising and rewarding quality content produced by journalists, opinion leaders and content creators from around the world who best contribute to publicising and promoting our destination and inspiring travellers and visitors to discover Lloret de Mar.

In order to be a candidate in this category, interested persons must submit their application in accordance with the provisions of clause 3 of these rules.

This last prize is the only one that also includes a financial contribution of €2,000 for the winner. This financial contribution will be considered as a grant, in accordance with the provisions of articles 22 LGS and 16.3 of the General Subsidies Ordinance.

By submitting their application, applicants authorise Lloret de Mar Town Council to carry out any checks that may be necessary ex officio in relation to the documentation accrediting compliance with the requirements for obtaining a grant. For this reason, together with the application, the "Annex I" document must be submitted, either completed or with the candidate's details required.

3. Requirements for participants, documentation and submission of applications

Companies wishing to apply for the "**Outstanding Professional Award**" should follow the following procedure:

Each company may submit only one nomination, which must be accompanied by a report - maximum 2 pages, double-sided, in Verdana font, size 11 - justifying the reasons for which the award is proposed and which the jury will take into account when making the award proposal. The motivations may be of a very diverse nature: experience, professionalism, initiative, charisma, solidarity, innovation, excellence, etc.

Only companies with a workplace in Lloret de Mar are eligible to apply.

Proposals must be submitted electronically via the Lloret del Mar Town Council website (<https://tramits.lloret.org/>). The deadline for submitting candidatures will be until 9 August 2024 (inclusive) at 23:59h.

Participants wishing to apply in the category "**Tourism Communication**" will have to follow the following procedure:

This call is open to any natural or legal person who submits original, unpublished works produced in any communication medium

(newspapers, magazines, books and travel guides, both printed and digital, e-books, blogs, social networks, podcasts, audiovisual productions and programmes, etc.) that promote and disseminate the values, wealth, diversity and quality of the tourism resources and products of Lloret de Mar, and that contribute to repositioning its brand.

All original works that have been published, broadcast or distributed since 1 January 2023, in any format, language and country, are eligible for the prize.

The Jury will evaluate the works submitted according to the criteria of style of writing/production, quality of the photographic and audiovisual images, tone, originality, creativity, impact, informative value, and veracity.

The candidate grants authorisation for the recognised and awarded works to be publicly disseminated, in whole or in part, through Lloret de Mar Town Council's communication channels.

Proposals should be sent by email to: halves@lloret.cat and ariera@lloret.cat. The deadline for submission of applications is 09 August 2024 (inclusive) at 23:59h.

Applications submitted after the deadline may be excluded from evaluation by the Jury.

4. Prize

The awards are exclusively honorary and do not involve any financial contribution. With the exception of the tourism communication prize, which will also entail a financial contribution to the winner in the amount of €2,000, given that it highlights the value of the population outside the municipality itself, and therefore promotes the dissemination of the transformation of the tourism industry and its productive fabric in general. This contribution will be considered as a direct subsidy in accordance with the provisions of article 2.1 of Law 38/2003, of 17th November, General Law on Subsidies (hereinafter, LGS).

5. Jury, selection criteria and procedure

For the purpose of selecting possible prize-winners, a jury will be set up and chaired by the Mayor of Lloret de Mar. This jury will also be made up of the following members as members of the jury:

- President of the Lloret de Mar Tourism Business Round Table
- President of the Lloret de Mar Hotel and Catering Guild
- President of the Lloret de Mar Bars, Restaurants and Cafes Guild
- President of ACAVE
- President of the Traders' Association
- Councillor for Tourism, Lloret de Mar Town Council
- Managing Director of Lloret Futur, SA

- Councillor for Economic Promotion, Lloret de Mar Town Council
- Head of Economic Promotion and Trade, Lloret de Mar Town Council
- Manager of the municipal company Lloret Futur, SA
- Head of Communications, Lloret de Mar Town Council
- Represented by the UGT
- Represented by CCOO

The members listed above may not delegate their participation/attendance as members of the Jury, but they may delegate their vote to another member of the Jury if they formally inform the President in advance.

Selection procedure for prize-winners

In the case of the awards for which the Jury proposes a nomination (Career Achievement Award, Emblematic Establishment Award, Entrepreneurship Award, Local Ambassador Award, Innovation and Sustainability Award and Recognition of International Projection), each member of the Jury will propose a single nominee for each of the categories.

The jury will meet on 14/08/2024 (this date may be subject to change) to present the different candidates, give the reasons for which they are proposed, and will proceed jointly to the evaluation:

- The proposals made by the different representatives members of the Jury (maximum one candidate per category of the prize);
- Proposals submitted by establishments in the form of a nomination (Outstanding Professional Award);
- And those relating to the Tourism Communication Award

After the evaluation process, the Jury will decide on each of the categories, determining the winner, as well as a second reserve candidate. The conclusions will be formally recorded in the form of minutes.

The prizes will be awarded by agreement of the Jury and the awards will be presented at a public ceremony during Lloret de Mar Tourism Night, and the Town Council may publicise the prize-winning individuals, companies and organisations.

6. Deadline for applications

The deadline for the submission of nominations for the Outstanding Professional Award and the Tourism Communication Award is 09 August 2024 (inclusive) at 23:59h.

Nominations for the Outstanding Professional Award shall be sent electronically to the Lloret de Mar Town Council website <https://tramits.lloret.org/>.

Nominations for the Tourism Communication Award shall be sent by email to: halves@lloret.cat and ariera@lloret.cat. The deadline for the submission of nominations is 09 August 2024 (inclusive) at 23:59h.

Applications submitted after the deadline may be excluded from evaluation by the Jury.

7. Competent body and decision

The Jury will be the competent body to evaluate and decide on the winners.

The proposals shall be put to a vote, which shall be approved by the majority of the members of the Jury. In the event of a tie, the Mayor, as Chairman, shall have the casting vote.

8. Notification and acceptance of the award

Before 29 August 2024, the City Council will formally notify each of the interested parties of their status as award winners.

In the event that the prizewinner refuses the prize, the City Council will formally notify the prizewinner of the award.

9. Budget

The only economic contribution corresponds to the Prize for tourism communication and will be for an amount of €2,000. This prize will be considered a direct subsidy, in accordance with the provisions of articles 22 LGS and 16.3 of the General Subsidies Ordinance.

This expenditure, in the amount of 2.000€, will be charged to the budget application 2024.60.4300.48000 of the municipal budget for the year 2024.

10. Legal Regime

In all matters not expressly provided for in these rules, Law 38/2003, of 17 November, General Subsidies Law, Royal Decree 887/2006, of 21 July, which approves its implementing regulations, the General Subsidies Ordinance of the City Council, the Bases of Execution of the General Budget for the current financial year, Law 39/2025, of 1 October, on the Common Administrative Procedure of Public Administrations, and other concordant legislation, are applicable.