

**Communications or Marketing Plans (0 - 84,000)**

**Savvy Award**

Keep Homestead Beautiful Illegal Dumping - City of Homestead, FL

Great use of a multi-dimensional approach to addressing a problem through a unique approach to distributing communications to a wide audience.

What a wonderful way to hold everybody accountable!

Great initiative to keep the area clean while engaging with public.

**Silver Circle Award**

Bryan Gameday Shuttle - City of Bryan, TX

A notably impressive and creative approach for taking advantage of the unique opportunity offered by the football games.

Great idea!

Good way to take advantage of people already in town, and way to regroup and retransform the program.

**Award of Excellence**

Downtown Parking Initiative - City of Kannapolis, NC

The opportunity was unique and the response by the City (and its employees) is commendable. The deadlines that they had to meet are not evident in the work they produced.

Wonderful job

Great work in a time crunch.

**Communications or Marketing Plans (85,000 - 200,000)**

**Savvy Award**

U.S. 60 Water Main Break - City of Tempe, AZ

What a fantastic communication plan from Tempe, AZ. The description of the incident was right on point and I was easily drawn in with how concise the solutions were laid out. My favorite part was the US 60 Friday packet. I thought the visuals and the way it laid out was very appealing and informative. Great job.

I think they do a great job of reaching different communication avenues. The program reached millions of people.

Great job combining efforts with multiple agencies and letting the public know you were on top of it.

**Silver Circle Award**

Brookdale Resource Center Communications Plan - Macon-Bibb County, GA

Outstanding job. From the time the communications team got the assignment to execution is absolutely remarkable. I commend the effort it took. There was no months long planning process. With such a hard topic to talk about, this department did it with class and top-notch execution. The videos I watch pulled at the heart strings and clearly got the message across. Well done.

This program is amazing. It is really nice to reach out and help the homeless.

Nice job!

**Award of Excellence**

Solid Waste Transition Communications Plan -  
Macon-Bibb County, GA

Very well done. This team did a great job planning and executing their plan. They did a great job laying out the timeline and meeting the needs of their residents. Congrats.

So much detailed information. The steps are easily understood.

Great job!

## Communications or Marketing Plans (201,000 and Up)

### Savvy Award

The Ripple Effect - Virginia Beach Flood Protection Program - City of Virginia Beach, VA

This entry represents a project facing huge challenges. Your problem statement did a great job of outlining what you had to overcome to meet success. Goals were strong with clear measurement. Investing in research was a smart use of budget and gave a clear strategy path. At first the size of the budget took my breath away, but once I reviewed the size of the proposed bond it made sense and was an appropriate portion. I thought you all did a great job of connecting with residents on all channels: in person, on social, direct mail. Messaging touched emotional and logical perspectives. Congratulations on an incredible success story of overcoming obstacles and delivering on all goals. This should be a communications strategy case study.

Excellent communications campaign! Clear and concise opportunity statement. Good research and details on it. Did you call everyone? What was response rate? Good multi-modal communications channels used. Measurable metrics and solid results. Well-detailed plan. What were in-house hours? Good job!

Clear assessment of the hurdles to success--evidence of thorough research. Clearly stated goals were measurable and achievable. It isn't easy to convince people not directly connected to water, even in a seaside community, that stormwater is everyone's issue. Multiple communication channels effectively reached the voting population. I suspect the City's track record of success with a project of this magnitude will create goodwill with stakeholders on future large-scale projects. The use of an outside communications consultant also brought a neutral influence on conceptualizing the project plan. The goal of 51 percent affirmative votes realized with 73 percent -- you definitely did something right!

### Silver Circle Award

Shop Small #LOVEORLANDO - City of Orlando, FL

You built a great set of goals focused on the items you could control within the campaign. I like how you focused your limited budget for maximum impact (billboards) and still delivered significant social reach. Leveraging the social reach of your very popular mayor was a smart move. I was impressed by the included statement from a business owner - your efforts meant something to the local business community, and isn't that a huge return on investment? I'm curious if you saw an uptick during small business week in particular. You met all of your goals and put together very nice creative.

Love this campaign! Good summary with measurable goals. What's baseline? Budget - what were staff hours/cost? Great ads/videos! Excellent results. Info on new business opening and or survival rates of Orlando businesses would be informative. Good job.

Four very clearly defined goals that are measurable and actionable. You did a lot with a very modest budget. Your spotlights spoke to your audience because they are everyday people rather than a city spokesperson grabbing attention. Very well executed. It will be interested to see future small-business attention and retention post-pandemic.

**Award of Excellence**

2021 Rate Adjustment Outreach Campaign - Western Municipal Water District, CA

Well stated problem statement and measurable goals. Curious about the video costs - did you do the work in house or out of house? The final product was nice and I'd love to know if your team did the work. Increasing rates during an economically challenging time, while also managing misinformation, was an incredible challenge. Your team did a great job and delivered on goals!

Excellent achievement of goals. Solid research and measurable objectives. Good use of multi-channel messaging. Good details on \$ spent. Time/cost of staff would be helpful. Only score that I gave less than 5 is creative. You achieved your objectives in a solid fashion. If creative were a goal, it could've shown more originality/excitement.

Exceptionally good results from a campaign using a mix of traditional and digital channels! Creative brings water theme with simple graphics. Producing three videos for less than \$15k? Outstanding. In-house staff available for this? Clear goal of reducing negative feedback, and you knocked it out of the park!

**Community Visioning or Branding**

**Savvy Award**

City of Salida, CO - New City Logo - City of Salida, CO

Wow, well done! Not only is the new logo more vibrant, versatile and modern, it is also a wonderful tribute to your community because of the extensive public engagement process you initiated. Your entry is a textbook example of an effective and comprehensive strategic plan with outstanding results. Salida residents are fortunate to have such an inclusive city government. Congratulations!!!

Wow, well done! Your new logo is vibrant, unique and modern — better reflecting the community that you serve. The more I look at the logo, the more elements I'm able to find (there's the signature Colorado C!), yet it all does really well as one cohesive look. Just as impressive is the community outreach and engagement process you described. It was well thought out, and it's clear that you went above and beyond to ensure that community members and stakeholders were included and felt heard throughout the process. Smart move on forming a Brand Committee that also consisted of local artists and graphic designers. What a great way to bring a unique perspective to the project as well as community connections to the top artists and designers.

Wow, great work! Not only is the new logo more vibrant, versatile and modern, it is also a wonderful tribute to your community because of the extensive public engagement process you initiated. Very impressive! Your descriptive letter was very well written and helped to provide context to your process and the thinking that went into each stage of the rebranding project. You set specific, measurable goals and achieved all of them. Any city who embarks on a logo redesign process would benefit from following your lead. Bravo!

**Silver Circle Award**

Union County Branding - Union County Government, NC

This was a very comprehensive, well-thought-out process that resulted in a beautiful, unique and eye-catching logo. You did a particularly nice job in researching the characteristics of your target audiences, then using the data to build a new look that would speak to the many facets of your county. You have given the residents of Union County a whole new reason to be proud of their home. Well done!

It's wonderful to see that you were able to dive deeper than just developing a new and consistent visual identity by investing the time and effort into defining what makes your county unique. Great work with community outreach, and very impressive that you also invested in hiring a brand manager to ensure full implementation of your new brand.

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**Award of Excellence**

Provo Pillars - City of Provo, UT

A very complex and well-executed campaign, nice job! And the strategy in the messaging of the pillars is impressive, as are the graphic design elements. This entry would be much stronger with a more concise opportunity statement and easily digestible measurable objectives.

Based on how clear, thorough and well thought out the entire plan was, I would have never guessed that you were working with a smaller budget. It's quite impressive what you were able to accomplish with the budget you were allocated for this plan. Overall, it was great to see how you overcame the barrier of an outdated website that you were at least two years away from updating, and the swag items were not only desirable giveaways, but also strategically thought out to align with each pillar. You truly thought through every possible method of communicating the new brand message with community members and stakeholders.

This was a very comprehensive, well thought-out plan that culminated in an impressive branding campaign that will no doubt serve the City well for years to come. And it is truly mind-boggling to know you did almost all of this in-house! What you were able to accomplish on such a limited budget is very impressive. This would have been a stronger entry if the Document of Achievement section was tied more closely to each of the specific goals that were outlined in the Goals/Intended Outcomes section. For instance, you had very specific goals and strategies to "educate," "engage" and "execute" with the overall goal to increase trust as measured by your annual survey. It would have been great to see results that specified how you accomplished each of your three main goals.

**Savvy Award**

Using every tool in the toolkit: Evanston's COVID-19 Campaign - City of Evanston, IL

Great work on this project. This was a lot of work. You used so many, if not all, of the tools at your disposal, spending no money. That is impressive. Great documentation of goals and solid, quantitative results to each goal.

Kudos! This was an impressive campaign and entry. Very detailed with great measurables.

Great campaign, and well-thought out. Great work!!!

I found it very impressive that everything was done in house especially considering all of the various avenues and communication streams that were tackled including publications, social media, email, and more. Achieving a 93 percent vaccination rate is no small feat. I like having the sentiment regarding the City's efforts quantified in a way that was easily understood and supported the intended goals. The customer/citizen focused engagement with community members was well done and the bilingual elements as well as testimonials really pushed it over the top. I'm glad you were able to share positivity during the difficult times and received so many compliments, justifying all of the team's hard work and boosting morale. The amount of information and data that was able to be processed in real-time is quite staggering and shows just how much effort was put into the work.

**Silver Circle Award**

We Care Denton - City of Denton, TX

Wow. That is a tough position to have to create an entire website (almost post-COVID) about COVID, when you aren't the Public Health Department. You did a fantastic job on creating an informative site, in-house, with only a small budget that addresses what your Council requested.

The We Care Denton site is nicely done! Great job by the team on creating this digital resource in-house and with a limited budget. It's always nice to see a quantifiable metric to demonstrate effectiveness (i.e.) the number of website visits over a specified time period.

Great website, well-thought out! I think it is a great source of information and it definitely displays a feeling of care and support for the community! Great work!

It was a very admirable goal to a challenging situation that was tackled head on. The website achieved its intended purpose and is very thoughtfully laid out and informative. I enjoyed the small creative visual elements throughout. The only suggestion I may have is on the opening page of the website it talks about equity, given it is shown very well, however for those from a Spanish speaking community the page translated in Spanish isn't easily found at first glance and if they don't know you have it will most likely not see it. Additionally, I would have like to have seen some sort of stats for a measurable goal such as the number of visits to the website of time or even how the website was advertised. Overall, I believe you meet your goal commendably.

**Award of Excellence**

Get Vaccinated Marin! (¡Hágase La Vacuna Marin!) - County of Marin, CA

Great use of graphics and colors for this campaign. But more than that, the campaign did what the Objectives that were established intended, and surpassed one of the objectives. Great job on a creative campaign that reached your audience and created an impact. Detailed explanation and break-out of the budget was very helpful to understanding the overall projected budget and what was spent. To measure the awareness and website pieces that were mentioned in the goals, it would have been nice to see the stats from the website impressions, as well as some information on the amount of YouTube views in comparison to other YouTube videos that had been previously produced to be able to identify if increased awareness was occurring using those digital platforms.

This was a well executed multi-channel campaign. The goals and objectives were clearly defined. The campaign achieved what is set out to do. Great work!

I think the process was very calculated and structured well. Great job on creating excellent results from a 4-month promotion. Simple and effective! Great work!

The entire campaign was very well done in providing for and educating a diverse audience across multiple platforms. However, I would love to have seen some sort of measurable goal for how much Marin County's reputational both locally and nationally changed over the Pandemic from being an "anti-vax" community to what it is today especially since that is the first thing stated under the problem/opportunity statement. I liked being able to see the research, outreach, results, and percentages for the various communities. It would also have been nice have included the results for vaccines based off of ages as it was mentioned that there was a critical need for older adults being that nearly one-in-three of residents were over the age of 65. The use of bi-lingual messaging is an incredible asset that many struggle with and was tackled here with amazing efficiency. The only other thing I'd be interested in finding out was the actual numbers for the likes, shares, and engagement on Marin's social channels that set record analytics as they aren't shown.

**Digital Interactive - Electronic Newsletters (0 - 81,000)**

**Savvy Award**

Georgetown Weekly - City of Georgetown, TX

The Georgetown weekly newsletter header is very nice. It is clear, concise and graphically appealing. I appreciate the use of humor among the content in the newsletter. I am sure the residents appreciate it as well.

Nice clean design and use of graphics and video. Love the banner. Content is clear, concise and comprehensive. Strong entry.

The Georgetown Weekly is a very effectively designed e-newsletter for the City of Georgetown. It is very clear who the email is from and is distinctively branded throughout. The header is well designed to be sophisticated and friendly. The scripted G is a great repetitive design element. The writing is very easy to follow and is organized well with colors, font sizes, and casual writing style. The simple graphics and photos help the reader follow the information. The memes add a bit of humor to help keep the information from getting too heavy. The event callout box helps give the email a nice ending structure. The increase in subscribers and open rates shows that it is a great source of information for the community.

**Silver Circle Award**

How Evanston's e-News Became the Community's Top Information Resource - City of Evanston, IL

City of Evanston clearly defined their goals and met them every step of the way designing and launching the new e-newsletter. The 48% increase in viewership proves your community agrees. The simple, clean and informative newsletter format can be easily read and repurposed across multiple communication channels. The multilingual version is a nice addition for residents. Evanston's E-News is doing a great job providing their community with a single, reliable news source that they can count on.

Excellent descriptive letter detailing your goals, etc. We don't see many e-newsletters utilizing Gov Delivery but this entry does a good job of utilizing this tool effectively. I especially like the Spanish version; it's great to address the needs of that community. Good content and graphics. It would be great to have a banner on this e-newsletter to brand the publication.

The City of Evanston has developed a really nice e-newsletter. Branding is on point and matches the website nicely so it seems familiar to residents. The writing is simple but effectively communicates. The use of white space and dividers helps keep a large amount of information from being overwhelming. The clean template is great with standard image sizes to give it a consistent look and feel as you scroll down making it very pleasing to the eyes. The length is very manageable and part of that is because the copy is well-crafted to be concise. The increase in subscribers and engagement shows what a valuable resource this e-newsletter is for the community. The subscriber number shows that there is a lot of engagement from the surrounding communities also. Overall, Evanston's care and efforts in crafting these emails are very evident and are proving to be very successful.

**Award of Excellence**

Newsday Tuesday - City of Weston, FL

Great catchy and informative name for the newsletter. The learn more buttons are easy to find and allow the reader to dive deeper into each topic. The graphics are vibrant and appealing. Using the newsletter analytics to adjust content timing and topics is next level marketing. Two thumbs up!!!

This is a great entry. I love how you've branded the newsletter, making it something residents can look forward to every week. It's also well done - colorful, concise content. And the "read more" at the end of each story is a wonderful idea. It sends the reader to a calendar post or website page for more information, driving traffic to the City's website. Newsday Tuesday is such a great idea - I hope you're marketing it for all its worth. Great job.

What a catchy and easy-to-remember email title — Newsday Tuesday. The City of Weston has done a good job of creating a public-friendly design. The design is simple and organized and is branded well to match the website. The inclusion of photos helps the reader to engage with the content and they serve as visual dividers of information. The consistent color of the Learn More buttons helps draw the eye through and is easy to see where to click. There is a great open rate and has a pretty good click rate which really show the community is very interested in the information being shared.

**Award of Excellence (Tie)**

Key to the City - City of Pflugerville, TX

Updating a template from 2007 is no easy task. The City of Pflugerville clearly laid out a plan and intended goals which I think helped them successful revamp an outdated newsletter. I like that the City logo and brand are in the forefront and the first thing you see in the newsletter's header. I truly appreciated the customized content. You all did a pfantatic job!!!!

