

2015 Savvy Competition Finalists

Judge's Comments

TV and Video - Education/Training

Population: 0 - 99,000

SAVVY

Dunwoody, GA

Why I Wear the Badge

This video was awesome! If it made a connection with us, we're certain it did with the Dunwoody community. We loved the narration by the child and found the music and still photos to be very effective. The results and views on social media were outstanding. Nice job achieving your goals!

SILVER CIRCLE

Erie, CO

"Water" Edition of Inside Erie

What a professional looking video! Nice use of graphics, very effective b-roll. This video made the topic of providing water interesting to watch and easy to understand. Great way to communicate your message. Congrats, Erie!

AWARD OF EXCELLENCE

Wheat Ridge, CO

Back to the Future of ACTION

This video was very creative and was carried out nicely - great shots, editing and special effects! We can see how it would have resonated with employees. We loved the theme and choice of characters to represent each value. Creative, funny and well done!

Population: 99,000 and Up

SAVVY

Tallahassee, FL

DRVN 850 Video Series

Great job DRVN your message home! We are still chuckling from these creative and highly effective PSAs. The DRVN 850 videos are well-written spots with professional camera work and great actors. The entry itself, with Descriptive Letter and Documentation of Achievement, just doesn't get any better than this - a model for the rest of us. Well done, Tallahassee!

SILVER CIRCLE

Leon County, FL

2014 Annual Report Video

Awesome video with creative shots, great special effects and professional voiceover! Nice supplement to your annual report document. We loved it!

AWARD OF EXCELLENCE

Tacoma, WA

"How the City of Tacoma's Budget Works" Motion Graphics Video

We all agreed this video, with its creative use of motion graphics, was a highly effective way to present how Tacoma's budget works. The distribution levels were excellent. Nice job!

TV and Video - Interview/Talk Show/News Programming

Population: 0 - 65,000

SAVVY

Edina, MN

Enterprise Edina

Very interesting piece highlighting the history and success of a local business. This particular entry had great energy, appropriate questioning, and great flow. Expressive photography and editing sealed the deal.

SILVER CIRCLE
Kissimmee, FL

Kissimmee FYI
Nice opening and set design with good application of lighting. Host had good energy and made the subject matter interesting.

AWARD OF EXCELLENCE
Edina, MN

Beyond the Badge
Interesting use of CSI and Dateline type reporting leading the viewer back to an previous fire investigation. Could have turned out hokey but they took the risk and it worked out. Kept us interested throughout the piece with special black and white effects and appropriate interviews.

Population: 65,000 and Up

SAVVY
Miami Beach, FL

MB Culture
Great photography, lighting, and content. Engaging host who actually listened to the answers and followed up with thoughtful and engaging questions. Nice graphics that looked personalized to the show and not a canned template. Made us want to visit Miami Beach for a show and not just for the ocean.

SILVER CIRCLE
Sandy City, UT

Folk with Fresh Ideas on Local Government Video
Interesting concept to connect with elected officials. Although this was not a video meant for public consumption, it proved that you can easily produce an effective video communication on the fly and on a fixed budget. Definitely met the goal to prove their point that a video is worth more than a thousand words.

AWARD OF EXCELLENCE
Gwinnett County, GA

2014 Gwinnett County Valor Awards Video
Excellent use of personal experiences and storytelling. Very effective shooting techniques using a two camera set up. An example other communities could use to effectively tell the stories of public safety officers.

TV and Video - One-Time Special Programming

Population: 0 - 55,000

SAVVY
Queen Creek, AZ

Historical Documentary
Beautiful video, nicely lit interviews, interesting historical facts, good voice work, well composed interviews; good production value and a good pace. Well done, Queen Creek!

SILVER CIRCLE
Pflugerville, TX

Pflugerville Bond Video
Well presented, made subject matter watchable and good graphic treatment. This judging team was impressed!

AWARD OF EXCELLENCE
Garner, NC

Inside the Garner Fire Department
Good video work, time-lapse added good production value, good use of natural sound and good variety of angles. Something other communications will want to take a close look at!

Population: 55,000 - 115,000

SAVVY
Marin County, CA

Youth Working for Change Video
Very well shot, good video work, great composition of shots and transitions. Job well done!

SILVER CIRCLE
Arlington, TX

The American Dream City Brand Video
Well shot, great storytelling and sets a good sense of place.
Arlington truly delivered with this piece!

AWARD OF EXCELLENCE
Gilbert, AZ

Digital State of the Town
Great idea that was well executed.

Population: 115,000 and Up

SAVVY
Lake Oswego, OR

Horizontal Directional Drilling Pullback
Great way to show a complex project; very creative method of
having drawn elements; enjoyed time-lapse footage.

SILVER CIRCLE
Homestead, FL

**Building Homestead: An Innovative and Modern Approach to
the State of the City**
Cool intro; loved the graphic treatments - Homestead did a first
class job with this entry!

AWARD OF EXCELLENCE
Round Rock, TX

Round Rock's AMAZING Value!
Nice concept; fun way to address issue; loved the visual treatment
to set nostalgic vibe.

TV and Video - Promotional Video

Population: 0 - 50,000

SAVVY
Issaquah, WA

Legendary Issaquah
Awesome. Creative and catchy. Very fun approach and we enjoyed
the variety of videos. Shot very well and editing was excellent.
Superb!

SILVER CIRCLE
Wheat Ridge, CO

Happy to Boom Wellness Recruitment Video
Very creative and amazing how Wheat Ridge go all the staff
members on board. This is a very fun way to approach the wellness
topic. The video makes me happy!

AWARD OF EXCELLENCE
Farmers Branch, TX

Pool's Closed
Very well planned, cute and humorous approach to solve a
problem. It was effective and short to the point. Due to the video,
more memberships to the new pool in 2015. Great results. We all
laughed, thinking of National Lampoon's Vacation!

