

## **Three-Star Excellence Awards**

### **Overview:**

The “Three-Star Excellence Awards” is an esteemed annual recognition event that honors businesses which have transcended the standards of being a Three-Star Verified Business. This prestigious award is a celebration of exceptional businesses across various sectors that have consistently demonstrated an unwavering commitment to community, tourism, and local development in Tennessee. By showcasing outstanding achievements, innovation, and leadership, the awards shine a spotlight on the best of the best, reinforcing the standards of excellence in our community and the tourism industry.

### **Categories:**

The awards encompass multiple categories, ensuring a diverse and inclusive recognition of businesses in various fields including hospitality, retail, services, and more. Each category winner is chosen based on their unparalleled contributions to not only their industry but also to the wider Tennessee community.

### **Eligibility:**

To be considered for the Three-Star Excellence Awards, a business must already hold the distinction of being a Three-Star Verified Business, an acknowledgment of their steadfast dedication to community advocacy, tourism readiness, and local tourism development advocacy.

### **Judging:**

Winners of the Three-Star Excellence Awards are determined by a distinguished panel of experts, including SCTTA executives and the Three-Star Award Committee. The judgment is based on stringent criteria, ensuring that only businesses that have shown exceptional commitment, innovation, and leadership in their respective fields are honored.

### **Award Ceremony:**

The culminating event is a glamorous award ceremony, where we come together to honor and celebrate the exceptional businesses that have made significant contributions to enhancing the vibrancy and growth of Tennessee. Award recipients are publicly recognized for their accomplishments and receive a beautiful award to commemorate their success, along with extensive media coverage and promotional opportunities.

### **Benefits:**

Beyond the recognition, the Three-Star Excellence Awards offers winners an invaluable platform for networking, exposure, and growth. Being an award recipient amplifies a business’s reputation as an industry leader and a dedicated community and tourism advocate, fostering new opportunities for collaboration, investment, and expansion.

### **Conclusion:**

The Three-Star Excellence Awards stands as a beacon of honor and distinction, championing the extraordinary businesses that are propelling Tennessee towards a brighter and more

prosperous future. By celebrating these exceptional businesses, the awards inspire all entities to strive for excellence, make significant contributions to the community, tourism, and local development, and play an integral role in the continued success and growth of Tennessee. Join us in celebrating and recognizing the remarkable achievements of these esteemed businesses at the upcoming Three-Star Excellence Awards.