Love the variety of content. Easy to read and comprehensive. I didn't have a previous e-newsletter to compare with the new design, but the format is well done. Nice graphics and good to see a continuation of the city's brand in the design and copy. I like the standard content at the bottom - calendar of events, etc.

The City of Pflugerville did a fantastic job revamping its e-newsletter. They went in with a well-defined plan and executed all of their goals as evidenced by the positive increase in open rates. I appreciated the documentation of the results. The email utilizes white space nicely so that the eye has areas of rest between all the vital information. The buttons are very defined and assist the reader with easy-to-find click-throughs. The design is very adaptable for mobile phone readers. The copy is simple to understand and informative. It is a clever use of pfs in the copy that follows Pflugerville's branding strategy.

<p><b>Savvy Award</b> City Connection Community Newsletter - City of Boca Raton, FL</p>	<p>Demonstrated a rationale behind the content development and did research to ensure it resonated with the audience. Liked the bold image at the top and the bold headers throughout. Visually appealing. Short articles with an associated image made it easy to scan and read. Great consistency among issues.</p> <p>City Connection is well-branded, consistent content that readers can look forward to receiving on a regular basis. The increase in subscribers, nearly half of the jurisdiction's population, and open rate show that the content is engaging and the investment of time and resources to resources on the front end is paying off. For the budget and use of resources, it would have been helpful to get a ballpark estimate on the staff time dedicated to production. In the documentation of achievement, I would be interested to learn if the content gathered for the monthly newsletter was repurposed for other channels, and if so, how it was used.</p> <p>Awesome job!</p>
<p><b>Silver Circle Award</b> The Good Life E-Newsletter - City of Bryan, TX</p>	<p>Solid. Simple. Consistent. Love that you explained the structure of the email and had a mix of qualitative and quantitative objectives, which were achieved.</p> <p>The Good Life is clearly branded and incorporates engaging visuals along with short, easy-to-read chunks of information. The historical elements in the newsletter were a nice addition and a way to build community pride around the city's 150th anniversary. For budget, it would have been helpful to understand the staff time devoted to developing the newsletter since it is entirely done in-house.</p> <p>You share all the important stories!</p>
<p><b>Award of Excellence</b> City Manager's Update E-Newsletter - City of Carlsbad, CA</p>	<p>Solid, well-organized newsletter. Good feedback from community.</p> <p>The newsletter's objectives were clear and the product is well organized and consistent. The open rate and popularity of the newsletter link on the city's website shows the content is engaging to readers. With the weekly frequency, it would be helpful to get a better understanding of staff time involved in production.</p> <p>Great job with research!</p>
<p><b>Award of Excellence (Tie)</b> The Insider - City of Bloomington, MN</p>	<p>Good feedback and a solid newsletter for an internal audience.</p> <p>The survey's quantitative results and the qualitative feedback shows Insider is a valued communication piece among employees. The return on weekly staff investment is high.</p> <p>Way to go with the surveys!</p>

**Digital Interactive - Electronic Reports**

**Savvy Award**

State of the City Website: Foundations of the Future - City of Bryan, TX

The additional use for the video as a main focus of the webpage, while also using it to drive traffic on your other social channels was well thought out and executed.

A great way to achieve multiple goals in a creative way that the Bryan community will always remember. Celebrating a 150th anniversary is a big deal and the communications team hit this one out of the park. Great work.

The video component made this soar.

Celebrating the 150th Anniversary of Bryan, TX through the State of the City is a creative idea, and the execution is excellent. The video is well done, and the website is very creative with the historic photos associated with all of the links.

Astounding. Epic. Legendary. Much like the rich history of the City of Bryan, Texas itself, these are the words that came to mind as I explored the 150th Anniversary website and accompanying Foundations of the Future resources. The City of Bryan and their talented communications team is worthy of the utmost praise and highest honors for their work celebrating a momentous anniversary while simultaneously and seamlessly presenting the current state of the city. This is a masterclass in not only government communications but writing and visual storytelling. Kudos on intertwining the community, public safety and infrastructure improvement issues of yore with an eye on present day projects impacting residents and stakeholders now and beyond. This work is scholarly, well organized and well researched. All aspects are beautifully presented with a classic and timeless artistic design throughout. The anniversary website would be of interest to just about anyone anywhere who had even the slightest interest in American history. It's abundantly clear the level of love, commitment and dedication that went into making this project a reality. How lucky are the citizens of the Bryan, Texas to have such wonderful stewards of their community leading the way for future generations. And the documentation of achievement/analytics report provided along with the project is the icing on top of the 150th birthday cake!

**Silver Circle Award**

Communicating the Value of Communications -  
City of Plano, TX

I really like the breakdown with the activity snapshot section to keep everyone in the loop on what is being promoted and how often through each form of communication.

The reporting of communications by Plano, Texas, is comprehensive and well considered. Linking communications to strategic goals is critical in demonstrating agency success and Plano hits the mark with this project.

Bringing in the social media highlights was a nice touch.

Reporting the successes and efforts of a communications department can be challenging, and Plano, TX did an outstanding job summarizing how their team uses various communications efforts to tell a specific story to its audience. My Township may be borrowing some of these methods of recording and reporting!

In a matter of just a couple of pages, the monthly report comprehensively and definitively summarizes how communications efforts, guided by citywide policies and goals, are moving and leading a community forward month after month. Internal stakeholders are able to get a glimpse of how external audiences receive information and engage with community objectives, and how their actions may be directly influencing their own constituents. This must be a daunting task for staff to put together each month but I'm sure very reaffirming for the communications pros who work hard to make meaningful interaction and engagement happen. I liked how City Management, Executive Staff and City Council were asked to provide qualitative feedback to make sure the reports were hitting the mark because, as stated, there are no hard-and-fast analytics for a monthly report. While having data is nice, I appreciate when analytics are paired with some meaningful context to help tell the story of the "why" behind the work (not simply perceived successes or failures of end results as narrowly defined by numbers or percentages). This monthly report nicely demonstrates the value and scope of work regarding how purposeful efforts to communicate across the platforms are tied together by a common mission and vision.

**Award of Excellence**

2021 Annual Report - City of Johnson City, TN

I enjoyed the city scape and theme of the overall design as a nice change from just being fed plain old boring information.

The concept of shifting an annual report to this format is a good one and it was a light-hearted fun way to share what can be boring and mundane information with residents. I applaud the creativity shown here and the story shared through animations. A voiceover or similar could have helped to further propel the storytelling aspect of the report and perhaps making some of the pages less text heavy. Overall, a lot of fun!

Really enjoyed the graphic design and the way it introduced you to the report.

Creative way to put a positive spin on a challenging year and make the annual report colorful and interesting to look at. Great way to engage the audience.

In a world of dry and mundane, be lighthearted and fun! I love this bright, unique and creative take on the Annual Report. I could see where some might criticize for being too childish and not refined enough, but I think this project strikes a decent balance. If the purpose is to cut cost by moving from print to digital, why not go all in with animation and a mascot to boot! To me, the style and tenor match the medium. Serious topics don't have to be bland. Kudos on kicking out the stuffiness. Not only is the visual style compelling, but the tone of the preface is approachable and witty to match. This is a novel and bold way to add flavor and flare to some of the necessary, boring bits intrinsic to talking about local gov. The use of whimsy through fresh visual layout and design paired with animated YouTube videos helps get the reader to keep turning the page. I liked the way the videos were cleverly folded into the document itself and I see even greater opportunity therein. For instance, I wish that the corresponding text (or some abridged version) was maybe dictated via a voice over, perhaps with some closed captioning and a bit of background music or some further graphics, to really make the content more palatable and maybe extend the life, watchability and re-usability of those standalone video pieces. In this way too, audiences could choose their level of engagement and if the animated video sparks interest, viewers might be more inclined to read further some of the more traditional parts of the report. The lemons to lemonade theme is perfect in these times, and I could see how, with the Annual Report as a foundation, this thread might be carried through to other projects.

<p><b>Savvy Award</b> 150th Anniversary Website - City of Bryan, TX</p>	<p>Absolutely beautiful website and I love the inclusion of stories and images crowdsourced from your residents. This is a long-term treasure.  </p> <p>Not for public feedback: Make your goals smart. I think this outperformed your expectations, but you didn't share your expectations. Explain what the \$49 was for.</p> <p>Very well-made website with interesting content. Data supported program's success. Kudos to the in-house team who spent only \$49 on this program. Well done!</p> <p>Clean, crisp, and consistent design, easy to navigate. I am filled with hope at the dedication of this team to inclusiveness - even the history hurts or isn't pretty. I loved the easy navigation, the accessible design, the ability to hear, to see and to explore the city through different mediums in one great website.</p>
<p><b>Silver Circle Award</b> Inside Carlsbad Employee Website and YouTube Channel - City of Carlsbad, CA</p>	<p>Love the personal writing style on the site - less government/org speak, more human. Just what was needed to help people feel connected. Plus babies and pets! You can't go wrong with a happy coworker furball getting a work-approved shout out. Clever solution and excellent metrics. Great job Team Carlsbad!</p> <p>Entry problem and solutions were clearly stated with data to support the program's success. Program achieved its goal, however there is room for improvement for the graphic look of the website and colors were not captivating or exciting.</p> <p>I absolutely love the thoroughness of the entry - they really looked to not just educate employees but also connect them in a time where people felt really disconnected. I love the use of different mediums including YouTube! The graphics are clean and consistent and the information is easily navigable.</p>
<p><b>Award of Excellence</b> Sandy Adventures Website - Sandy City, UT</p>	<p>Love this idea! First, to recognize that the tourism push needed to expand beyond skiing was wise. Second, to ask the community to be part of the storytelling was a clear aspect to why this did very well. PS - adventure badges are TOO MUCH FUN!</p> <p>Beautiful and informative website! It also helps that the City has so much to offer. Well done!</p> <p>Adventure badges? Sign me up. I am blown away by the amount of local ideas produced by this project as I know getting public input can be so difficult. I love the branding - it really elevates the concept.</p>

**Savvy Award**

Holly Springs Black History Tour - Town of Holly Springs, NC

I became immersed in this tour from the moment i clicked the link. The voices, accompanying photos and beautiful design of this interactive tour is truly excellent. So good, I have already shared it with our local historical society and told them they have to keep it a secret until after September 8th!

This gave me chills. A clean, thoughtful, and immersive journey through the history of the community that is an absolute pleasure to scroll through, let alone walk through with the mobile experience. Very well done!

This project is so impressive! It is presented very professionally and is easy to use, read and learn from. You have done your community a great service, bridging the past with the present in such an engaging and effective way. I appreciate how many people worked together to achieve this success, from staff to community members. Amazing work!

Loved everything about this entry. Its intent, goals and the end result - all top notch.

**Silver Circle Award**

SandyNow! Chatbot - Sandy City, UT

An innovative approach with data to support it it working. Strong entry.

A thoughtful approach to a complex problem that provided the community with easier access to town services and information while saving money. Well done!

I am very impressed by the effectiveness of this tool. I went in with random questions and was easily and quickly able to get to the information that addressed my question. You provided clear goals and documented your achievements clearly and effectively. Great job!

The cost benefit of this innovative approach to assisting website browsers was impressive.

**Award of Excellence**

SanteeTV - City of Santee, CA

We can appreciate the effort it takes to start a new television channel. Santee has done a great job in a short period of time. The wide range of topics and mixture of government meetings vs entertainment and information programming is a nice balance. The quality of the broadcasts is also very good. This is a successful effort to identify and create another source for people to be informed about the programs and services provided by their local government and we applaud Santee's effort!

With a short timeline to launch this program, SanteeTV is an extremely professional local TV channel with a wide variety of enjoyable content, showcasing all the city has to offer and educating residents on valuable services.

The branding, production and overall quality of SanteeTV is extremely impressive. You did an effective job of launching a professional looking TV station. I really liked that you identified this medium as an ideal way to engage with the demographics of your community and increase access to information.

The variety of topics makes this community television channel must see tv!

**Digital Interactive - Overall Website**

**Savvy Award**

City of Olympia Website - City of Olympia, WA

I'm impressed with your website project, undertaken in the thick of a pandemic. I can only imagine how busy that would have been amidst all the other things going on. The "View more" links on the home page are clever, and not something I've seen before. I'm sure your users appreciate the careful thinking and design work!

Attractive and engaging, well-organized website! Excellent work purging and migrating old content. Love, love the "one-stop pop." Works great and makes so much sense - you've set the standard for all government websites. Really well written entry, especially the achievement section. Congratulations, Olympia!!

Very well-written entry and impressive website redesign! The ease of use is outstanding and the home page is very dynamic. I can see why you received overwhelmingly positive responses from residents. Excellent work!

Overall, very nice website! My favorite part of the website is the accessibility button at the bottom right corner of every page. Many organizations/websites talk about improvements to ADA compliance, but miss show how. You've nailed it with the accessibility button. Great choice on the tabbed buttons to keep page from cluttering. Possibly, you can add a tabbed button labeled as FAQ for the FAQs. I had to scroll a few times to find it. Also, I suggest including a button to easily and scroll back to the top on longer pages. Enjoyed reviewing your website.

**Silver Circle Award**

Roundrocktexas.gov - City of Round Rock, TX

I'm impressed with your website project, undertaken in the thick of a pandemic. I can only imagine how busy it would be doing this amidst all the other things going on. It's impressive that your team did the design and development work entirely in house. I'm sure your users appreciate the careful thinking and design work!

I loved how you outlined your goals which made it easy to see what a great job you did achieving them. Website looks great and easy to navigate. Front-end editing and mobile-friendly improvements were standouts. Congrats on doing this completely in house!

Incredibly well-written entry! The new website has a striking look, smooth-as-butter navigation and the process you took to achieve your goals was strategic and well thought out. This is an example of what local governments should aim to achieve when redoing a website. Great work!

Simple and modern. Website is well organized with header a simple header navigation, and customized navigations for every page/ department. It's evident on the website that you worked with other departments to keep them on the same website. You've achieved your goals. Well done.

**Award of Excellence**

Linn County 2022 Website Redesign - Linn County, IA

I'm impressed with your website project, undertaken in the thick of a pandemic. I can only imagine how busy a staff of two communicators would be doing this amidst all the other things going on. Your home page appears much more digestible than the previous take. I'm sure your users appreciate the careful thinking and design work!

Great work "digging in" and conducting consultation sessions with your many departments - Lots of extra work, but valuable information that lead to a successful redesign and ultimately a benefit to your users. This redesign was well-planned and executed. The fact that you only have a two-person communications department and did half of the work yourself is impressive, especially considering the amount of content on your county site. And all for just over \$8,000 - WOW! The quick reference guide for staff - YES!

Your new website is easy to navigate and provides good information your residents will appreciate. Wonderful work!

In the documentation, the before and after screenshots of the website made it easier to see how the website improved. The use of the buttons instead of hyperlinked text is a great idea, and makes the overall design more appealing. One suggestion is, regarding the contact form in the footer, to change the text to a button or emphasize the text. Overall, great research and execution.

**Savvy Award**

Coral Springs Recycles Right! - City of Coral Springs, FL

This entry shows a lot of creativity and seemed to achieve its outreach goals. The video was entertaining, the print/digital elements were attractive and consistent, and the outreach effort to send employees to residents homes showed significant commitment to public service! Overall a very solid campaign!

A nicely branded campaign with a clever logo.

This project was a big undertaking when you're trying to reach 134,000 people but it appears you were successful and I'm sure the message will continue to spread over time with your multi-faceted approach. The video is fun and unique, although takes a bit too long to develop, could have been communicated in a 30-second ad. Always keep improving and keep up the great work!