Population: 50,000 - 99,000

SAVVY
Roswell, GA

Roswell Makes Us Happy
Very creative approach by making up words to a song everyone
likes. The video showcased the community very well. Excellent,
creative, fun, and well shot. Love all the people in the video, as they
are genuine in their love for their community, you can see it on their
faces.

SILVER CIRCLE
Flower Mound, TX

Police Recruiting
Powerful, gets to the point fast, yet pulls at the heart strings. Great
feel to the overall message to attract new police officers. The goals
were excellent in the descriptive letter, and all goals were
surpassed.

AWARD OF EXCELLENCE
Bryan, TX

Culinary Classes Available

Laughed out loud at the opening scene and thoroughly enjoyed it. It got the message across in a very short piece. Great concept, which could lead to more videos in the Bryan Parks and Recreation Department.

Population: 99,000 - 250,000

SAVVY
Greely, CO

Greeley: So Much More

Judges loved the tie between the history of Greeley and where it is today. It was beautifully shot and scripted. It makes me want to move there. The descriptive letter was very well done and the video was well organized and executed.

SILVER CIRCLE
Pearland, TX

Pearland Police Recruitment

This was a great, informative video of what it would be like to work for Pearland PD. It laid out the facts and used beautiful camera angles. The video clearly met the goal of advertising the benefits of working for Pearland.

AWARD OF EXCELLENCE
Boulder, CO

Zero Waste Boulder

Video explained the goals and were produced well. Each video maintained one theme while being unique and interesting. These videos were informative and kept your attention. They are a great way to showcase the good that Boulder businesses are doing for the environment

Population: 250,000 and Up

SAVVY
Downtown Orlando, FL

Discover Your Urban ECHL All-Star Commercials

Very clever campaign. Great use of humor to incorporate hockey into the downtown promotion. What a clever way to connect Downtown Orlando with the hockey team. Judges chuckled many times throughout the videos. The videos were short and engaging. The creativity and humor were great!

SILVER CIRCLE
Marin County, CA

Recovery is Possible (Happy Video)

This was a wonderful way to show a tough subject. By using a popular song and actual Marin residents it made you feel connected to everyone. Very nicely done on a difficult topic.

AWARD OF EXCELLENCE
Lake County, IL

Lake County Life

Video is well thought out and is visually interesting. Great perspective on a diverse county. Good info in an entertaining format. This was a very impressive video, especially for being done in-house. The use of graphics was well done and eye catching. It makes me want to move to Lake County! The video was well done and the coordination with various entities was impressive.

TV and Video - Public Service Announcement

Population: 0 - 99,000

SAVVY
Pflugerville, TX

Join in the Pfun

We're moving to Pflugerville to "Join in the Pfun!" Fantastic job!

SILVER CIRCLE
Pitkin County, CO

Stop Fighting, It Hurts - Youth Services PSA

The spots were great!! Nice print graphics.

AWARD OF EXCELLENCE
Dare County, NC

911 Know Your Location PSA
Great idea for getting the message out! Wonderful solution to help distribute the information.

Population: 99,000 - 175,000

SAVVY
Pacific Coast Highway Taskforce,
CA

Stay Save on PCH
Very thorough documentation! Very creative way to adapt to filming challenges! That was AWESOME!

SILVER CIRCLE
Murfreesboro, TN

Murfreesboro 2035 Kids
VO is ADORABLE!!! great job! Mouth movement was a great touch - LOVE it. Great perspective, script - just really nice.

AWARD OF EXCELLENCE
Athens-Clarke County, GA

"Pesky" Mosquito Control Tips
Excellent re-use and adaptation of current materials to changing conditions! Very nicely done production value. That was cute. "Peskiness" of mosquitoes clearly communicated.

Population: 175,000 and Up

SAVVY
Tacoma, WA

TacomaFIRST 311 Customer Support Center
Graphics are GREAT. Very appreciative of the in-house creativity displayed here. Simple, clean and modern feel. Minimalist - pop style animation - judges loved it!

SILVER CIRCLE
WaterOne, KS

Smart Watering AEV
Great way to convey the message to the community!

AWARD OF EXCELLENCE
WaterOne, KS

Water Treatment AEV
Took an otherwise un-exciting subject and made it fun to watch. Great job!

TV and Video - Regularly Scheduled Programming

Population: 0 - 110,000

SAVVY
Miami Beach, FL

On the Frontline
Fantastic! Nice job getting the city manager to participate. Good concept - well executed. Great program with a manager who is good on camera. Excellent buy-in to show what "behind the scenes" really means.

SILVER CIRCLE
Round Rock, TX

Round Rock Fire Department Public Safety Vignettes
Loved the humor in the concept - that really helps the message to stick in my mind. Well executed. Never underestimate the use of humor - when done well - to illustrate a point. Kudos for also coordinating so many surrounding jurisdictions.

AWARD OF EXCELLENCE
Bend, OR

High Performance CPR Saves Lives
Beautifully shot, produced, and edited. Loved the interviews with survivors - very impactful. Excellent work. Very impactful to talk to people whose lives were saved by this method. Beautifully produced.

Population: 110,000 and Up

SAVVY

Arlington, TX

Arlington: The American Dream City Brand Chapter Videos

Clear and focused. Well-produced. Superior execution. Makes Arlington look like a place for work and play. Great video with excellent branding. Videos were just the perfect length and featured a wide variety of people who had great camera appeal. Top notch.

SILVER CIRCLE

Buncombe County, NC

Healthland Kitchen

Loved the approach - the humor, the information, the "seed to table", the production. It was all great. Could see my kids loving it. This video had a bit of everything - graphics, animation, humor, information, quick tips, recipes, and more. Liked the approach of moving from plant history and growth to kitchen.

AWARD OF EXCELLENCE

Denton, TX

Denton's Dirty Jobs

Great concept. Well-executed and produced. And also kind of disgusting... in a good way. Nice graphics package to go with this well-produced video. Really gets into the nitty gritty of these areas to tell it like it is. An excellent version of this kind of show.

Digital Interactive - Electronic Newsletters

SAVVY

McKinney, TX

Annual Report

The McKinney team did an exceptional job leveraging the medium – there is a video on almost every page. Its use of graphics is excellent – they contain good information and are very reader-friendly. Links to more information are included throughout the report. The sectioning and design of the report are excellent as well. We love the page ‘Accolades.’ There is a lot in this report for other cities and counties to learn from, and perhaps tweak for their own jurisdiction and audience. Exceptional work, McKinney!

SILVER CIRCLE

Carrollton, TX

Carrollton Connection eNewsletter

This newsletter did exactly what it set out to do – inform Carrollton residents about news and events in their city in a fun and accessible medium. The proof of its success is in the numbers. The Carrollton Connection obviously met a need. Kudos to the Marketing Services Department for its aggressive outreach on behalf of the newsletter. It went far beyond press releases to posters, flyers, digital ads, inserts, social media, and, an idea worth stealing, business cards that were passed out at city events and in the front counters of city departments and offices. Great job, Carrollton!

AWARD OF EXCELLENCE

Lenexa, KS

Lenexa Star

The Lenexa Communications Team knew its old employee newsletter was no longer either particularly timely or useful. The staff spent more time on design than on content, and employees’ email in-boxes were constantly filling up with ‘All Staff’ emails. So it decided to dump the monthly print newsletter in favor of a weekly e-newsletter, and set ambitious goals while doing so. The team should be commended for its very clear and quantifiable ‘Intended Goals or Outcomes’: It wanted to decrease the number of ‘All Staff’ emails – which it did dramatically, and feature employees from every department and division throughout the year, which it also did. It made the newsletter more fun through contests. It also constantly reinforced the six core values of the city. It demonstrates how an employee newsletter can be an effective tool in boosting morale in the workforce.

Digital Interactive - Issue Specific Website

SAVVY

Edina, MN

Edinet

Great use of text and pix- just the right balance of each. The look and feel are sharp. Welcoming for employees.

SILVER CIRCLE

Farmers Branch, TX

The Connection - Farmers Branch Intranet

Awesome look, organized entry. Good navigation and nice depth of offerings.

AWARD OF EXCELLENCE

Pflugerville, TX

Pfun, TX Tourism Website

Great metrics, great breakdown of budget. Playful in nature but site delivers.

Digital Interactive - Mobile

SAVVY

Pierce County, WA

Puget Sound Fresh App

We loved that this app has a clearly defined target use and that it is so well done! The information accessible at users' fingertips targeted exactly what we (and area residents) would want to know about farmers markets and farms. This app is well-designed graphically and very functional. It's a win-win for consumers, local farmers, and the county.

SILVER CIRCLE

Carrollton, TX

Carrollton Trail Guide App

We loved the targeted use for this app and appreciated the functional features included. We were particularly impressed with the idea of dialogue boxes appearing as the app was used along one of Carrollton's many trails. Good cross-marketing of the app.

AWARD OF EXCELLENCE

Albany, OR

Goodsnitch Mobile Engagement App

A lot of cities that host events are going to be interested in this app, which was originally created for businesses. Albany's use of Goodsnitch seems really innovative and effective. The app provides an easy, in-the-moment way for event attendees to provide feedback, kudos, and suggestions. Albany received 2,400 pieces of event feedback over 11 months - that's amazing - and 95% of it was positive. Kudos to Albany.

Digital Interactive - Overall Website

Population: 0 - 99,000

SAVVY

Erie, CO

Town of Erie Website

Very well-written descriptive letter and an impressive use of resources to produce a website that is unique and functional without looking like a "typical" government website. Everything from the prominent search bar, to the great use of pictures, exemplified this Savvy submission.

SILVER CIRCLE

Goodyear, AZ

City of Goodyear Website

Well-written descriptive letter. Unique search bar and beautiful incorporation of images. This website has a different look and feel than other government websites, but is still very convenient and functional. Also, fantastic use of pictures!

AWARD OF EXCELLENCE
Issaquah, WA

City of Issaquah Website
Well organized website with clean, prominent tabs and an updated feel..The descriptive letter was very good, and was almost outstanding in every category!

Population: 99,000 and Up

SAVVY
Davenport, IA

Davenport Today
Great use of colors that draw attention and guide the eye. Very well-written, transparent, and well supported analytics, clear concise goals, and numbers. One of the most creative and engaging websites we have seen! This is definitely Savvy

SILVER CIRCLE
Vancouver, WA

Clark/Vancouver Television Website
Great design and feel, conveniently organized information, and an impressive measure of efficiency and increased video views. Great idea to create a website dedicated to CVTV.

AWARD OF EXCELLENCE
Prince William County, VA

Splashdown Waterpark Website
Clean design makes it easy to navigate and find information. Goals were achieved and the project was very cost-effective! This website deserves to be recognized because they noticed the waterpark needed a website, so they created one and received tremendous results.

Social Media - Best Campaign Use of Social Media Tools

SAVVY
Tallahassee, FL

Discover Cascades Online Announcement
This project was incredibly creative. The City of Tallahassee successfully used a variety of social media and digital communication tools to generate buzz and excitement about an announcement of when a new destination park would be opening. One of those tools was to use U-Stream to stream the announcement live, which was sheer brilliance. This project truly showcases the power behind today's social media tools and its ability to engage the public.

SILVER CIRCLE
Santa Clarita, CA

On the Job Series
This social media campaign was a true example of how the power of social media can be harnessed to tell the story of local government and the people that work to provide public services, projects, and programs. Judges liked the fact that this program could be recreated in other communities across the country. This offered a unique way to tell the story, inform the public about projects and services, and provide a face to the employees that make a difference. Way to go, Santa Clarita!