This is one of the best written and concise submissions. Thank you for that! I really like the logo and name of the this campaign. It was smartly funded. The banner plane is very fun! Rewarding residents with who Recycle Right ACTUAL MONEY is a great idea. Good presentations of meaningful statistics to support the campaign. The attached items are clear. I did find the Halloween video to be a bit too long. I think the point could've been made in half the time.

**Silver Circle Award**

Georgetown: Let Your Lawn Relax - City of Georgetown, TX

Some creative videos and clear, concise messaging with this campaign led to success, as exhibited by the documentation of goals. The graphics were attractive and on-point. Overall a strong campaign!

A colorfully branded campaign

The graphics are simple yet effective in getting your message across quickly. The videos are a nice, cute touch, but take a little too long to develop, even in a 30-second spot. You should be applauded for your creativity and approach to the campaign, a job well done and it appears the number of people enrolled in the rebate program made it all worth it.

This is one of my favorite entries. I like the name of the campaign a lot. The colors and design of the graphics are nice -- especially the gradient effect. I would recommend creating some font differentiation on the graphic. Videos were funny and eye catching but I think they could've been shorter to get the point across.

**Award of Excellence**

Keep Homestead Beautiful Illegal Dumping - City of Homestead, FL

The materials produced for this campaign are eye-catching and seemingly on-brand. I liked the variety of approaches and thought the various media were well crafted. The videos were effective, and the social media seems to reflect an effective reach.

A creative and bright campaign

The graphics definitely pop and get your attention and I like the consistent branding throughout this campaign. The videos are also a nice addition and grab your attention with their matter-of-fact style. Doing the majority of this work in-house was also a feat! Always keep improving and keep up the great work!

I love the graphic design - beautiful, coloring and eye-catching. I appreciate how you incorporated the ugly photos showing the effects of dumping. Also thought the videos were well done. They had lots of personality. I'm unclear how the money was spent -- was all \$15,000 on the flyers? Outside of social media metrics, are there statistics to demonstrate residents have cut back on illegal dumping?

**Graphic Design - Art (0 - 120,000)**

**Savvy Award**

City of Bryan 150th Anniversary Branding - City of Bryan, TX

Nice job. Extremely impressed with the overall project in view of the budget.

Clean design and nice use of vintage photos. Congratulations, City of Bryan!

I think your team did an excellent job of creating a 150th-anniversary logo that was both modern and historical. The colors were very Americana, but the style was up-to-date with the times. Great job!

Great job in keeping within the existing brand when developing the logo.

<p><b>Silver Circle Award</b> Best Schools in Texas - Lewisville ISD, TX</p>	<p>The side-by-side comparison and the Did You Know sections were highly effective. They probably should have been more prominent. Nice job.</p> <p>Very nice photography with a creative theme. School District supplied the needed verbiage that tells a story of the success of the district and it's students and administration.  </p> <p>Very nice photography with a creative theme. School District supplied the needed verbiage that tells a story of the success of the district and it's students and administration.</p> <p>I enjoyed the design composition of this campaign. The concept was magical! I would have liked to have seen data to justify the success of the campaign. (Did enrollment increase and did withdrawals decrease?) Two print assets were also not easily legible. In the future, I suggest avoiding yellow heading over a light-colored background such as the light turquoise used on Page 8 of your PDF. You did a great job with color contrast on your other assets. Overall, great job! Bravo!</p> <p>Great job with diverse visual showcase and plan detail. Can't wait to see the ending result.</p>
<p><b>Award of Excellence</b> Hillsborough, North Carolina Branding Refresh - Town of Hillsborough, NC</p>	<p>Nice update from the previous logo.</p> <p>The colors are vibrant and design more modernized.</p> <p>I'm extremely impressed by the modern update of your city's new logo. It looks fantastic! Thank you for sharing your backstory for the need to update the old logo. It was great to read about the positive feedback you received from members of the community. Great job!</p> <p>The updated brand looks fresh and clean, great job! Great job on the brand guideline book!</p>
<p><b>Graphic Design - Art (121,000 and Up)</b></p>	
<p><b>Savvy Award</b> The City of Fargo 150 Year Logo - The City of Fargo, ND</p>	<p>Wow! What a great logo with so much thoughtful elemental design. I loved the seeing the installation of the decal on the entryway in the video. This was a really nice project and will be the symbol of the event throughout history!</p> <p>A great logo with a great story. I think it's best presentation might have been as the white image on blue, like what is on the wood flooring in the entryway. That version is very distinctive in the blue circle and as a white image, by itself, over the YouTube video. I love the story of how the elements depict the history of the city of Fargo and the way the story is told on the video. Great job!</p> <p>This is a great logo with very creative Easter Eggs and use of negative space. Great Job!</p>

<p><b>Silver Circle Award</b> 2022 Budget Cover - WaterOne, KS</p>	<p>The budget cover is excellent. The theoretical plans of the blueprint outlines against the very real structures getting into place is a wonderful visual journey for the viewer. It's smart and crisp and a lovely piece.</p> <p>A terrific photo. The Sun cooperated, and the angle of the bowls aligned well, side by side. The schematic drawings were a nice to as an overlay. It might have been of interest to include any promotional statistics [i.e., social media or click-through stats on the website. Or, possibly adding a photo of the final product on the 300-page report.</p> <p>The cover features a beautifully lit shot that seems very appropriate for the Water District Report cover. The creativity of the blueprints on the image was refreshing.</p>
<p><b>Award of Excellence</b> The Cube - Ice and Entertainment Center - City of Santa Clarita, CA</p>	<p>I love the naming process to coincide with other regional amenities, it shows a deep understanding of the region and its inhabitants. The colors and fonts are certainly on brand and I like the concept. Nice work on a massive project.</p> <p>Simple, Effective, and Very Thorough in Your Presentation! Your attachment is Excellent and does justice to the story behind the creation of The Cube logo, and it's development into a full-blown campaign. Very nice. The Budget and Outside Use Summary is a great way of taking a zero-budget project and turning it into a campaign. The itemized list is very helpful in selling the logo, because it sells the efforts involved, as does the imagery in the Attachment document. Super job.</p> <p>Love the name and the thorough execution. Great attention to detail. I'm ready to go check it out.</p>
<p><b>Graphic Design - Other Marketing Tools (0 - 79,000)</b></p>	
<p><b>Savvy Award</b> Friendswood Fairy Trail Map - City of Friendswood, TX</p>	<p>What a "fairy" good idea! Great imagery and graphics that give kids and kids of all ages a reason to get outside and explore the Fairy Trail Map in Friendswood.</p> <p>This was wonderful to review. It was both fun and worked to game-ify outdoor activity. Very impressive.</p> <p>The Friendswood Fairy Trail is a fun and interactive campaign that encourages park engagement, physical activity and education. The campaign crossed multiple mediums to engage the community with colorful and cohesive themes.</p>

<p><b>Silver Circle Award</b>  Winter 2021 Parks and Recreation Insert - City of Eden Prairie, MN</p>	<p>The approach was creative and cost-effective in how to handle an obstacle - namely that in-person activities weren't happening due to the pandemic. Even so, Eden Prairie's Parks and Recreation staff shows off what was still possible during these tough times. Great use of design and photography.</p> <p>Going from hundreds of pages to eight is a major challenge that you met well. The new Rec product is appealing and grabs attention, saves money and reduces waste. Really great work on this.</p> <p>The Eden Prairie Parks and Recreation Winter Guide is an effective tool for marketing natural and recreation amenities. Furthermore, it told community members that staff were still working to serve the community, even though some activities were paused due to the pandemic. The guide focused on condensed information and impactful graphics to be most effective for the community. No fluff!</p>
<p><b>Award of Excellence</b>  Dublin Bike Map &amp; Parks Guide - City of Dublin, OH</p>	<p>Great purpose for Dublin's bike map and parks guide. The use of space for the map was well thought out. A lot of useful information is captured in this map that you can use on the go.</p> <p>Overall, this was a great product and a lot of information to consolidate. It is always a challenge to present a map that is both functional to use and has the information needed. This was really good in compressing all of that information.</p> <p>The Dublin Bike Map &amp; Parks Guide documents bike routes to popular parks and destinations. The guide is perfectly pocket sized and attractive.</p>
<p><b>Graphic Design - Other Marketing Tools (80,000 and Up)</b></p>	
<p><b>Savvy Award</b>  Cover. Distance. Clean. - City of Orlando, FL</p>	<p>The artwork is beautiful, modern and clean. The first goal is a challenge to quantify. How do you prove graphics helped lower the % positive? However, the data you shared does show how well it resonated with your audience and you were able to show support for the other goals. Those newsletter/email open rates are impressive!</p> <p>Graphic design is outstanding. Explanation of goals is thorough. Achievement of goals data is above average and provides evidence of something measurable. Knowledge of audiences exceptional.</p> <p>These banners and graphics are great! Loved that people were incorporated into the texts</p>

<p><b>Silver Circle Award</b> County Road 47 Bonding Request - City of Plymouth, MN</p>	<p>Incredible use of data and hard copies to show the success of your project! Even without knowing whether you got the funding (and I stopped myself from googling partway through the entry to avoid spoilers - ha!), you have great evidence of success with your outreach. This is a small thing, but I'd describe it as boiling a 136-page document down to 2 pages. Still an incredible feat!</p> <p>Concise and easy to understand descriptor and goals. Good use of graphics to explain complex subject. Great social media and news coverage.</p> <p>Great social engagement!</p>
<p><b>Award of Excellence</b> 11th Annual Festival at the Switchyard Poster - City of Carrollton, TX</p>	<p>Nice, consistent branding. Really impressive that the initial poster raised enough sponsorship funding to bring the cost down to \$0! Could pull back on 1-2 elements on the poster so they don't compete with each other. Dial with numbers, guitars, score, lightning bolts fight with each other a tad. Nice font and color choices. Great use of social media metrics. I like hearing that 32,000 was a good turnout in light of previous challenges but it does make me wonder how that turnout is in context. We could understand if turnout was lower than in years past due to safety concerns so I'd like to hear if that was still x% lower than previous years.</p> <p>Good use of in-house resources. Budget-conscious. Good consistency across platforms. Graphics are a little "busy". No detailed data on meeting goals.</p> <p>The flyer looked so good - shout out to the in house team! Interested in data if the marketing campaign increased traffic compared to prior years.</p>

**Graphic Design - Publications (0 - 89,000)**

**Savvy Award**

FY 2022 Avondale Budget in Brief (BiB) - City of Avondale, AZ

Wow, what an impactful annual budget brief report. The graphics used were excellent and easy to digest. Nice use of color, visuals, and graphics. This is a great way to bring all the financial information into an easy, one-stop, 8-page source for the public. This publication makes it so much easier for the public to understand. Your goal was clearly defined, as well.

We all need more "Sparknotes" in our adult lives! The BiB condenses hundreds of pages of numbers and information into an eye-catching financial illustration of the city. The colors and layout of the publication keep the attention of audiences while effectively communicating important financial facts. You can never go wrong with a simple, attractive, and effective marketing piece. It seems GFOA agrees - it speaks volumes that they use the BiB as an example.

Excellent layout and structure! I love the design of the Avondale Budget in Brief, simple and quick reference for the budget! Great job!

Having a much smaller broken-down version of the budget is a good opportunity to convey information to an average person but can be a challenging thing to accomplish without getting into the technicalities/statistics. This was very well done in the breakdown of over 300 pages to just 8 in the Brief. The document itself is visually appealing, graphically inspired, innovative, and creatively laid out in an easy-to-understand way that informs the viewer of its point without them losing interest. Well done.

**Savvy Award (Tie)**

Avondale Public Art Masterplan - City of Avondale, AZ

You definitely condensed the publication and kept it a piece of artwork itself. It sounds like it did its job well. It is a beautiful piece, and saying that about a Master Plan, isn't a normal statement. The artwork, creative visuals, colors, graphics, and photos all contributed to this. I am now rethinking how we are displaying our public art online and in brochures. Thanks for the inspiration! Nice work. Oh, and what an improvement from 2014!

You managed to create a beautifully inspiring work of art with this Public Art Masterplan coffee table book. Well done! The design and presentation style of the plan is inviting, commanding attention from readers. No doubt the plan will continue to spark increased interest in Avondale's public art program.

Excellent quality on visuals. Clean, inviting and informative!

Increasing positive awareness is always a challenging issue to tackle no matter the subject. Public art being so subjective makes it even more difficult. You took on this task and did an excellent job with it. From collecting information from the community to inputting and implementing it and even to creating an inspiring marketing piece to inform and educate others about it. The masterplan itself is well laid out, clean, modern, visually appealing, and graphically helps to get the information across to the reader. The only thing I would've like to have seen more of was community feedback in regards to the plan if possible, whether through sharing over social media and engagement there or other sources.

**Savvy Award (Tie)**

Annual Water Quality Calendar - City of Avondale, AZ

Nice job on this engaging calendar for the Public Works Annual Water Quality Report. Creative way to get information to your public that can be complicated and not always something the public consumes well. With the calendar of beautiful (and yummy) photos, I can definitely see why people would like to keep them and read the information in them. Although, it made me hungry and want to eat all of it...wait, that was your goal too. Mission accomplished!

This calendar is truly amazing! It is well designed and thought out. Every detail has a purpose, important pieces are highlighted, the quality is superb, and the information is clearly conveyed. I also really like how you included the name of what was being showed in the photos as well as the restaurant's name, address, phone number, and a short description. The effort and dedication to the citizens as well as those who run small, locally owned restaurants in Avondale can be clearly seen. It is nice to see the engagement from various individuals and businesses not only in the making of the calendar but also in response to it. I would have liked to have seen some form in which you were actually able to measure the goals however I know how difficult that is when it comes to publications like this. The only thing I could suggest would be to possibly include the engagement stats of the calendar on your website to further back up the success of the project or comments from the community.

**Silver Circle Award**

"Life in the Prairie" Newsletter - City of Eden Prairie, MN

Very visually appealing. Nice use of information with graphics, photos, and colors. Everything seems to complement each other well. Creating a new, mailed publication is difficult to produce and fund sometimes. It is good that you realized that the methods that were being used were not as effective now and the need to change the delivery method was necessary. Also, great explanation of outcomes. Although the objectives are a little general in their description (you didn't state you wanted to increase your website hits by a certain percentage, as an example), your outcomes provided the necessary information to complete the measuring process for each objective. The budget information was well documented too.

The Life in the Prairie newsletter combines beautiful photography, plain language, and bite-sized nuggets of information. Great use of the web links for each topic to drive traffic back to the website.

Wonderful format! I love the design and layout, great photos and short, concise information! Great job!

It's great to know how well received the publication was as well as the feedback you received not only from the community but across the state and from other communication teams. Being able to drive more people back to the website is also advantageous and presents an even greater marketing opportunity which has been well thought out. Consider using some of the online data of people seeing the publication that way to increase stats and see how successful it's been over the years as well. The layout and design is creatively done for its intended purpose and audience.

**Award of Excellence**

Town of Superior Sustainability Action Plan -  
Town of Superior, CO

The plan is a large plan with a lot of detailed information. Public digestion of such information is sometimes difficult to achieve. You had a great open-rate. The graphics and use of visuals (i.e. color, photos, graphs, etc.) would be helpful to the general public in reading through the material. Nice job. Being this was shown on Instagram, having those stats to show the amount of clicks or likes would have been helpful to the overall judging of the success of the plan. Also, not knowing what your typical website hits are, it would be great to know what similar projects or pages on your site receive in comparison. But, I appreciate that you did include stats to measure the program.

Vibrant, colorful, and informative! The key and color-coded structure to the Action Plan laid the foundation for an easy-to-follow, digestible report. The included digital metrics were helpful in gauging the public's interest in the Action Plan.

This is a well-organized plan and easy to navigate. Great work!

You've done a very commendable job while dealing with a challenging issue. I think it was handled very well and approached thoughtfully given the content and target audience. The social media graphics are attention grabbing and the actual plan itself clean, modern, well put together, visually appealing, and understandable. The tables, graphics, photos, and other elements really help to get the information across and are creatively placed within the layout. Having each section given its own color really helps keep the entire plan organized and easy to navigate through. Would have love to have seen some more of the social media posts engagement stats for the Action Plan.

**Graphic Design - Publications (90,000 and Up)**

**Savvy Award**

What Happens - Solid Waste Management Department - City of San Antonio, TX

recycle rangers that will now educate their entire family about the compost process. It makes me want to "do my part and use the green cart!" The graphic design of the publication is consistent throughout and actually lends itself to evolve into a series about additional solid waste services (and maybe an animated video series, too!)

Wow! I can't tell you enough how much I love this entry. The idea was unique, creative and educational. Not only will this educate the students in a clear way – but also their parents, who may be unfamiliar with the process! This is the kind of forward thinking that instills a lifetime of good civic habits. Kudos! The wording at times felt a bit too straightforward (without a narrative) but that's just a creative choice.

An internally produced children's book is a great way to educate the public about the importance of green living, specifically composting. While the book is written for children, it can still serve as a great educational tool for the entire family. The book did a great job of showcasing the community's diversity through its illustrations. It's also impressive that they used San Antonio's localized Spanish dialect to communicate more effectively within that community. Well-illustrated and easy to read for kids.

**Silver Circle Award**

Year in Review - City of Tallahassee, FL

A great way to tell the story of a year in the life of the City of Tallahassee! The reader is treated to an interactive recap of 2021 and gets a good sense of the city's values. The colors, overall layout and photography used in the design were modern and polished without losing touch with the community. The supporting multi-media campaign took the publication to the next level, but remained true to the intention of original State of the City publication. Clever idea to use a smaller coffee table book style layout. A link or PDF of the publication was not included in the entry; but easily found online. Be sure to include next time!

This project demonstrates a great commitment to transparency and accessibility. Making it available in a variety of formats and promoting it extensively was a great idea. The theme looks easily recognizable and creative – but I couldn't find a pdf to the actual document.

Nice alternative to the standard video message. Did a great job of incorporating elements of final project into solid promotional pieces. Document being judged was not included. Searched for it online.

<p><b>Award of Excellence</b> Experience PRL magazine - City of Roseville Parks, Recreation &amp; Libraries, CA</p>	<p>Love the transformation from a standard guide to the magazine style. It draws the reader in with curiosity as to the many different ways to "Experience PRL" in Rosedale. Organized and clean design. Great job!</p> <p>I loved the addition of an article. It really added a narrative element that's often lost in these publications. The calendar planner is a nice touch that encourages readers to return to and engage with the publication. I think the redesign was a tremendous success. You've demonstrated a real commitment to the user experience.</p> <p>Did a good job of successfully executing a rebranding of the previous guide into a magazine/editorial format. Achieved their very clearly defined goal.</p>
<p><b>Marketing &amp; Tools - Best Use of a Promotional Item</b></p>	
<p><b>Savvy Award</b> Operation Find Curby - City of McAllen, TX</p>	<p>Very clever idea. Great use of data to show the community reception. Loved the pics of cute kids with Curby.</p> <p>Outstanding marketing campaign. Good use of community partnerships. Engaging. Interesting. Humorous.</p> <p>Great job on getting people excited and coming out to help!</p>
<p><b>Silver Circle Award</b> Johnston County Heritage Center - Johnston County, NC</p>	<p>The direct link to Facebook is great so you can see the positive comments on the post. This beautifully shot video made me want to take a trip to Johnson County.</p> <p>Good social media engagement. Problem statement was unclear as to what type of marketing tool will be used. Goals not data-driven. Achievements well documented.</p> <p>5,200 views - great job! I thought all the footages used were great!</p>
<p><b>Award of Excellence</b> QC Postcard - Town of Queen Creek, AZ</p>	<p>This postcard is beautiful! I can see why it's highly requested. We do need some measurable goals ex. number of postcards you expected to use in what time period vs. number you ended up needing. Difficult to tell the ROI without your context.</p> <p>Visually appealing piece. I wonder if there is a more effective way to promote the town because these are used only by people already visiting the town. But I am glad the post card served as the foundation for digital advertising.</p> <p>I love the post card, super creative and eye catching! It would be interesting to find out how many people researched the town from receiving these post cards! I would encourage to maybe place the town's social handles or website on the post card.</p>

## Marketing & Tools - Best Use of Humor (0 - 99,000)

### Savvy Award

The Poop Fairy Campaign - City of Santee, CA

Way to go City of Santee. Every locality can use your idea and run with it. You made a stinky situation cute and gave people a smile about a nasty situation. Totally adaptable for our City. Going to steal.

This video proves that a low budget, simple approach can really relay an important message. The editing made it crisp and to the point. It would have been nice to have more details on the decline in complaints.

I thought that this video was innovative, snappy, and clear! I think that it's short duration gives a great impression as well. Awesome and hilarious!

### Silver Circle Award

Buses Are Back - Town of Windsor, CT

Town of Windsor is so smart and savvy with its use of humor. Loved the interaction with the kids and the use of rap. Too fun!

This video capitalizes well on popular culture and is catchy even for those that aren't familiar with the rap performance. It's widespread viewing proves that it made an impression.

A great use of pushing out a simple message with video, music, and residents. I thought it was hilarious and incredibly effective!

### Award of Excellence

Pay Attention! - Town of Windsor, CT

This is so fun, Town of Windsor. We loved the short and sweet content easily adaptable for any jurisdiction. It kind of "hits you in the face."

This was a well executed video based on a simple idea. It was a great length and well edited to get your attention.

Short, sweet, and to the point! An effective use of humor and marketing, I found myself laughing out loud when they got hit in the face with the magazines.

## Marketing & Tools - Best Use of Humor (100,000 and Up)

### Savvy Award

Mr. Do Right Bulk Waste - Sandy City, UT

Fun and humorous posts draw in the interest and educate at the same time.

What a fun way to educate the public! Humor helps things stick.

A fun way to educate the public on the new rules!

This was a great fun and effective way to educate citizens on bulk pickup.

<p><b>Silver Circle Award</b> Scooter Parking Reel - City of Austin Transportation Department, TX</p>	<p>The Scooter Parking Reel by the City of Austin Transportation Department is a fun use of a trending song to reach their scooter-parking audience.</p> <p>The use of this trendy audio was perfect. I have seen a few similar videos for these scooters using trending audios and I thought this one was the best.</p> <p>Funny way to inform the residents on how to park scooters. A short clip that got the point across.</p> <p>This was a cute and humorous method of getting a message across. I do believe it was easy to do the right thing.</p>
<p><b>Award of Excellence</b> Encanto Reel - City of Austin Transportation Department, TX</p>	<p>The Encanto Reel is a great example of how government social media content can benefit the community.</p> <p>I really love the play on the trending audio to lean into an issue and bring awareness to it.</p> <p>Short but informative video.</p> <p>This was a fun and innovative way to convey a message that educates their citizens.</p>
<p><b>Award of Excellence (Tie)</b> Santa Clarita TikToks - City of Santa Clarita, CA</p>	<p>Santa Clarita TikToks make great use of trends to expand their reach and to target the young audience.</p> <p>Santa Clarita TikToks capitalize on the use of trends and relating it to educating their audience.</p> <p>Great use of TikTok! Having fun while educating the public.</p> <p>This was a great way to expand their audiences using trends on Tik Tok. This is a fun and effective way of educating the community.</p>
<p><b>Marketing &amp; Tools - Branding/New Logo (0 - 130,000)</b></p>	
<p><b>Savvy Award</b> Temple Public Library - New Branding and Logo - City of Temple, TX</p>	<p>Very thorough entry; loved the budget information, real-world examples of uses and deployment, and analytics information. Brand identity is vibrant, bright and effective. Great to see the return on investment too! Great job!</p> <p>Really liked the integrated approach to launching the brand and generating buzz about it. What a perfect way to reintroduce the community to their wonderful library after COVID! Metrics were specific and helped to understand the successful impact of the efforts.</p> <p>If there's anything millennials like me love, it's seeing bold and exciting logos and designs used spice up our expectations. This fun aqua, chartreuse, and hot pink breathes a new life into the old stuffy library image we may be used to. I'm so glad to see you guys took the risk to choose such a fun and playful logo. It really helps your library (and hopefully others) get the love and recognition they deserve as one of the few places where children, teens, and adults can enjoy resources and spend time in for free.</p>

<p><b>Silver Circle Award</b>  City of Bryan 150th Anniversary Branding - City of Bryan, TX</p>	<p>Very thorough and detailed entry and campaign. Appreciated all the information given about the 150th anniversary in terms of process/development, use, budget, and documentation of uses. Great job!</p> <p>Really liked the effort to use design elements to blend history with modern imagery for city. Appreciated the detailed explanation of how elements carried through. Logo was appealing and flexible. It worked well with old images in most situations, especially in the light pole banners. The popularity of the giveaways speaks to the pride the logo fostered about the city and its past. Very thorough submission!</p> <p>I am absolutely blown away that all of these assets were created in-house. I can only imagine how much time went into planning a cohesive look, creating and ordering each and every printed and digital asset, and implementing it on every part of regular communications. The professionalism of this implementation was absolutely top notch. Great job!</p>
<p><b>Award of Excellence</b>  Georgetown: More than welcome - City of Georgetown, TX</p>	<p>Cohesive campaign and strategy; I liked that the logo design was used in everything from building design to publications. It would be helpful to see what the costs were to completely overhaul the signs, apparel, stationery as well. It wasn't clear if the desired outcomes were achieved with this logo redesign.</p> <p>What I like most about this entry is how well and completely it was implemented across all types of mediums and uses. The provided excerpt from the brand narrative struck just the right tone - enthusiastic, descriptive, and inviting. Definitely a place you'd consider putting down roots based on these materials!</p> <p>I really appreciate how thorough and visually appealing the branding standards document is. You all took the time to cover every single possible Santa Clarita TikToks use of the logo and branding details, and even anticipated questions or changes your internal and external stakeholders would have. Great job!</p>
<p><b>Marketing &amp; Tools - Branding/New Logo (131,000 and Up)</b></p>	
<p><b>Savvy Award</b>  The Cube - Ice and Entertainment Center - City of Santa Clarita, CA</p>	<p>Wonderful opportunity to create a brand and bring it to life! The team developed a logo that had to exist in both 2 and 3 dimensions, while being embraced by the community. They did that. Great adherence to a color scheme. Consistent branding on all materials. Would love to also see data about the center's usage pre and post name change.</p> <p>Based on public feedback, the community has embraced The Cube! The designs, particularly the hockey themed graphics, are right in line with what resonates with hockey fans. The venue itself looks more inviting with the rebrand, and the physical version of The Cube in front of the building is eye-catching.</p> <p>The logo and collateral in cool shades of blue resonated with the community!</p>

<p><b>Silver Circle Award</b> City of Tucson Branding/Logo - City of Tucson, AZ</p>	<p>A robust, detailed background and description painted the picture for why a new brand was needed and how one was chosen. The design achieves what the team intended. Would love to know how the community reacts to the new design once it's more public-facing. It's good the internal team is really embracing it. Love the business card designs - very creative and cool!</p> <p>The final logo result is clean, eye-catching and incorporates clearly recognizable highlights of Tucson. The initial rollout was a success and there was good planning in place to build on each step of the process.</p> <p>Nice branding!</p>
<p><b>Award of Excellence</b> Union County Branding - County of Union, NC</p>	<p>Excellent background on why a new brand was needed and the research that went into developing the new brand. The nod to the community's agricultural roots are clear but not in your face. Clean. Modern. The online store is a cool idea.</p> <p>The logo and tagline give a clear nod to the County's agricultural roots and the final logo looks modern and professional. The development of a merchandise store for staff purchases is a great way to phase in the new logo and build unity around the new brand internally.</p> <p>Looks like the consistent branding works!</p>
<p><b>Marketing &amp; Tools - Economic Development (0 - 57,000)</b></p>	
<p><b>Savvy Award</b> Ferndale PATIO "Social District" Campaign - City of Ferndale, MI</p>	<p>Love how the design caters to the audience. Great use of humor with this comprehensive campaign. Nicely done, Ferndale!</p> <p>I liked the use of different resources to help spread the messages. You were challenged with using a familiar theme common with areas that were shut down due to the pandemic, and creating a vibrant campaign to get people excited to come back. It was a very good mix of letting folks know what you have to offer. Visually very pleasing!</p> <p>Exceptionally creative name on the local level of a statewide program. The State of Michigan should use your marketing concept! Love the use of biodegradable cups. Would have liked to see how the cups were paid for - part of the DDA budget?</p> <p>I love the use of the PATIO acronym and the fun play on words in the advertising pieces. The problem presented was clearly resolved with the new program and business participation. I would have liked to have seen photos of people using the patios or some kind of documentation to show how the community perceived them. Great idea for a post-2020 business comeback!</p>

**Silver Circle Award**

The Inside Story on How Holly Springs Has Become a Global Biotech Hub - Town of Holly Springs, NC

Impressive reach on social media! Great strategy to use external business leaders to tell your story. It adds a lot of credibility. Nicely done.

It appears you found an economic niche and capitalized on it. You were able to explain and captivate folks on the life science industry and what factors are helping drive these companies to Holly Springs. I think you had nice involvement with key players along the way. Good use of dollars. Film production is expensive, isn't it?

This is a high quality video that is advancing the Town's intended message. Impressive engagement and reach on social media! I would have liked to see the strategic plan used to guide the launch of the video since that plan is also part of this project.

The Holly Springs "inside story" video does an incredible job of targeting two different, specific audiences at the same time and providing messaging that benefits both. Having industry leaders talk about the benefit of establishing in Holly Springs appeals to other life science industry leaders, while the interspersed notes about tax dollars and community investments does a great job of explaining to current residents why this growth is a good thing. I originally wanted more in the goals statement about how it would be measured for success, but the Documentation of Achievement does a great job of providing information about the videos implementation and success. Kudos!

**Award of Excellence**

Short-Term Vehicle Rental Tax Ballot Initiative - City of Corinth, TX

Love the multi-faceted approach and simple messaging.

Very effective piece to achieve affirmative votes. Appeared to be a challenging initiative that required effective communications tools to dive into the conversation. However, It did seem to be expensive from the cost per vote, but in the long run, it appears it was worth the investment.

A very successful project when you can get voters to understand ballot measure language and then vote in favor of it - especially when it's a "tax"! The marketing material is clear and compelling. And what an outstanding and detailed communications plan! Good use of incorporating that the plan/development is a result of resident input. Way to go, Corinth!

This campaign did a great job of informing residents of what the tax would be, how long it would be in place, and where the funding collected would go. I especially like the point of "you asked, we listened" to show residents that they City is on "their side" and trying to accomplish goals to benefit the whole community. The passing of the vote at such a large percentage highlights the success of the campaign. Great job!

**Savvy Award**

Bryan Gameday Shuttle - City of Bryan, TX

Well done and terrific implementation. I loved how you took a step back and reevaluated your efforts, which led to more success and (far) less expense. I imagine this year will be an even bigger success - congrats to Bryan!

This should be an example to all on how to write a descriptive letter and document achievement. Well done! A round of applause!!

I think this turned out to be a pretty successful campaign. I loved to see community member's comments about its success. This is also an example that you don't have to reinvent the wheel to have a successful marketing campaign - while cutting the budget in half too, always a plus!