AWARD OF EXCELLENCE
Lilburn, GA

Main Street Campaign
This is a fantastic example of a city that used social media to keep residents informed about a project. The City of Lilburn used social media to provide timely information and photos about a project that was reconstructing their downtown. Judges loved the creative use of Waze to showcase road closures in addition to the successful use of social media to inform (and archive) the construction of this project. This is a fantastic example that other local governments can look to emulate.

Social Media - Best Use of Facebook

SAVVY

Roanoke, VA

2015 Snow Event

Roanoke offers an excellent example of effective use of Facebook during a crisis situation. We were impressed that they developed graphics in advance, posted a list of emergency numbers, and responded to posts around the clock. Encouraging area residents to submit their own weather photos was a great way to engage the community. And the page's growth by more than 900 page likes in one week is very impressive and enhances Roanoke's communication reach in the long-term.

SILVER CIRCLE

Lenexa, KS

City of Lenexa Facebook Page

The time and attention that Lenexa devotes to its Facebook page is evident in its thoughtful scheduling, quick responses (sometimes within minutes - what?!), and varied and interesting posts. We were impressed that the city even enhances Google maps to provide better information for area residents, and we liked the creativity and engagement of their contests/give-aways as well as the occasional interjection of humor.

AWARD OF EXCELLENCE

Queen Creek, AZ

Shop the QC Campaign

Queen Creek has made effective use of a free resource (Facebook) to promote local businesses. By using a City-based, centralized resource, Queen Creek businesses are able to share information with a larger audience. We were impressed that Queen Creek's Facebook following equates to about a third of the town's population - it is obvious that people are interested in the information they're posting.

Social Media - General

SAVVY

Roanoke, VA

Roanoke's Social Media Center

Corrals social media together. Clever. Great framing. What a terrific way to get citizens to social media tools. Your project was well-researched and executed. Appreciated use of graphics within your portfolio. This is an idea we can all learn from--great job on being Savvy Roanoke! #greatjobRoanoke #RoanokelsSavvy

SILVER CIRCLE

Downtown Orlando, FL

Best of DTO Photo Contest

Great idea to increase exposure of downtown. Gallery to show images was nicely displayed. The overall look-feel is clean, colorful and engaging. Ads were awesome. A job well done.

AWARD OF EXCELLENCE

WaterOne, KS

Women of Water Social Media Campaign

Appreciate the way staff are connected to audience--creates a personal connection to your organization. An inspiring campaign. Great job.

Photography

SAVVY

Marin County, CA

Marin County Parks: Park Ranger Craig Solin Photography

Gorgeous photos. Very striking. A strong description of their goals and tactics to address the prior lack of photos propelled this entry to the top. It's a great use of internal resources - specifically, the photos seem more authentic than photos taken by a paid photographer.

SILVER CIRCLE
Johnston, IA

Economic Development Guide Photography

Great descriptive letter - they had a strategic plan and a very well defined audience. These photos make Johnston look like an appealing place to locate and grow a business. The photos are very effective (and great use of community resources on the cover!)

AWARD OF EXCELLENCE
Lower Merion Township, PA

Annual Report & Calendar

Great way to show off your community in photos. This piece will definitely be a keeper for the year. Also, this entry showed a nice variety of scenes as well as showed residents in them.

Graphic Design - Art

Population: 0 - 89,000

SAVVY
Palm Beach Gardens, FL

Garden Green Market Logo

Beautiful colors. Reminds us of a beautiful garden. Well thought out and easily translated across multiple formats. It is imaginative and simple.

SILVER CIRCLE
Johnston, IA

Economic Development Guide Cover

Well presented. Lovely photo. The uptick in web hits shows the visual success of the cover. It is impressive that the source was local and free.

AWARD OF EXCELLENCE
Temple, TX

2015 Parks Bond Graphic Design

Great use of color and infographics. Solid translation of branding across multiple formats. Intelligent choices of design and outreach. So many variations on a theme must of touched voters. Great idea to place these in the parks!

Population: 89,000 and Up

SAVVY
Roswell, GA

Drippy Dropperson Book

Nicely done. Beautiful illustrations and great messages. Carefully thought out and targeted. Perfect for the intended audience.

SILVER CIRCLE
Sarasota, FL

Fast Facts

Easy to read and very visual. We might borrow this idea. Made tough information simple to understand through graphics.

AWARD OF EXCELLENCE
Arlington, TX

The American Dream City Logo

Great community input and inclusion. Love the Americana and the use of the A. It's tough to reinvent a city's identity and you did a great job with a clear, concise and positive logo.

Graphic Design - Other Promotional Items

Population: 0 - 60,000

SAVVY
Suwanee, GA

Visitors Guide: What's Here, What's Near, What's Happening

Landscape design works well. Ensuring that the "S" is visible in a rack is a good attention to detail.

SILVER CIRCLE
Queen Creek, AZ

Splash Pad Signs

Nicely branded signs. They leave no doubt this is a water feature. Using circles instead of squares is a nice touch.

AWARD OF EXCELLENCE
Queen Creek, AZ

Dog Park Signs
The "small/timid dogs" sign made me laugh. A good amount of information included in a small space. Circular signs in keeping with ones for the town's splash pad.

Population: 60,000 and Up

SAVVY
Fort Collins, CO

A New View - Infographics
Well-analyzed write-up. Fun infographics. Extensive, creative, transparent work.

SILVER CIRCLE
College Station, TX

College Stations 75th Anniversary Exhibit
Great, large-scale project. Incredible ... so well done. A lot of work. Very effective, great job.

AWARD OF EXCELLENCE
Pompano Beach, FL

Pompano Beach Tourist Guide
Great job. Pompano Beach doing a great job of distinguishing itself from other better known beaches on Florida's East Coast.