This is an amazing example of how to cut spending while still achieving the clearly laid out goals. Seeing such an improvement in ridership while spending less money is great. Bravo!

**Silver Circle Award**

The Provo Advantage - City of Provo, UT

I love how you shared your educational campaign in so many different ways. The videos were informative, graphics were visually appealing, and overall a terrific effort. Great monthly topics - very well done!

I love the outline of the newsletters and how packed they are with striking shareable content. Impressive open-rate!

What a beautiful marketing campaign. It caught my eye from the beginning. The newsletters are so informative, organized and you can tell time and effort were put into each one - especially the videos. I really like the airport newsletter - a video/infographic for each topic within the email. So well put together and a great way to inform every stakeholder of what's happening in Provo.

I enjoyed that a clear brand was established for Provo Advantage. Seeing the same colors, fonts, and stylized elements shows that there was thought behind everything.

**Award of Excellence**

Avondale EDGE Video Series - City of Avondale, AZ

The quality of the videos was great. I was skeptical about using a media personality but Carey did a nice job pulling everything together. If I'm lucky enough to visit Avondale, I absolutely plan to visit 8-bt Aleworks. You did a great job highlighting a large range of businesses that were memorable!

I really enjoyed the video series. The tempo, video footage, interviews and storyline really kept me engaged. I'm not a NASCAR fan, but I'd love to visit and catch the race in Avondale! This sort of project can be difficult to measure outside of video views, but it would've been an added touch to include email testimonies from those who participated saying their business traffic increased or that they felt grateful and supported to have been included in the project.

Overall, the project was fun and informative. As someone who did not know Avondale existed before this, I can see a small glimpse of the vibe of Avondale - community, good eats and a growing community. I really think the series did a good job of showing residents and out-of-towners alike what Avondale is all about.

Such a great job working together with local media to legitimize the stories and concepts in the videos. I enjoyed getting to see different styles of videos, with some being more news-like and some being down-to-earth enjoyment.

**Marketing & Tools - Government Service Delivery (0 - 75,000)**

**Savvy Award**

"Cop Couture" — A Guide to Hilliard Police Uniforms - City of Hilliard, OH

Love this concept and the creativity behind it. I feel it did a great job of humanizing your police force. I do feel that the idea of transitioning to vests was somewhat lost in the post because it was not included in the post text. Rather, it was included in the caption of the photo. Overall, great job!

Clean, crisp photos are appealing - great job! Good job including clear documentation/analytics. The stated problem talked about needing to educate on why officers are wearing vests outside of their uniform (back pain) and not wanting the public to perceive it as too militarized. In the goals description, you note that making sure the public knows it's the same force, but with less back pain, was a goal but we don't know if that was achieved - not much education on the vests and tie to back pain/improving officer's physical well-being. However, the campaign did a nice job "humanizing" the badge as you stated was a second goal.

Great concept! However, I don't think it met the goal identified. The transition to vests was not completely concise. Overall, great job

<p><b>Silver Circle Award</b> Launch of QCPD - Town of Queen Creek, AZ</p>	<p>It looks like you had some really strong engagement numbers for your videos and social media posts. It is hard to have a clear and defined goal for a project like this, but it seems like you all reached a large portion of your population. This seems like it was well executed and did a great job of introducing your police department.</p> <p>Amazing job clearly detailing your budget and describing your intended goals, and providing data on how you met your goals! Really enjoyed the videos. However, some of the videos didn't quite look cohesive as it looked like different equipment was used for different interviews put into a singular video. The overall message of the videos were very good. well done!</p> <p>Based on the number of impressions, you all met your goal of reaching the community and keeping them engaged in the process. Great job!</p>
<p><b>Award of Excellence</b> Lake Forest Now Mobile App - City of Lake Forest, IL</p>	<p>This is a great app, it has a lot of useful, innovative features for your residents. I would like to see more about how you promoted the app. Did you share it on social media? What were the analytics? Where did you share flyers &amp; promote? I would also like to see more documentation of achievement. Did you decrease customer service calls? Did you decrease web traffic? Overall, I really like this concept. I would just like to know more from a marketing standpoint. Great job!</p> <p>Great looking app! It's clear you took the community's needs into consideration when developing the app. Cool app that is user friendly. The graphics and the app (interface of the app) is on brand, cohesive, looks clean and professional. Well done! Impressive app for the stated budget. However, the budget numbers don't match (\$10k vs \$15k)</p> <p>This was a well thought out design. The number of downloads proves there was a community need. I would have liked to have seen more of a marketing strategy. I would have also appreciated more documentation of achievement. Overall, outstanding job!</p>
<p><b>Marketing &amp; Tools - Government Service Delivery (76,000 and Up)</b></p>	
<p><b>Savvy Award</b> Highway 169 Fatal Shooting - City of Plymouth, MN</p>	<p>Communications and Police staff executed communications perfectly, with a perfect outcome in a tragic case.</p> <p>Amazing use of social media and media contacts in this elusive case. Your team communicated everything perfectly and contributed to the success of the arrest. Great work.</p> <p>I was impressed by the relationship you maintain with the media that allowed your department to successfully prevent information from being published about the search warrant which would potentially jeopardize the investigation- well done. The email sent to them was well-written.</p>

<p><b>Silver Circle Award</b> TPLOST 2 Referendum Campaign - City of Roswell, GA</p>	<p>The virtual expo was a creative and unexpected element in this referendum campaign.</p> <p>Great work thinking outside of the box to educate your residents.</p> <p>Congratulations on the referendum passing, your creative campaign definitely helped people to make an informed decision.</p>
<p><b>Award of Excellence</b> McAllen Community Tool Shed - City of McAllen, TX</p>	<p>The Community Tool Shed is a neat program to "Keep McAllen Beautiful." It's clear that more than 100 residents thought so, too!</p> <p>It's great to see how your team pulled together an inexpensive campaign to market this unique resource for the community. Amazing work!</p> <p>You did a great job getting engagement with the project by promoting it organically- looks like it was really beneficial and appreciated in the community.</p>
<p><b>Marketing &amp; Tools - Marketing Event</b></p>	
<p><b>Savvy Award</b> 2022 TEXFest - City of Carrollton, TX</p>	<p>Congratulations on what looks like a really fun event and comprehensive marketing to support it. For future reference, I would liked to have seen more information about attendance results in your report, given the goals as presented. Implementing a broad-reaching marketing and communications strategy with lots of deliverables appeared to have been very successful!</p> <p>Finding ways to cut costs and still have great marketing and media coverage is a lot of work! This is a fabulous way to bring customers to a location that they may not have spent time in before. It is great to hear that the festival brought people back out after the fact.</p> <p>Great event for the community to enjoy and look forward to year after year.</p>
<p><b>Silver Circle Award</b> Reconnect to LIFE Events - Clark County, NV</p>	<p>Congratulations on what was clearly a wide-reaching and successful community initiative. I especially appreciated how inclusion was at the core of the goals for the project. Your team created a lot of opportunities for the community to interact with this information and take action.</p> <p>Wow @ Media coverage, with a total PR value of \$3,142,003.98 and 110,664,965 impressions, as well as more than 100,000 impressions on social media.</p> <p>The "Reconnect" theme was very creative and a great campaign idea to bring awareness to the community regarding transit services. It provided an opportunity to show how one can utilize transit in so many different ways.</p>

<p><b>Award of Excellence</b> 2.22.22 Tutu 2.2 - City of Mansfield, TX</p>	<p>Congrats on a fun event that recognized the work your staff did to improve your trails system. Even more impressive was the limited budget and creative use of existing resources!</p> <p>"The event was free but registration was encouraged for planning purposes; nearly 300 people signed up to attend and many more showed up without pre-registering. Most ribbon-cutting ceremonies have fewer than a dozen people in the crowd beyond the city leaders and staff required to attend, so the turnout was a huge success." This is an understatement, this is amazing! If ribbon-cutting does not encourage or incentivize, or give a purpose the community doesn't seem to engage as much as ceremonies that create a space for them. This is a great way to use a date, healthy event, and marketing to bring out 300+!</p> <p>Great way to get the community out to actually utilize the new trail and make an exciting event out of the day. Loved the idea of skipping the ribbon cutting and going with a more creative option.</p>
<p><b>Most Creative Activity with the Least Dollars Spent (0 - 60,000)</b></p>	
<p><b>Savvy Award</b> Plowy McPlowface? Snowplow Naming Contest - City of Hilliard, OH</p>	<p>This campaign was clearly very thought-out and executed down to the detail, with cartoons to go with each snow plow name and great-looking decals for each truck. The City of Hilliard found a way to gain buy-in from the community, promote a new service and create an avalanche of goodwill, all within this one campaign. The social media buzz was great, and from an award entry standpoint I think seeing more measurable goals related to the new service you were promoting would take this to the next level — did you see an increase in traffic to that site/page as a result of the campaign?</p> <p>Wow. Creativity is front and center with this submission. Love that you got the community involved and that you followed through with strategic precision. Job well done!</p> <p>I smiled the entire time I was reading your submission! This is an incredibly creative way to get your community excited about something that might otherwise seem mundane. SO, SO good!</p>
<p><b>Silver Circle Award</b> How a Creepy Doll Brought Our Community Together - City of Keller, TX</p>	<p>What a great job taking advantage of a unique opportunity! Keller has shown that even creepy, abandoned items can be turned into a positive, community-building experience through the skillful use of strategic communication tactics.</p> <p>Absolutely hilarious. Love that you were able to strike when the iron was hot with this and that the community loved it. Creative and shows that you have a clear understanding of what works with your audience. Kudos on a job well done!</p> <p>This is my favorite entry ever. The creepy doll could just as easily been thrown away (only to surely haunt you forever), but you capitalized on this random dropoff in the best, most hilarious way! This is a masterclass in connecting with your residents and thus building trust for future, more serious messages.</p>

<p><b>Award of Excellence</b>  Ramadan Instagram Reel - City of Dublin, OH</p>	<p>Kudos for finding a way to not only showcase the rich diversity of Islam, but also the diversity that exists in your community! Great job defining a measurable goal at the beginning of the project. I would be interested to know, from an awards entry perspective, how you landed on 3 percent engagement as your desired outcome. The video also could have benefitted from additional audio equipment, since some shots were hard to hear/windy.</p> <p>Great use of Instagram Reels to achieve an objective and educate your audience!</p> <p>What a beautiful way to celebrate the diversity in your community!</p>
<p><b>Most Creative Activity with the Least Dollars Spent (61,000 and Up)</b></p>	
<p><b>Savvy Award</b>  Pop-Up Storytimes - City of League City, TX</p>	<p>I've heard of this idea before, but this was executed so well and with first-class enthusiasm and peerless monetary efficiency. Excellent documentation of the success. That's a lot of happy moms, dads, and kids! Descriptive letter could've been a bit more thorough.</p> <p>What a great idea to involve public safety. This creates so much engagement and brought in a different environment for families to enjoy stories. Thank you for adding the outcome in attendance, it is great to see engagement online but also how many people ended up showing up to the actual event.</p> <p>The pop up story time events are a creative way to connect with the library and the fire-department. It would have been interesting to know, if as a result of these events, was there an increase in utilization of the library or other services the library provides to the community. Plowdy McPlowface?</p>
<p><b>Silver Circle Award</b>  Can't Touch This - City of Goodyear, AZ</p>	<p>The ROI is just remarkable. That's what really stands out with this entry. Jaw-dropping results from the traditional media and social media. Getting civic employees to act silly on camera is not a new idea, but this was a great reason to do it. Glad you had fun. Wondering who got to keep the Hammerpants.</p> <p>Great in house work, this is so much fun!</p> <p>Fun and creative way to connect with the community.</p>
<p><b>Award of Excellence</b>  150th Anniversary History Tours - City of Bryan, TX</p>	<p>What a great way to spark civic pride and introduce outsiders to your city. Agree that doing a tour on a major city anniversary isn't a new idea. The highest marks are going to the most out-of-the-box creative ideas. However, the execution here is outstanding, including the stunning quality of photos, graphics, and video.</p> <p>Very innovative taking a tour and adding a twist to it. These self-guided tours are becoming the new thing.</p> <p>Creative and innovative way to involve all those who want to participate, whether in a group or on their own. Wonderful that adding the self-guided tour for this event, has become a year around option for residents and visitors to enjoy.</p>

## Most Innovative Communications

### Savvy Award

Lego Brick Budget Video - City of Arlington, TX

This is a very impressive video and stop motion is not an approach that is not taken very often. This obviously took a lot of work and very careful planning. The Lego setting really gives this an infinite audience, I think a viewer of any age will find something to enjoy here.

Excellent use of creativity. By far one of the most innovative and fun-to-watch videos. Very informative and high energy!

This is a fantastic video with a great use of resources. I know undertaking a stop motion video can be a gamble but you guys nailed it. I appreciate that an often-contentious topic like budgeting be done in a light hearted manner in order to keep the public informed and keep the government in a good light. And while being fun, the video was also informative and dense with information. You also did a great job marketing this to the media. My only wish is that there would be more crossfades between the real spaces the bricks are meant to represent. Or possibly more recognizable landmarks done with the Legos. Great job.

A fabulous, extremely impressive piece of art! The amount of hard work and dedication you put into this video clearly shows; everything from the script to the sound effects to the transitions was beautifully done. Excellent and awesome job!

I really enjoyed this video and can tell all the hard work that went into making it possible. The interviews are well lit and framed and loved the sound composition for it as well.

### Silver Circle Award

The 150 Collection - City of Bryan, TX

Very detailed and impressive exhibit. The level of design and interactivity is museum quality. A great idea and well executed.

Short and simple. Good use of animations and transitions.

This is a great exhibit and you can tell the care put into it. I enjoy the attention to detail with the stories being told from the public. I enjoyed the interview with the sweater owner. The multimedia aspect of this is crucial and very well done. I also enjoyed that you took the time to do analytics for the QR codes (which is a genius way of judging the outcome of the project). I would have loved to see more video promoting the items.

Wow! Your passion for history is incredibly displayed through this exhibit. I love the fact that you are making the effort to reach underrepresented groups and celebrating their contributions to the city as well. I would be very proud to have worked on this exhibit; excellent job!

I really liked how this is telling the story and history of the area using items/objects from the people itself. It helps to show that there is living history in the area, the posts were very informative and interesting as well.

**Award of Excellence**

Roses & Weeds: A City of Tyler Podcast Seasons Two and Three - City of Tyler, TX

A very thoughtful way to communicate information to the residents, and it's clear as creators that a lot of care went into the final product.

Great use of communication! Podcasts can be tricky if not done correctly but this one looks to be created very well with high energy and positivity.

This is a great use of resources and a great way to make the public comfortable with members and programs in the government in a more informal format. I love to read about the improvements in the space and how you were dissuaded by challenges. Good production value. I would have liked to see some better navigation or organizing the podcast into interest groups or topic groups for users looking for specific information. Overall good direction

I like the fact that you stuck with the podcast even when it didn't seem like the numbers were going your way. Partnering with Visit Tyler was a smart way to get more downloads. Best of luck in the future and keep up the good work!

I really liked seeing the changes and not giving up on the initial approach to using podcasts to reach your audience and make local events more understandable and accessible to the residents.

**Photography - Multi-Image Use**

**Savvy Award**

Hometown Event Photography - City of Round Rock, TX

The imagery from the events is excellent. The composition, clarity, lighting and creativity is outstanding. You did an excellent job of showing the events in-depth with vibrant photography capturing the joy and community in the photos. Anyone who looks at those photos is going to want to attend those events next year. Great work!

A fantastic collection of pictures that show off the best of your community!

These photos are truly beautiful.