Graphic Design - Publications

Population: 0 - 59,000

SAVVY
Lenexa, KS

Lenexa Year in Review
A very creative way to engage the residents of Lenexa. Great story telling is the focus of this piece highlighting Lenexa's population surge to 50,000. Plenty of thought and planning went into the design of the publication, along with a very ambitious goal to present 50 reasons to celebrate Lenexa. It paid off with a graphically pleasing, attractive piece. Make this Savvy win the 51st reason to celebrate!

SILVER CIRCLE
Wentzville, MO

Fun Times Parks & Recreation Guide
Wentzville welcomes the Fun Times Parks and Rec Guide to the 21st Century with a tremendous re-design that incorporates striking photos, cool graphics and a new layout that has residents getting active throughout the community. Engaging cover photos, bright colors, appropriate white space all lead to Fun Times for the reader of a great guide.

AWARD OF EXCELLENCE
Lehi City, UT

2015 Information Guide
Beautiful cover photography, strategically placed content and crisp graphics are sure to inspire a new level of pride to readers of this thoughtful publication. Judges like the small booklet format, original photography and clean layout of this piece. Much more than an information guide, it's a snapshot of a community with a lot going for it. Congrats Lehi City!

Population: 59,000 - 99,000

SAVVY
Mansfield, TX

Water Quality Report Calendar
The wacky minds in Mansfield strike again with another oddly entertaining calendar-slash-water quality report. What better way to present complex information than to surround it with laugh-out-loud game-show themed pages highlighting the animated staff of Mansfield's Water Utilities. The artwork and design made the judges feel like they took the day off and spent it on the couch with the remote and a bowl of Cheetos.

SILVER CIRCLE
Pico Rivera, CA

Parks & Recreation Guide Redesign

Congratulations to Pico Rivera on a great makeover. A clutter-free zone of terrific information that is visually pleasing and easy to digest. The, uh, more seasoned judge enjoyed the larger type in the senior catalog section of classes – nice touch. We can see why participation and ad revenues continue to climb in Pico Rivera.

AWARD OF EXCELLENCE
Temple, TX

Parks & Recreation Summer Camp Guide

How do you present massive amounts of information in a small space without overwhelming the reader? Just ask the folks in Temple, Texas. Their Summer Camp Guide combines great graphics, skilled layout and fun photos to make it easy for mom and dad to find the perfect place to park the kids for a summer of learning and leisure!

Population: 99,000 and Up

SAVVY
Arlington, TX

Parks & Recreation Naturally Fun Catalog

The Naturally Fun Catalog is a natural with stunning good looks and visually pleasing graphics from cover to cover. Content is well organized for such a large amount of information. The cover art begs the reader to open up the magazine and explore all Arlington has to offer. Well done!

SILVER CIRCLE
Orlando, FL

Live, Work, Play Annual Report

This report had the judges booking the first flight to Orlando to get an up-close look at a beautiful city highlighted by this beautiful piece. Easy to digest infographics, superb photography and catchy writing lead to a report that is sure to gain the attention of those looking at Orlando as a future place to live, work or play.

AWARD OF EXCELLENCE
Fort Collins, CO

2015 Fact Book

The Fort Collins Fact Book breaks down a complex topic into clear, understandable areas of the City's utility department. The information was easy to digest through the use of stats, graphics and stylish photography. A challenging task that the folks in Fort Collins met head on – and that's a fact!

Printed Publications - Advertising

SAVVY
Marana, AZ

Your Town Ad Campaign

These beautifully designed ads featuring REAL people from Marana convey a strong message without ever reading the copy. This fast-growing city should continue to flourish with ads like these that are so easily identifiable and welcoming to the reader.

SILVER CIRCLE
Denton, TX

Dyno Dirt Brochure

This simple yet tri-fold brochure provided the answers to any question a resident may have about Dyno Dirt compost. In addition, the development of this advertising piece successfully resolved Denton's outreach challenge and as proven by the large increase in their website traffic.

AWARD OF EXCELLENCE
Round Rock, TX

Play Inside Campaign

The beautiful photography and lay-out of this ad pulls you in. Increased reservations and use of this new sports facility should continue with the strong presence this ad depicts.

Printed Publications - Annual Report

Population: 0 - 80,000

SAVVY

Lenexa, KS

2014 Lenexa Year in Review

Excellent descriptive letter! Love the 50 years, 50 items concept. Nice balance of photo and text. Layout is energizing and makes people want to read it.

SILVER CIRCLE

Homestead, FL

Downtown Homestead New Developments Mailer

Great publication, with easy to read format and visually appealing. I like the resemblance to some Facebook visuals. It was also well written for those who want a sentence or little more.

AWARD OF EXCELLENCE

Boynton Beach, FL

2014 Annual Report and 2015 Calendar

Good way to combine annual report information with photos, reports, and general important city information. The font used was appealing and I enjoyed the photos as well. Also an outstanding effort made by one staff member.

Population: 80,000 and Up

SAVVY

Sarasota County, FL

2014 Sarasota County Annual Report

The goals are clear, and all goal met. Positive theme and very good information that is full of facts, not fluff. Includes photos that are worth a million words. The theme "How may we help you?" is excellent.

SILVER CIRCLE

Leon County, FL

Leon County 2014 Annual Report

Beautiful, informative publication. The video was a great addition to the piece. This is very comprehensive at 76 pages with outstanding photos.

AWARD OF EXCELLENCE

Centennial, CO

City of Centennial State of the City Report

Great publication with beautiful layout and coloring. Pictures are really nice and tell a great story. Also like the connection to the new amphitheater.

Printed Publications - Calendars

SAVVY

Southfield, MI

Southfield Annual Report/Calendar

Really phenomenal product. Beautiful and useful. It accomplishes so much in one publication. Great layout and attention to detail. If I were a resident, I'd be calling in November to reserve a copy!

SILVER CIRCLE

Edmond, OK

City of Edmond Calendar

Love the vintage photos and design elements! A beautiful publication that accomplishes all of the goals set forth. I want one of these calendars!