These images are absolutely incredible! I feel transported right to Round Rock, in the middle of it all! This is a tremendous effort and the result are truly stunning. Well done!

**Silver Circle Award**

The Home for All America - City of Shaker Heights, OH

The photography of the home is excellent. The composition, color, use of light bring it to life and really showcase the home. I would have liked to have seen more documentation of achievement. But overall, very nice photography and feature on the home.

What a fun and informative way to present a unique home.

Beautifully executed. These photos are just stunning and exemplify this style of home very well.

This is a gorgeous and effective project that does a stellar job of achieving it's goals!

<p><b>Award of Excellence</b> League City in Nature - City of League City, TX</p>	<p>Nice way to feature the variety in your community. The pictures were very good. I would have like to have seen some numbers that showed an increase in use in your parks to see if the photos had an effect on the numbers of people enjoying the amenities.</p> <p>This entry has some unique uses of imagery to get the residents engaged with their community.</p> <p>These beautiful photos make me want to visit League City.</p> <p>Fantastic photos! You clearly have a talented in-staff photographer, who was able to capture the beauty of your city, while also showing the joy of people actively engaged in those spaces.</p>
<p><b>Photography - Single Image Use</b></p>	
<p><b>Savvy Award</b> The We-Go-Swing Brings Joy - City of Merriam, KS</p>	<p>The overall effort is outstanding the photo really does say it all! Great job on being inclusive and a great photo to demonstrate the joy it brings the community.</p> <p>This photo is pure joy, and it was wonderful to see all the measurements of success. The comments made by residents on social media say it all - totally awesome!</p> <p>Capturing pure joy, what a wonderful reaction captured!</p> <p>The photo truly produces joy and highlights how effective the city was in creating an inclusive and playful environment.</p> <p>The girl's expression just says it all. The metrics included showcase the success and reception of this incredible photo. That makes it a winner!</p>
<p><b>Silver Circle Award</b> Luck of the Irish - Town of Fuquay-Varina, NC</p>	<p>The entry itself is outstanding and demonstrates how an opportunity for photo can change the day!</p> <p>This was a fun entry to read and the photo is perfect! I love a communication professional who doesn't miss an opportunity like this. A double rainbow - I'm crying! :)</p> <p>Great written entry and great job capitalizing on this opportunity and showing the metrics to back it up!</p> <p>Taking a lucky circumstance and turning it into an opportunity is the true tell of a communications professional. Incredible photo!</p> <p>I love everything about this photo. The entry is outstanding, well-written, and entertaining, Extra points for actually including your social media metrics in this post,</p>

<p><b>Award of Excellence</b> City of Duluth - Pride - City of Duluth, GA</p>	<p>The entry is extremely well written. It provided a true feeling of joy before even seeing the photo. The photo itself further enhances that feeling and visually demonstrates the objectives of the event were met.</p> <p>The judges could feel the joy of the event through this photo. What an incredible shot!</p> <p>Really enjoyed reading the entire entry, really well written all the way around! The description of the photo beautifully captures the image. Wonderful photo!</p> <p>What a beautiful photo that truly highlights joy and closely aligns with the written portion. There is nothing better than seeing an individual feel safe within their community.</p> <p>Great photo capturing a candid moment. How were the goals measured though? If the goal was to create a safe space I believe this picture accomplished that as looking at the woman's elation makes me feel -- she feels safe in expressing herself.</p>
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**Printed Publications - Annual Reports (0 - 100,000)**

<p><b>Savvy Award</b> LIFE in Suwanee - City of Suwanee, GA</p>	<p>At first glance, it seemed like too much information crammed into a clever idea. But the more I read all the little stops on the game board and how witty they were, I got sucked in and soon found myself reading them all. Which was obviously the goal. And that makes this brilliant. Who says Annual Reports can't be fun? Certainly not the city of Suwanee. Well done.</p> <p>Bravo for creativity and for execution. This report definitely draws the reader's attention and is jam-packed with information. The financial snapshot was great. Well done!</p> <p>Loved the concept, fell short on hierarchy and navigation.</p>
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<p><b>Silver Circle Award</b> 2021 BTU Annual Report - City of Bryan, TX</p>	<p>Extraordinary design. Design pulls the reader to the information the utility wants people to know. Connects the utility and its planning and budget to the community. Very well done.</p> <p>Very nice use of graphics and the color pallet throughout the report.</p> <p>Good navigation and use of graphics, well executed!</p>
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<p><b>Award of Excellence</b> 2020 Annual Report - Town of Flower Mound, TX</p>	<p>Excellent piece. Easy to read, lots of great information condensed for easy understanding. Need more budget info, though.</p> <p>Engaging the community in a photo contest was a brilliant way to give the community some sense of ownership for the report and draw interest towards its publications. Well done.</p> <p>Beautiful report, the color palette is well selected and executed all along. good use of photo graphs and tables. Great work guys!</p>
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**Printed Publications - Annual Reports (101,000 and Up)**

**Savvy Award**

FY 2021 Annual Impact Report - Palm Beach County Library System, FL

Love, love, loved this absolutely gorgeous and engaging piece. Kudos to meeting those deadlines and goals with a gem of a report. The bright colors and retro fonts were so well-combined. The photos - and yes, we always need more photos! - were meaningful and effective. My interest is peaked in the PB Library System for all its offerings. Your documentation of staff's + partners accomplishments is very laid out. Great write-up as well.

Great presentation. Fun and uplifting theme, colorful, with some great messages. Pages 2-3 give a great introduction that is easy to read and impactful with goals clearly defined. The Advisory Board and Friends of the PB Library make a nice photo spread; and the By the Numbers representation with icons and statistics works well. The Satisfaction Survey spread gives an immediate show of support with the pie charts and the addition of quotes submitted is a great idea. A Place Where All Are Welcome and Cultural Celebrations covers inclusion with some nice group photos. Writers Live and Informed & Engaged are great ways to give a shout out at presenters, plus listing Partners & Supports is always an important part of garnering support and encouraging relations.

This is a great piece that is informative and visually appealing.

**Silver Circle Award**

Gaston County Annual Report Card - County of Gaston, NC

Wow! Never a dull moment throughout this entire report. Nice job. The use of photos, graphics, color blocks, and strong headings really made this report card an exciting visual. I loved the graphs and info on all the departments which ties back into a stated goal. Great work of highlighting all areas' successes. I would have loved more details or screenshots on the feedback that was received from the report card or even analytics on the webpage views. This is a wonderful piece that I'm sure all jurisdictions in Gaston County could use.

Great choice for the cover photo and design. Really nice presentation overall using photos, geometric accents, and tinted sections for emphasis. The write up was clear and concise and not overly wordy. The double-page spreads for Inside Gaston County, the 175th Anniversary, and Strategic planning were very impactful. The black type on the lighter, colored tints helped to increase the design appeal. Creative use of icons helped get the message across, and the inclusion of the GFOA certificate was a nice touch. If you have been awarded more than one of those, you might have included that number.

This is a visually pleasing and informative annual report that does a great job communicating otherwise dry information to the public. Great job!

**Silver Circle Award (Tie)**

League City's Annual Report and Calendar - City of League City, TX

Wow, what a great idea to leverage a calendar with annual report info on the City PLUS intersperse the history and the locals, all in one! This was an impressive effort and a valuable tool. Great job.

Wow! A lot of things are going on here. Very impressive. One of the goals was to inform residents. In addition to saying 38,000 were printed, it might have been helpful to include feedback from residents, or social media done to get the word out with analytics, etc. The two photos showed that 250 business came out to see the State of the City, it might have been helpful to have tied in if the information in the SOTS was generated by the results of the report/calendar project. There's no question this is a comprehensive piece of well-put-together work. Very creative. Not sure the cost of printing was defined. It would have been helpful to have added that and included labor hours, research time, and production time involved.

This annual report and calendar were well executed and appears to achieve all the intended goals in a clear and concise format. Great work!

**Award of Excellence**

Strengthening the Core – City of Yuma Proposed Budget in Brief, Fiscal Year 2022 - City of Yuma, AZ

Great color palette and design, nice work. I would have loved to have seen any documented positive feedback you all earned on this piece. Hopefully residents and Councilmembers alike appreciated the effort. Some of the pages had a lot of whitespace where the tables could have been oriented horizontally, but other than that, I really liked the use of photos and color throughout. Kudos on explaining the geometric significance of the design decisions and how that ties into the goals and strategy of the organization.

The cover is artfully done and very colorful. It might have been very enlightening to have seen a few pages of the official document as a comparison, to support the easier to read BIB that you have created. 122 pages vs 222 is quite a feat The man holding four photos in the hexagon shape [i.e., the policeman and boy, man holding the tree being planted, etc.] were a nice touch. The revenues and expenditures wheels were well done. Some of the type was a bit small, but good illustrations. I think some of the charts could have been oriented horizontally, to help readability and fill in white space. A really nice effort.

This is an excellent piece that does an effective job of breaking down the budget for public consumption. Great work!

<p><b>Savvy Award</b> Merriam Community &amp; Visitor Guide - City of Merriam, KS</p>	<p>Attractive guide, but it wasn't clear to me how this guide is better than any produced by comparable cities or than any previous ones created for Merriam.</p> <p>Love the cover design that uses local art and that it was made into a tee shirt! Also appreciate the Kids section, the 22 things to do in 2022 feature and the Ted Lasso shout-out! Great publication with great local content. I was slightly confused that the guide opens with ads from other cities? Would maybe make sure those were in the back, not the first things people see since it's Merriam you're trying to promote. Your achievements aligned with your original objectives, but having some goals that are more specific to be able to measure effectiveness would be great, such as having the "things to do" feature be structured as something like a BINGO card where you mark off that you completed items and then get SWAG for completing the card, then you can measure exact engagement that way and find out if people are visitors or locals.</p> <p>Nice layout, well planned. Excellent use of photos.</p>
<p><b>Silver Circle Award</b> Fall 2021 Parks and Recreation Program Guide - City of Eden Prairie, MN</p>	<p>Good consolidation of key content</p> <p>This is a fun guide! Some pages are a little busy but understand there was a lot of content to fit in.</p> <p>Excellent photos and that publication is jam packed with information. Nice job.</p>
<p><b>Award of Excellence</b> City of Anna Parks and Recreation Spring Guide - City of Anna, TX</p>	<p>Effective solution for an identified marketing problem!</p> <p>Nice work with limited resources. Love the hybrid nature of the publication, providing both for those who need one or the other. The guide is easy to navigate and visually appealing, if a little busy in places.</p> <p>Great job! Fun and simple. Impressed that this was done on Canva!</p>
<p><b>Printed Publications - Catalog/ Guides (68,000 and Up)</b></p>	
<p><b>Savvy Award</b> Experience PRL magazine - City of Roseville Parks, Rec &amp; Libraries, CA</p>	<p>One of the most page-turning parks and rec guides I have come across. I especially liked the inclusion of the blank calendar as a call to action for the reader to fill out with activities during the season.</p> <p>Wonderful idea</p> <p>learned what the residents wanted and adapted the magazine to better fit the community as a whole</p>
<p><b>Silver Circle Award</b> ACC from A to Z Guide - 2022 Edition - Athens-Clarke County Unified Government, GA</p>	<p>A nice resource that residents, both old and new, as well as visitors via the webpage, can find value in.</p> <p>This is a project that I would be interested in bringing back to my own community, great job!</p> <p>Neat idea with easy to find layout.</p>

**Award of Excellence**

Uniquely Avondale -- Visitors Guide - City of Avondale, AZ

Uniquely Avondale is simply stunning. The guide makes me want to be part of the action of Avondale and all it has to offer. Beautiful design, expertly executed.

Nice job

A visitor guide in a city where tourists are there multiple times a year is a great idea

**Printed Publications - COVID-19 PR**

**Savvy Award**

OVSafeSteps - Town of Oro Valley, AZ

This campaign shows the hallmarks of being well thought out and consistently managed – something that can often be torpedoed when you have so many stakeholders involved. The design of the printed collateral for the overarching campaign is professional and has an appropriate tone for the content. It evokes the style and feel of advertising that I would expect to see in a doctor’s office or in ads for pharmaceuticals. And that’s right on point. We’re talking about safety here in the middle of a global pandemic, so, I personally want to see something that feels somewhat medical and sanitized. This checks all the boxes. Even the color scheme of the teal green says to me: "medical scrubs." With printed materials it is often difficult to quantify the success of a campaign since we don't have the same types of metrics available that we do in digital platforms. And while I can tell from the summary that the project was successful, it might have been nice if there had been follow-up data on how many people were inspired to join the program, or learned about it specifically from printed materials or ads. When evaluating ROI and cost-benefits, that might prove helpful in the future, especially since the documentation seemed to indicate that there was more engagement on the program after in-person meetings. I think the logo/branding is very well done and personally love the direct-mail element. Its clean and organized layout helps get the point across without giving readers room to get bogged down. It’s always tough with limited space in printed news publication ads, but it gets a little hard for me to read all of the fine print in some of the publication ads. Perhaps a design approach more like some of the digital "read more" boxes -- with a photo and then pertinent info not in reverse text -- could have been an option. Overall, the planning and execution of this campaign is very well done and deserving of accolades.

This is a beautiful campaign with clear measurable results. Great job!

This campaign appears to have been carefully conceived, planned, and executed. Great pains were taken to survey citizens and arm them with a variety of high-quality informational materials. This was not an inexpensive campaign, but one that this team clearly pursued while knowing that taking shortcuts could be a fool's errand. Hats off to this group for doing what they felt was best, executing it as planned, and identifying what could've been done better. I think we all could learn a lot by studying this effort from the Town of Oro Valley.

**Printed Publications - External Publications (0 - 60,000)**

<p><b>Savvy Award</b> Merriam Highlights and Recreation - City of Merriam, KS</p>	<p>The layout for the publication is outstanding. It provides a great deal of diverse content in an easy-to-read format.</p> <p>This is an incredible publication, and I will be *borrowing* many elements from it for my community! I love the balance of copy, photos and charts, and the guide really includes something for everyone. The opportunity to include articles about staff and general city services is also terrific. Well done!</p> <p>Great layout and love the digital version in Issuu!</p> <p>This is a very well laid-out publication, which provides an immense amount of information in a fun, easy-to-read format. I also appreciated how much information was provided in terms of resident feedback and analytics.</p> <p>Love how informative the magazine is.. it is a one stop shop for all information about your community. I would read this regularly!</p>
<p><b>Silver Circle Award</b> Newsletter Redesign After Fourteen Years - City of Maryland Heights, MO</p>	<p>The transformation is impressive! I love the history and honesty of this entry! Great job all around! It looks good while being informative!</p> <p>Change is always so hard for a community, but residents got lucky with a brand new, exciting design for this newsletter. The color helps break up longer articles and lists, and there is so much good info in each edition! Lots of creativity went into this redesign, and ultimately saved the community money. What a winning combination!</p> <p>I appreciate all of the hard work that went into planning, organizing and getting this off the ground!</p> <p>Incredible results in a beautiful publication.</p> <p>This was a very well written submission. I'm sold. Loved the content and how you laid it all out for us!</p>

**Award of Excellence**

"Checking in with Ferndale" Quarterly Newsletter  
- City of Ferndale, MI

This is a great example of resident engagement and meeting the needs of residents. The publication itself has a lot of great information - I would be curious what types of information is in future editions. They layout itself could benefit from more imagery and less texts.

Sometimes residents will surprise you! This is a cost-effective way to satisfy the desire for printed information, and I particularly liked the chart that showcased amenities of each park and the weed ruler.

Very comprehensive and great graphics to illustrate the information throughout.

Great-looking publication to fulfill the desires of residents to receive printed communication.

Love how informative this publication is.

**Printed Publications - External Publications (61,000 and Up)**

**Savvy Award**

Denton Senior Recreation - City of Denton, TX

The thing about this entry is that it drew me in to the point that I couldn't wait to see what was next when I turned the page! In my 33 years of municipal service, this is the best publication I have ever seen and read. I gave it a perfect score. From the first page to the last, this beautiful publication presents a very well thought out "reentry" plan for the seniors of Denton to encourage their return to programs and services following COVID. In addition to the reassuring information about the safe facilities and safety precautions being taken, the publication highlights programs inclusive to all ages and abilities. Great use of photos and engaging graphic design round out a publication that would entice anyone to join in!

This sucked me in! I wanted to keep turning the page, the content is extremely well written, goals are measurable and well-defined, and the magazine is gorgeous! Exceptional.

When the dominating thought when reviewing a submission is, "... man, I want to live here!" you're doing something right. You did a fantastic job with this magazine. Your cover is super professional and begs the audience to pick it up and flip open the booklet. The content is detailed and perfectly balanced with engaging and dynamic photos! I especially like the layout on page 10 and 11. Separating the photos from the content had me browsing the photos and discovering activities that looked engaging (all of them, really), then matching the number to the text to read all about it. The aside content did a great job of drawing attention without detracting from the page copy. I really appreciate the work you did to add imagery that flowed with the content (woman fist-pumping on page 16, woman dancing page 13, character on inside cover breaking out of the aside and over the hero image). These small touches really make your publication stand out. I very much appreciate how clear your savvy entry is. It's clearly communicated, detailed and easy to follow!

Super impressed with this publication and accompanying application. The stories, writing and photos were all very inviting and clearly "oozed" the sentiment of - "We want you to come back." I also loved the diversity of photography showing young and old seniors. Excellent publication.

**Silver Circle Award**

Bloomington Briefing - City of Bloomington, MN

When the community and political leaders request you double the frequency of your publication - you know you are doing something right! The Bloomington Briefing is a crisp and thoughtfully designed monthly newsletter that keeps residents informed. The survey results accompanying this entry were solid. The community finds the publications valuable, they wanted it more often and they like it in print. The Bloomington Communications team delivered. Bravo.

A beautiful "briefing" with a short, easy to read format and gorgeous photos giving monthly updates to the community. This briefing has made me really consider doing something similar in our community!

The scope of this publication blows my mind! What many communities do on a seasonal basis you took from bi-monthly to monthly! That's an enormous undertaking! That you are able to execute it so cleanly and clearly is a testament to your work! I really appreciate the variety of information from issue to issue. I can see a clear visual template that is implemented (which at this frequency of release, makes complete sense) but each issue covers different topics and disseminates new information. I like how some pages have hero images that blend in with the content, creating a more dynamic and engaging experience (ie. "Welcoming a new assistant city manager" from November 2021 edition, or "Snow Safety 101" from December 2021 edition). The photos are great and fit your narratives very well. From flipping through several of your publications I get a good sense of your community. You state that it's "... purpose is to inform and educate readers, create a sense of community and market Bloomington". It certainly achieves that purpose. Your community looks like a fantastic place to live! For such a large undertaking, I admire how detailed you are in your budget reporting. Accounting for staff time put into bringing this publication to your residents helps add perspective and credits the time and effort put in. Great job!

Loved the clear concise articles. Easy to read. Great design.

**Award of Excellence**

"Life in the Prairie" Newsletter - City of Eden Prairie, MN

Eden Prairie applied the "short, sweet and to the point" method to their print publication following survey results that indicated readership was declining. Using photography from a talented resident and accompanying each brief article with a URL to more detailed information on their website has once again grabbed the attention of their residents. A truly effective and beautiful publication. Great job.

Beautiful, concise, easy to read, and a great use of photography. I love the short-form writing style keeping everything very easy to digest with a focus on attractive visuals.

I really like your use of imagery to engage your audience. I appreciate how focused the content is for each publication, providing valuable information without overwhelming the reader. It does an amazing job of keeping readers in touch with their community, and I'm sure it provides a great sense of pride to residents when they see what is going on mixed with such stunning photos. You carried this clear and focused communication right on over into your submission. The entry was easy to read, understand and you clearly defined your objectives. Great job!

Such Beautiful cover photos - for a bargain! Using plain language when writing is key to a quality community publication.

**Printed Publications - Other (0 - 85,000)**

**Savvy Award**

The 'Boro Bulletin - City of Statesboro, GA

I like the catchy name, and the newsletter is very eye catching! It looks almost like a magazine. While it is difficult to measure success, I like that you included feedback from your employees and council. Well done!

Really like the simplicity of the layout, the use of employee and city photos, and with every new issue a user knows exactly where to look for the type of information they want. Appears to be a very informative resource for employees. I like that you include department colleagues in creating the newsletter as a creative way to generate "buy in" from colleagues to take time to read the newsletter and be proud of the final product. It's also creative to send it to employees' homes instead of relying on email or an internal website so that you reach all employees, including those who do not have email or work from computers. Could have used a little more clarity and connection between the opportunity statement and the intended goals/outcomes. For example, the opportunity statement doesn't mention Human Resources and the "Employee Resources" section that appears to be present across issues isn't listed in the opportunity statement as one of the main categories. However, the first intended goal listed is for employees to learn about HR and benefits updates. Also, the part about sending to the homes is probably a better fit for under the opportunity statement rather than as a goal. In defining your goal, it could help to note what type(s) of employee recognitions you hoped to achieve amongst peers - you certainly included a variety of recognitions which is great to see. Your budget description was well done in including both fixed costs like printing and design and then noting employee work.

Beautifully done! I love the creativity put in the design and naming of the publication. The goals were hard to measure, but considering feedback from employees, etc., it was well received.

**Silver Circle Award**

2021 Sounds Around Town Brochure Insert - City of Eden Prairie, MN

Well written entry that included detailed opportunity statement and documentation of achievement. While the goals were defined, I do not necessarily feel they were measurable. I do appreciate you included information about event attendance as a measure of success, often people forget to include that. I like that you all got creative to save on postage, and it looks like the piece fit well in your existing newsletter. Good job!

Good cost-effective way to reach more residents following the closure of your local paper. I like that it was a tear/cut out and this was clear to residents. I like how the two-page layout differentiated the months and the events in a way that's not your typical wall calendar. It's unclear from the budget how added a four-page insert did not increase postage with the additional weight. Would have liked to see more use of photographs - those included were small. Highlighting photos from the events would have been more engaging. Your explanation doesn't clearly share how this was used as a standalone marketing piece as stated in your goals. Also, from the documentation of achievement, as you noted people had been cooped up during the pandemic and so it's unclear if the brochure led to higher participation rates, or just the fact that the community came out of a pandemic.

Great job! The statement of opportunity was well written and goals were clearly defined. However, I do feel like the goals were not measurable. Nonetheless, I appreciate the creative approach to get the newsletter distributed!

**Award of Excellence**

2022 City of Venice Calendar - City of Venice, FL

Good job at providing the documentation of achievement. Success can be difficult to quantify for projects like these. I do feel as if your goal section was a bit confusing - goals could have been more clearly stated. I feel like you included your goals more in the opportunity section.

Enjoyed the creativity of incorporating a photo contest into the annual calendar. I felt that including pertinent city information such as trash pickup, water information, etc, adds to the value and cost effectiveness of the overall project. I like how inspiration was taken from the cover photo and used throughout the remainder of the calendar (the sunset ombre colors) to pull the calendar together and create a cohesive and attractive final product. I would like to have seen a better dissemination plan, knowing for sure how many were given away to be distributed and make sure you don't have any waste. Also, how is the dissemination targeted to the intended audience? On readability - the monthly pages were well designed; however, the City Directory page could present some challenges for those with poor eyesight as the white text on the image could be difficult to read, font size was small, and the phone number digits were close together - perhaps some spacing between numbers would help with readability.

Overall, great job! However, the goals were not clearly presented.

<p><b>Savvy Award</b>  FY 2022 Avondale Budget in Brief (BiB) - City of Avondale, AZ</p>	<p>Beautifully designed and effective in communicating an often dry topic in a manner that's accessible to the masses.</p> <p>A well branded package</p> <p>It's often hard to measure the success of a project like this, but the fact that you created it all in-house is a success in itself in my opinion! A lot of info is packed in those 8 pages and the design is clean and easy to understand. Always keep improving and keep up the great work!</p> <p>I absolutely love this idea. And this is a piece of literature that can be used by any city department. This is well designed and easy to understand. I especially like the timeline showing the progress of the fiscal year, and how property tax is mostly based upon schools. Great publication, and a well written letter!</p>
<p><b>Silver Circle Award</b>  2022 Tax Planner and Services Guide - Constitutional Tax Collector, Serving Palm Beach County, FL</p>	<p>A ton of information packaged into an attractively designed and user-friendly publication. Beautiful project!   2022-07-22T14:33:01+00:00: Great job packaging this as a brand. All of the pieces are recognizable.</p> <p>A nicely packaged document</p> <p>Your overall concept and design has improved dramatically from previous years it appears from your slideshow. People don't realize how much work goes into a publication like this, so you should all be commended for your work! Always keep improving and educating your residents, keep it up!</p> <p>The improvement in the two publications was easy to see in the way you presented the attachments. Great job. \$3/per copy is a bit pricey - but the product looks fantastic. It is thorough and easy to read and digest. I can see this being a guide for residents for more than one year at a time. Absolutely gorgeous design and use of color. You need to hire this graphic designer!</p>

**Award of Excellence**

City of Carmel Quarterly Printed Newsletter - City of Carmel, IN

An attractive and cost-effective newsletter to the community. The messaging is on-target and varied, suitable to the overall community.

A well branded document

The layout and photography is strong, especially in the Quarter 3 edition. People don't realize how much work goes into these publications and your team should be commended for your efforts. However, it's also hard to quantify how successful these publications are, so a survey asking residents for specific feedback would have helped in understanding its impact beyond word of mouth. Great job overall!

I am also a believer in print - especially mailed publications that do not immediately go in the trash! This design was very nice and easy to read. I would have liked to see photo quality improved. For example, consistent headshots for council members. I really liked the snapshot on Economic Development in terms of business updates in brief.

**Resident Participation (0 - 50,000)**

**Savvy Award**

The "Path to Possibilities" Voter Information Campaign - CHity of Hilliard, OH

This voter information campaign had all the bases covered -- a variety of materials and platforms, timed well to reach all audiences. No wonder it was successful and the voters approved the tax increase.

The variety of materials was nice. I felt like as I was looking through the documents, I was also imagining all the possibilities that this tax could be used for.

Great use of different avenues to disseminate the information (post cards, pop-up events, presentations).

This campaign had a variety of materials and a great planned timeline that made it successful! Very thorough and well thought out.

**Silver Circle Award**

Neighborhood Ambassadors: Partnering with the Community to Build Relationships and Trust - City of North Liberty, IA

The Neighborhood Ambassadors program successfully encouraged the citizens of North Liberty to engage with their government and their community.

Neighborhood Ambassadors are key players in the city's Great Neighborhoods initiative by being on-the-ground local leaders to help advance the quality of life for their neighbors.

Great job on recruiting community volunteers. The website with the Ambassador's photos is a great way to showcase who is who in the neighborhoods.

The informative website provides a visual of who the ambassador looks like and how to reach them. The ambassador program is a great way to communicate with the community.

**Award of Excellence**

How Garden City Adjusted its Communications Strategy based on Resident Feedback - City of Garden City, KS

Garden City successfully surveyed their citizens and were able to improve the communication department's products and services.

I really enjoyed seeing the results of the survey and how it was pushed. Citizens were successfully surveyed and are able to improve the communication department services.

Learning how to communicate with residents is essential, and now you have the information on text messaging. Great job on the resident participation.

This was a great opportunity to find ways to communicate with the community by simply asking. Sometime simplicity is the way.

**Resident Participation (51,000 and Up)**

**Savvy Award**

Do Not Unleash the Furry - Solid Waste Management Department- City of San Antonio, TX

What a great campaign! What a creative way to reach your audience with an important message. So well done! Your outcomes are very impressive as well. We all know that many people adopted dogs during the pandemic and for your numbers to actually go down on dog collections is very impressive. It's also great that you worked across departments to get this done. Loved everything about this!

A clever tagline with specific deliverables in a deceptively simple campaign. Excellent use of ad placement.

Excellent use of advertising. Too many entities rely on social media these days. Well Done.

This was a very creative way to address messaging that would have otherwise been very heavy to convey. I applaud the meaningful collaboration you achieved among your departments and partners, as well as the unique ways you delivered this to your community (the ATM advertising is novel!).

**Silver Circle Award**

Peoria City/County Joint Information Center COVID-19 Vaccine Campaign - Peoria County, IL

What a great campaign. Very well thought out. I love that the City and County worked together to get this done. You all did an excellent job of making sure you reached all of your community with the messaging and used your resources appropriately. Getting community members and healthcare workers to deliver the messaging was a great idea which paid dividends in your results. Having the governor hold a press conference because you were a leader in getting your community vaccinated was quite an accomplishment. Overall...excellent job.

A good, well-rounded campaign, and the use of local leaders to promote the vaccine is a great idea!

Fantastic use of consistent branding.

This was clearly a thoughtful, inclusive, and innovative campaign that shows excellent collaboration across your organization and community! In terms of measurement, it would have been great to know if the campaign in any way directly encouraged people to get the vaccine, but I know that's difficult to determine with any certainty. I applaud your concerted efforts to ensure all segments of your population were represented and included in your messaging.

**Award of Excellence**

Buffalo Pass Mural - City of Austin, TX

Great job getting the community involved in this project. Getting people involved is always a challenge. You all met that and surpassed it. The end result...the mural is beautiful. Well done!

A creative use of the residents to beautify their neighborhood while helping them take ownership of the project.

It looks like this wall will be treasured by the community for decades.

Wow! This is an absolutely gorgeous project! We often hope that our public outreach and engagement efforts garner this much attention and enthusiasm within our community, but I have rarely seen it happen to such an extent. This is the essence of collaboration, innovation, and creative placemaking!

**Social Media - Best Campaign Use (0 - 126,000)**

**Savvy Award**

Unite with a Blue Light - City of Waukesha, WI

Congratulations on such a successful community wide collaborative campaign.

What a challenge your team had with creating a strong campaign after tragedy. You guys handled it well. A well-thought out campaign.

A unique way of bringing people together.

**Silver Circle Award**

150th Anniversary Social Media - City of Bryan, TX

The sheer volume of post clicks and real engagement is impressive, especially for historical posts. Well done!

A great campaign and very thorough. I know the engagement could have been more, with this great content, but you all did a great job at celebrating a major milestone.

Huge undertaking in a short period of time, and appears to be successful, especially given the added challenge of the pandemic.

**Award of Excellence**

Don't Winter Like a Texan - City of Round Rock, TX

This campaign took an incredibly important "preparation" message and made it artfully engaging. Well done!

How could you not like this campaign? It combines humor but with a serious message. There wasn't a reason to be super serious since it was a year after. Love this campaign!

Clever and humorous, appropriate.

**Social Media - Best Campaign Use (127,000 and Up)**

**Savvy Award**

Trash Talk - City of McKinney, TX

So much fun! Kudos to staff (and their families!) for putting themselves out there. A creative way to communicate some of the consistent issues w trash/recycling collection.

I love this campaign! It's an example of government communications at its very best - taking a boring but important topic and turning it into informative, bite-size, digestible, interesting, and entertaining messages. I love the use of humor in the videos and the positive attitude and humbleness in the posts and responses. I'd love to know how you find the appropriate audio clips. Great job!!