AWARD OF EXCELLENCE

Boynton Beach, FL

Calendar and Annual Report

Very well done! Strategic, useful and beautiful. Excellent photos and good information for residents, businesses, and visitors.

Printed Publications - Catalogs/Guides

Population: 0 - 80,000

SAVVY

Suwanee, GA

Visitors Guide: What's Here, What's Near, What's Happening

Eye-catching piece! This guide makes Suwanee look like a fun place to be or hang out. Clever layout and solution with the orientation of the cover -- it's different enough to stand out, but still works in traditional brochure racks. Love the design and feel.

SILVER CIRCLE

Lehi City, UT

2015 Information Guide

This is the type of project I see and want to copy! Clean design. Easy to read. Very informative.

AWARD OF EXCELLENCE

Seattle Southside

Seattle Southside Travel Planner

Beautiful, magazine-like guide/planner. Great photography. Very attractive publication. Perfect to help draw visitors unfamiliar with the area to explore local businesses.

Population: 80,000 and Up

SAVVY

Arlington, TX

Parks & Recreation Naturally Fun Guide

Wow! This catalog looks and draws the reader in like a magazine. Great photos and in-house "ads" throughout. Attractive layout and good use of large photos. This publication is well organized, designed and interesting and sounds like it is doing exactly what it was intended to do -- you can't ask for much more!

SILVER CIRCLE

Pompano Beach, FL

Pompano Beach Tourism Guide

Very attractive piece that serves as the keystone of an overall marketing campaign for the area. Eye-catching branding. Great photos. We appreciated the map and key in the guide.

AWARD OF EXCELLENCE

Downtown Orlando, FL

Downtown Orlando Information Guide

This piece seems like a great resource for visitors to the area. Solid design.

Printed Publications - External Publication

Population: 0 - 80,000

SAVVY

Plymouth, MN

Plymouth Financial Extra

Provided exactly what residents would be looking for. • Great use of graphics to tell the story. Easy to read and great use of white space. • Beautiful piece, graphics make a dry topic more easily understood and interesting. • Wonderful use of infographics. Beautiful design and layout. Very timely content. Entry preparation first-rate.

SILVER CIRCLE

Lebanon, OH

Town Hall News

Lovely newsletter - easy to read with nice graphics • Excellent choice of distribution method • "I applaud the ingenuity!" • Great idea to use existing mailing to include newsletter • Easy to read, great use of images • Like the fact that there is a 2-page and a 4-page.

AWARD OF EXCELLENCE
Holly Springs, NC

Business Watch
Good use of info-graphics • Good idea - well executed • In-house printing on glossy paper stock gives the publication a professional feel without the cost of hiring a printer • Excellent concept for a business-focused publication.

Population: 80,000 and Up

SAVVY
Tacoma, WA

InviroTalk
Beautiful publication; informative and creative • Excellent publication on a targeted topic. Loved everything about it. • Beautiful publication w/interesting information.

SILVER CIRCLE
Miami Beach, FL

MB Magazine/revista
Interesting use of different font-style and color for Spanish text - not so "in your face" for those who don't care for it, and yet makes it readable for that audience • Fabulous in every way. This magazine looks, feels and reads like a high quality destination piece, yet not at the expense of its "local voice". Great job! • Beautiful publication with interesting and informative articles.

AWARD OF EXCELLENCE
Sandy, UT

SandyNow! Newsletter: Partnering for Success
Excellent presentation of the problem and solution. Congratulations on an effective program and beautiful newsletter • Fun publication and great use of partnership for distribution.

Printed Publications - Other

SAVVY
Orange County, CA

"Katy Cares" About Responsible Pet Ownership
Well done and effective piece - like the bilingual aspect.

SILVER CIRCLE
Roswell, GA

Drippy Dropperson Book
Clever and effective way of reaching a young audience - well put together.

AWARD OF EXCELLENCE
Suwanee, GA

Support Art. Create Community.
Beautiful piece - great program!

Printed Publications - Reports

SAVVY
Mansfield, TX

2013 Water Quality Report and Calendar
Awesome! Great concept - makes something technical and dense accessible to the public. Love the fact that it's a calendar - keep water quality at the forefront throughout the year. Great use of employees to share in the success of the project. The humor and well-done design mesh nicely with the use of facts for a project that is useful all year long on several different levels.

SILVER CIRCLE
Macon-Bibb County, GA

Forward Together Strategic Plan
Overall a great project - well executed and designed. Clean and thorough. Great use of graphics, infographics, and design. Citizens had to feel informed with this nicely designed strategic plan document. Good use of photos and a great starting point for a new government. Very nice.

AWARD OF EXCELLENCE
Plymouth, MN

Plymouth Financial Extra
Nice! Love the execution and the clarity and simplicity that comes from the use of graphics and iconography. Easy to read and follow. Well done hybrid of a newsletter and a financial report. Easy to read and very cost effective.

Special Events - One-Time Event

Population: 0 - 100,000

SAVVY
Marietta, GA

Marietta Commemorates 150th Anniversary of the Civil War
Very well organized for such a large undertaking. Inclusive of many different groups of stakeholders. A diverse and innovative approach to celebrating history. Fake newspaper was awesome - loved reading The Marietta War Time News!

SILVER CIRCLE
Homestead, FL

Building Homestead: An Innovative and Modern Approach to the State of the City
Very creative idea for state of the city - loved the public event at a movie theater. Video was excellent and well executed.

AWARD OF EXCELLENCE
Holly Springs, NC

Holly Springs: A Gold Medal Destination
Great video, good use of local resources, very creative, and a thorough written statement.

Population: 100,000 and Up

SAVVY
Tallahassee, FL

Cascades Park Grand Opening
This excellent entry provided clear and measurable goals, a detailed budget and an awesome re-cap report. Videos were well done, fun and informative. Loved the use of "Wise" the Owl and pass port activity.

SILVER CIRCLE
Gresham, OR

Net Zero Celebration
The write-up was excellent providing very clear goals. What a great way to make wastewater treatment fun. Good graphics, especially given the topic and loved the creative recycled items.

AWARD OF EXCELLENCE
McKinney, TX

Best Place to Live Campaign
Very clear statement, great design and excellent use of consistent brand equity across multiple platforms.

Special Events - Recurring Event

SAVVY
Carrollton, TX

Carrollton's 5th Annual Festival at the Switchyard
Fun video, great community involvement. Large Crowd! Consistent use of branding and theme throughout event, well done.

SILVER CIRCLE
Greeley, CO

Great Greeley Chalk-a-lot
Fun video, great community involvement, large crowd. Fun interactivity with college and community. Hope they make the Guinness World Record in 2015. Liked the connectivity of the chalk art.

AWARD OF EXCELLENCE
Orange County Parks, CA

OC Zoo-tacular
Betty Bee-ver Funny! Nice community involvement. Social media campaign worked well..score one for the Bee-ver.

Marketing and Tools - Best Use of a Promotional Item

SAVVY

Orange County, CA

"Katy Cares" About Responsible Pet Ownership

This item hit the target audience spot on. Well produced piece with a long shelf-life. Love the use of programming in educational settings.

SILVER CIRCLE

Carmel, IN

31 Bites - Eat Local. Shop Local.

I am going to use this idea! What a great way to be a community partner. Innovative way to tackle this challenge.

AWARD OF EXCELLENCE

Denton, TX

"Maintain Your Drain" Door Hanger

Creative and informative. This type of project can be a hard one to publicize successfully, good effort!

Marketing and Tools - Branding/New Logo

Population: 0 - 79,000

SAVVY

Avondale, AZ

Aspiring, Achieving, Accelerating

Great letter, easy to read. Great logo - translates to collateral well. Great work!

SILVER CIRCLE

Farmers Branch, TX

Farmers Branch Aquatic Center

Logo is clever and worked well on the collateral purchased.

AWARD OF EXCELLENCE

Temple, TX

2015 Parks Bond Graphic

Logo is straightforward and eye catching. Great letter. Campaign is simple and direct, visible and colorful.

Population: 79,000 and Up

SAVVY

Yuma, AZ

City of Yuma Logo Usage and Brand Guide

Good letter/great job with the usage guide and timing of logo rollout. We like the blending of the colors with history.

SILVER CIRCLE

Hall County, GA

Hall County Government Logo Design Project

Great job with citizen and employee involvement. Very thorough presentation. Great standard guide.

AWARD OF EXCELLENCE

Hampton, VA

Choose Hampton

Interesting campaign - it really has legs. We like the social connections and growth potential. Simple yet effective.

Marketing and Tools - Economic Development

SAVVY

Farmers Branch, TX

Demo/Rebuild Program

Very interesting idea; loved the concept. - Great campaign that used a variety of outlets to deliver the message to the target audience. Great results. - Comprehensive campaign garnering good results. Love the "Love the Branch" slogan and branding. - Great campaign that equaled great success. - Excellent concept and execution with significant long-term value for both residents and the city.

SILVER CIRCLE
Sandy City, UT

The Cairns: Where Mountain Meets Urban

Overall, this was a great application for a clever, detail-oriented marketing campaign. - Nice, solid PR campaign; well executed. - Effective way to get everyone intrigued about the project - Thorough presentation and materials - Well thought out, multi-faceted plan which was expertly executed. Congrats on owning the media on launch day.

AWARD OF EXCELLENCE
Salinas, CA

National Marketing Campaign

Overall, this is a well executed, comprehensive marketing campaign. Great efforts obtaining media coverage to achieve the goals and generating interest to promote economic development, including Forbes summit. - Aggressive program which led to outstanding results. - Exceeded every goal; great long-term result. - Good effort in getting coverage/information out to public to promote Salinas.

Marketing and Tools - Government Service Delivery/Community Issue

SAVVY
Wilmington, NC

2014 Transportation Bond - #ilmGO!

Very well done. Great marketing materials and strategies. Great outcome.

SILVER CIRCLE
Fort Collins, CO

College Avenue Waterline Replacement Project

Good work by this team. The banners and signage were spot on. The display utilizing the aged water pipe was a nice touch.

AWARD OF EXCELLENCE
Fort Collins, CO

Call of Doodie Campaign

Very creative and fun campaign. Great work to bring three department messages together to speak with one voice. Great photography with the dogs and cute video.

"Go Green" Communication Program Efforts

SAVVY
Avondale, AZ

"The Avengers" - Going Green the Super Heroes Way

Great job! Super creative and exceptionally appropriate for reaching you goal.

SILVER CIRCLE
Windsor, CT

Big Blue Recycling Program

Love the contest and involvement of both citizens and businesses. Great way to utilize existing events and resources.

AWARD OF EXCELLENCE
Roswell, GA

Drippy Dropperson Book

Great idea! Perfect for your demographic and great way to get the schools involved!

Citizen Participation

SAVVY
Leon County, FL

Leon County Press the Chest

Outstanding! Thank you for presenting the goals and results so clearly. Great job on revamping your engagement efforts. You not only met your goals, but also far exceeded expectations. Love the campaign hashtag, easy to remember and fun!

SILVER CIRCLE
Sierra Vista, AZ

Vista 2030 General Plan

Excellent work! Especially given the immediate and effective response to the unexpected opposition that arose, and the fact that the plan was under mandate to be voter-approved. Great use of electronic two-way communication. Residents definitely had ample opportunities to have a say in this process!

AWARD OF EXCELLENCE
Austin, TX

#mytaxgov Multi-Platform Interactive Town Hall

Congratulations on executing a very complex plan to reach your audience. Clever use of social media and interactive discussion boards to engage citizens. The bilingual phone option created a welcoming, inclusive atmosphere for your population. Nice work!

Communication or Marketing Programs

Population: 0 - 100,000

SAVVY
Homestead, FL

Referendum Information Outreach

This entry was well-rounded: on-point message, nice clean graphics, a cohesive design overall, and the goals were clearly achieved. The information seemed to be well-received by the target audience. The descriptive letter was well-written, clear and concise.

SILVER CIRCLE
Lynchburg, VA

Lynchburg Alerts

This entry had a great impact statements "If we can't reach you, we can't alert you!" and "First to Know." The monthly giveaways and grand prize seemed to generate excitement and raise the success. The advertisements were varied yet had a consistent overall look and feel--this is difficult to achieve.

AWARD OF EXCELLENCE
Asheville, NC

123 Graffiti Free - Graffiti Clean Up Initiative

This project had a website dashboard that was well done, informative, easy to read and visually interesting. Staff seemed to do a great job working with local businesses.

Population: 100,000 and Up

SAVVY
Arlington, TX

Arlington: The American Dream City Brand Campaign

The collaboration that was achieved in this project was extraordinary. The "American Dream City" catchphrase was easily adopted and well suited to the audience. Leveraging the major stakeholders in the city and keeping them on-message was the ultimate success.

SILVER CIRCLE
Tallahassee, FL

DRVN 850

The fun events in this plan really engaged the community. The formatting of the descriptive letter made it difficult to read. The "DRVN 850" was catchy and the videos were engaging and fun to watch.

AWARD OF EXCELLENCE
Riverside Public Utilities, CA

Riverside Public Utilities Drought Campaign

This program was very creative and innovative. The coasters were a great, innovative idea that extended the reach to target audiences. The successes were well-reported and easy to understand in the entry.

Community Visioning

SAVVY

Leon County, FL

Leon County Sustainable Communities Summit

So many good elements in this submission. Great example of listening to needs and desired outcomes. Loved the quantifiable data pulled from attendees at the summit. I would love to use the "Summit in a Box" framework that you are creating! Measurable Results!!!!!!!!!!

SILVER CIRCLE

Tallahassee, FL

Seeing the Vision Through the Fog of Construction

The tactics used of a flash mob and cash mob were very creative. Please move to my city and do this when we have street projects. Very Thoughtful - responding to actual needs of merchants struggling by sending out the cash mob.

AWARD OF EXCELLENCE

Norfolk, VA

Norfolk Collaboratory; Our Brand Message Architecture

Loved this entry! Judges loved the fact that there were no high gloss, elaborate materials. This project was focused on a mindset and a shared vision. Clear goal of branding the city in light of its new growth. Great inclusion of partner groups.

Most Creative Activity with Least Dollars Spent

Population: 0 - 120,000

SAVVY

Roswell, GA

Roswell Makes Us Happy

This entry made the judges happy! Fun and trendy use of existing resources and engaging for the whole community.

SILVER CIRCLE

Carmel, IN

Chairs of a Different Color

Great use of outside resources. Creative and innovative way to engage different age groups and good use of social media to further promote the initiative.

AWARD OF EXCELLENCE

Queen Creek, AZ

Battle of the Badge Competition

Excellent way to engage the community. Creative and fun way to reach all age groups and strengthen relationships between public safety personnel and the community. Great use of existing resources.

Population: 120,000 and Up

SAVVY

Austin, TX

Community Journalist Conference 2.0

Great relationship building initiative. Excellent way to ensure information is reaching non-English speaking residents and build relationships with those parts of the community. Good use of volunteers resulting in a low budget.

SILVER CIRCLE

Arlington, TX

Arlington Parks and Recreation Eco-Man

Effective and creative use of budget. This initiative caught the eye of adults and kids alike and provided a fun and innovative way to educate the community on environmental issues.

AWARD OF EXCELLENCE

Buncombe County, NC

Light it Up Purple - Domestic Violence Prevention Month

Great way to bring awareness to a social issue. Existing resources were well utilized and goal of bringing awareness to this issue in a simple way was achieved.

Most Innovative

Population: 0 - 120,000

SAVVY

Athens-Clarke County, GA

Athens Ghost Hunt: The Morton Theatre

Unique, creative way to showcase theatre. Capitalized on popular, compelling topic and made it their own. Good shelf life and applicable to other uses/outreach in whole or in part. Fun and interesting to watch! Deserves a SAVVY!

SILVER CIRCLE

Davenport, IA

Davenport Today

Bold approach, with great strides toward transparency. Featured a wide range of topics to draw many sectors of the community to the site. Great job!

AWARD OF EXCELLENCE (TIE)

Hastings, NE

Collaborative Websites and Life Wide Open Portal

Great site! Love the 'Life Wide Open' campaign title. Great way to engage community and focus on a very positive love of community. Worthy of recognition.

AWARD OF EXCELLENCE (TIE)

Pico Rivera, CA

The Adventure Teens

Creative and well-executed. Great job targeting younger audience using pop culture in an age-appropriate manner. Impressed with realistic selection of target audience as younger teens rather than continuing to pursuit of older teens with 'bigger fish to fry'. Fun to read with great visuals. Good work!

Population: 120,000 and Up

SAVVY

WaterOne, KS

Understanding Main Breaks

Simple, well-written and cost-effective. Multiple audiences for the piece, including media, staff and residents. Having the card and envelope is an excellent way to utilize staff resources while showing front-line staff that they are valued. Great boost to staff morale and relations. Demonstrated success. SAVVY worthy!

SILVER CIRCLE

Alameda County, CA

Human Exploitation and Trafficking (H.E.A.T.) Watch

Bold, 'in your face' message. Admirable results leveraging free media. Exemplary, memorable approach to a difficult subject and issue in modern society. Job well done!

AWARD OF EXCELLENCE

Tallahassee, FL

Cascades Park Online Announcement

Quick and dirty with minimal use of staff resources. Good bang for the buck. Incentivizing resident sharing of the park opening on their personal Facebook pages very effective and innovative. On trend. Good work!