Well written and captures community questions/engagement.

<p><b>Silver Circle Award</b> 2022 Life Guards Assemble - City of Glendale, AZ</p>	<p>Excellent! This is what these platforms are made for. Quick, high energy- right on target.</p> <p>A relatively simple but effective use of video and social media. Succinct, good music choice for audience, makes lifeguarding look cool and fun. In terms of measuring the campaign's success, I'd have appreciated some hard numbers on lifeguarding recruits before and after the campaign.</p> <p>A nice and accessible way to recognize local business, especially in turbulent times. This is nice low-hanging fruit to give attention. Would have liked to see the scope of the campaign and more analytics.</p>
<p><b>Award of Excellence</b> BurgBiz - City of St. Petersburg, FL</p>	<p>Static images &amp; verbiage not typically the most effective use of social media. But - an exception here, as the photos and copy were extremely compelling. Well done!</p> <p>Wow, I love this campaign. The photography is stunning and the writing engaging and personal. The social media stats are impressive as well. Success measurements for campaign are provided, but I also would have liked to see some testimonials from the businesses indicating what being part of the campaign meant to them in terms of new customer contacts, how the campaign has added to their success.</p> <p>A good photo story that casts a wide net around the community.</p>
<p><b>Social Media - Best Use of Facebook</b></p>	
<p><b>Savvy Award</b> How a Creepy Doll Brought Our Community Together - City of Keller, TX</p>	<p>Way to capitalize on a strange sequence of events. Love the personality you use on social media - and clearly it works for your City. The stats are incredible!</p> <p>Government organizations can have a sense of humor too, and this was refreshing to see! Your community was engaged and had fun with this while you additionally added some worldwide notoriety! Fun!</p> <p>I remember seeing this INCREDIBLE post back when it was actually happening and I live in the Midwest! Absolutely brilliant! Not only is it a fun and humorous post that became viral, you all took it to another level and actually made a safety video out of it with your PD. Did I say brilliant? Oh yes! And the number of new followers you have and the PR you did for your community? OUTSTANDING! P.S. Good thinking on doing the recon work, too.</p> <p>This was an incredible example of community engagement, both in-person and via social! You're quick thinking and quick wit led to a very successful Facebook post. You will have other local entities wishing someone would bestow a Vicky M. upon one of their benches, so they too could try for social media gold.</p>

**Silver Circle Award**

Ciudad de Arlington Facebook Page - City of Arlington, TX

Love that this fits into your overarching brand and celebrates your Latino community. Nicely done!

You identified a need in the community, and this appears to be a very successful component to increase communication and outreach to Spanish-speaking residents. There appears to be additional overall engagement and support for your community's diversity, and your Facebook campaign helped promote additional programs, resources and services.

Having a Facebook page dedicated to Spanish-speaking residents is great idea for jurisdictions that have a large population that speaks Spanish. It's a way to make the important information from government more accessible for them. The number of followers gained in just a few weeks is impressive and shows there is a need for this. Great job in making this option available to your residents!

Launching a new social media profile is no easy feat, but you managed to do it successfully and engage a targeted audience effectively. Great job! I think the problem/opportunity was clearly stated and the course of action met and exceeded the defined goals. I would have liked to have seen some specific stats beyond follower count, but appreciated the information provided.

**Silver Circle Award (Tie)**

2022 Round Rock Tornado Response - City of Round Rock, TX

Way to break through and help your community during a critical time. Even when time was of the essence, you swiftly provided your residents with the information they needed while building/maintaining trust and credibility. Nicely done!

When it comes to disaster response, you have to be all in, and you were. Good photos on site, and good messages to share important information. Being concise and to the point was key.

Excellent collection of informative posts and videos containing critical information. The videos did a great job of showing your community's commitment and your city's response to this natural disaster. I would have liked to have seen some kind of screenshot or report on the analytics. Great work by your entire city and community following this disaster.

Thank you for the detailed rundown of your social media strategy and posting for this severe weather event! It made it very easy to follow along and to see your success along the way with Facebook Alerts. Kudos to you for maintaining public trust throughout the response and recovery phase, which can be very difficult to do.

<p><b>Award of Excellence</b> Don't Flush the Wipes! - City of League City, TX</p>	<p>Way to keep it real and show what crews really have to deal with. Glad it resonated with residents!</p> <p>These posts were gross! Gross in a good way. The visuals helped share the message on the impact these things have and engage your audience and make them think twice about using flushable wipes. You further let them know that its quite the drain on city resources. You used key messages that were easily understandable and arguably made a difference in behavior.</p> <p>Fantastic use of a photo to help spread your message! That "in the field" photo is gold and helped bring awareness to a serious and costly problem. The engagement and media attention is phenomenal! Well done!</p> <p>Way to tackle a "gross" topic and create a successful communication piece about it. Graphic design can do wonders, but the use of the actual photos from staff spoke volumes in this instance. Your statistics show it was successful on Facebook and beyond in the local media. Nice job!</p>
<p><b>Social Media - Other</b></p>	
<p><b>Savvy Award</b> Santa Clarita Public Library TikTok Series - City of Santa Clarita, CA</p>	<p>The videos showed good production values and the staff, particularly Alex, really jumped in with both feet. The songs worked well and really matched the medium.</p> <p>Liked the clever use of music/lyrics and library books that tied everything together nicely - this was a great collaboration between library and communications staff. Would like to see this campaign now develop more specific and measurable objectives to see where it goes, but this campaign is a hit. Since you've created a character to make this work, you'll need to consider how to evolve it if/when Alex the Librarian gets a call from Hollywood, or another library. :-)</p> <p>These videos are adorable. What I was left wondering was what are the programs offered by the libraries? Also, were the posts successful in increasing ongoing interest in library programming?</p>
<p><b>Silver Circle Award</b> Helen Hall Library TikToks - City of League City, TX</p>	<p>League City's innovative use of social media really stood out, demonstrating a mastery of the distinct features of the TikTok artform. The "When someone says libraries aren't relevant" piece was particularly clever, showing a sass and edge that more government communications need.</p> <p>Amazing creativity and smart use of existing resources to create a following with some very clever content. I honestly would not have thought TikTok was a platform that makes a ton of sense for a library - you have proven me wrong.</p> <p>Very creative and effective use of both platforms. I really like how the personalities were able to come through loud and clear. Excellent job!</p>

**Award of Excellence**

Nextdoor: Snake ID Help Needed! - Athens-Clarke County Public Utilities, GA

Nice leveraging of an existing conversation on Nextdoor!

This was a very creative play on an existing trend, and I loved the back and forth that Laurie had with residents, allowing them to get involved and engage, definitely building relationships, trust and connections (that's a hose pun) with the community.

Fun and creative idea! I like the way you engaged and continued the conversation. Your community obviously responded well!

**Special Events - One-Time Event (0 - 136,000)**

**Savvy Award**

City of Bryan 150th Anniversary - City of Bryan, TX

The City of Bryan should be smiling ear to ear as they knocked it out of the park with their biggest, longest and most inclusive celebration yet to honor their 150 years of existence. The City had a lengthy list of goals and outcomes, which they met and surpassed. It isn't easy hosting a year long event and keeping the excitement in the community going the entire time. There was a tremendous amount of work into telling the stories of unheard community members, showcasing the City's diverse past & future, bringing the community together and giving them something to celebrate and be proud of. This celebration will go down in history. Great job!!!

Where to even begin on this outstanding entry and extra special special event. These type of historical events don't come along very often in a community so it's important to seize the day and pull out all the stops. The team in Bryan most certainly did that. Every aspect of this event was stellar, from the dedicated website and oral histories to the artifacts collection and the tours. Great work on a wonderful event.

Not every community celebrates its milestone anniversaries so it was great to see the City of Bryan do so for its sesquicentennial. This event is now history and will be looked back on with great pride. Making sure all voices were heard and all groups seen was so vital. The team's willingness to dive in and hit the history aspect so diligently should be applauded. They created an amazing amount of content that will live on forever. Bryan made history with this historic event.

**Silver Circle Award**

Provo Airport Terminal - City of Provo, UT

Wow!!!! The City of Provo should be flying high from their multi-day celebration for their new Provo Airport terminal that was seamlessly produced and executed. Every detail was thought out for the Grand Opening event. The four anticipated outcomes/goals were clearing met and exceeded. The strategic audience communication plan allowed the City of Provo to ensure they appropriated included all facets of the community. The promotion of the events sky rocketed through social media and other media outlets which helped amplify the grand opening event and excited of a new airport terminal in Provo. Well done!!!

An important milestone in the city needs a great celebration and Provo delivered. From the quality video production to the collateral materials, the communications team in Provo succeeded on many levels. You thought of everything. Great job.

The City of Provo has a unique opportunity to open a new airport terminal. The community must have been so excited. Grand openings on large projects don't come around often. It was a great idea to recognize each audience group in a special way. What great ideas to have the local youth actors perform to bring that hometown crowd. The paper airplanes were so delightful. The social media reach and engagement was very impressive. The event had amazing achievements along with a great turnout of community members.

**Award of Excellence**

Better Block Avondale - City of Avondale, AZ

The City of Avondale's hidden gem is shining bright after they hosted an extensive two-day outdoor event to spruce up and highlight some of cornerstone businesses in an unserved area of Avondale. This effort drew in a big partnership like Microsoft to help make it happen and ensured the City didn't have to absorb the event costs. Engaging the community by asking them to participate in the vision of this area was a great idea. The creativity and implementation of the murals, crosswalks, public furniture and the festival itself were memorizing. This event will definitely leave a long-lasting impression on its community and the surrounding area.

A great way to get projects done to revitalize an area: hold a fun event and let the community participate in being a part of the project. Good job Avondale. The people who were a part of the event will no doubt return to Old Town and stay connected to efforts to make this area succeed.

It is so important for cities to make each area of the community feel they are seen and heard. The City of Avondale really embraced this idea by partnering with the community, Microsoft and additional organizations. This event was very well executed with the help of Microsoft and brought new life and energy to the community.

**Special Events - One-Time Event (137,000 and Up)**

**Savvy Award**

Hired On The Spot - Leon County, FL

I thought the concept and outcome hit the intended goals very well. The statistics and post analysis was also very interesting to see.

The Hire on the Spot concept was well thought out and executed. The County communicators identified a problem, researched and found a solution. They did an excellent job of using technology while placing high value on old-school face-to-face communication using street teams to distribute information and setting a time to meet job candidates face-to-face. I was left wanting to know how many of those hired at the event are still on the job today.

Graphically and with the help of photos this really stood out.

Leon County did an EXCELLENT job of identifying an ongoing problem and developing a new and creative solution! Too often we see departments or organizations try the same thing over and over without trying a new way to solve a problem, and this is an example of how trying something new and different can greatly impact results. By hosting an in-person job fair with same-day offers AND rethinking the titles of positions to be more clear, they were able to obtain a great turn out of qualified candidates.

What a great investment in the future of a community. Everything about this event and its planning was smart, inventive and collaborative. This is a testament to how the PR/Communications office can work together with and across departments to achieve, and in this case exceed, common goals. I really appreciated how the job titles and descriptions were re-imagined by the creative team in order to best land with the intended audience. The old school, boots-on-the-ground approach to marketing this event, combined with all other manner of advertisement and promotion outlined here, is also very much appreciated. The design and look & feel of the flyers for this event really hits the mark.

**Silver Circle Award**

The Cube Grand Opening - City of Santa Clarita, CA

The promotion of the event was masterfully put together and took full advantage of a skilled video and graphics department. The social engagement and outreach was very well executed as well.

The coming soon video for The Cube was great and really captures the excitement. It is challenging to gain a lot of traction in the community through live-streaming local events, but the team obviously did a wonderful job here. I found The Cube a little difficult to read, but really felt inspired by the community's call to action responding to the outcries and finding a way to save the ice center. Good work.

With the social media attack plan and the graphic design. Santa Clarita knocked it out of the park

It can be difficult to fight skepticism or negativity behind an expensive decision/purchase the city makes, but Santa Clarita was successful in creating an event and opening that promotes positivity and excitement. They were innovative and creative in adjusting the format and offering virtual options due to COVID restrictions and concerns.

**Award of Excellence**

Journey to Emancipation - City of Tallahassee, FL

The idea to educate through the use of a conference with trusted and knowledgeable speakers was a great way to get the message out to the community. It created a real good way to interact and educate.

What an innovative approach in marking history! As communicators we sometimes limit ourselves to graphic design, social media and video; but the communication team here went old school and made a real difference. In-person interaction with the community through a conference is a great way to educate and share in a deeper way the story of this historic time. Sometimes setting technology to the side pays off, and here it did. The logo work for this project is great and loved seeing how the media supported the project.

The way they incorporated the media coverage along with the with videography and photography made their report extremely thorough and interesting.

A great way to bring awareness to and celebrate Florida's Emancipation in a way that is creative and educational.

The City of Tallahassee has much to be proud of for its role as a state leader in celebrating and telling the story of Florida's Emancipation Day, and setting the community apart. My favorite things about this event are how immersive the experience must have been for those who were fortunate enough to be able to attend in person. The screening of the Emmy award winning documentary and 19th century meal sets the tone for all three days and transports guests back in time, while the physical tours of historic landmarks and reenactment in the cemetery put residents directly in the footsteps of their forefathers. These activities engage all the senses, literally, and balance nicely with the more traditional lectures, seminars and conferences to meet the needs of a wide-ranging audience.

**Special Events - Recurring Event**

**Savvy Award**

11th Annual Festival at the Switchyard - City of Carrollton, TX

This festival looks FUN! Aside from sounding like a great time for all, the theming and branding of this event really stood out. The marketing efforts were comprehensive, and took full advantage of event's past "track record" while celebrating the return to live events after 2020. With well-documented results, it is easy to see how the marketing methods, designs and creative elements all came together to support this community gathering.

Of the many impressive event submissions, Carrollton's submission of the Festival at the Switchyard was truly unique and well executed. Having only one large-scale event a year gave this team the resources and opportunity to do it really well. The marketing packages and graphics were clean yet exciting and had great brand consistency even through to the guitar giveaway. This event stood out from the rest not because of its budget size (which is largely due to booking named talent) but for the many activities for residents and the teams attention to detail and staying on theme.

I enjoyed the unique theme created to fit the niche feel of the city. The event logo is fun and inviting. The event marketing was strong and widespread across, print, video and billboards. The pre-festival outreach was strong and the post-event record keeping and coverage didn't fall behind. I loved how this entry included branded material examples such as the Access badges.

**Silver Circle Award**

Prairie Lights - City of Grand Prairie Parks, Arts & Recreation Department, TX

Watching the video for this event gave us a nice warm and fuzzy holiday feeling! The influencer outreach, cohesive branding and comprehensive online event guide made this event easier for attendees to realize it is an event not to be missed. Impressive stats and a well-documented social media campaign also helped make this entry a winner.

Prairie Lights in Grand Prairie Texas was a truly enchanting event. Highlights include promotional materials, the event day guide, and the innovative use of social influencers. I love that this event had something for everyone. Including people who were not comfortable socializing due to covid with the drive-through section and the in-person opportunities. For future submissions- it would be helpful to know more detail on the use of budget and how the funding was spent especially on in-house vs contractor. Beautifully executed family-friendly memorable event! Well done!

I believe this entry showcased their hard work very well. The overall theme was strong and implemented throughout all promotional materials leading up to, and at the event. An opportunity to brand and experience was never missed. The event guide was very unique and user friendly. I loved the concise presentation that was submitted that outlined the data recorded across all outreach and social platforms. The recap video makes me want to attend next year!

<p><b>Award of Excellence</b> Frisco Freedom Fest - City of Frisco, TX</p>	<p>Pure patriotism! This event has it all, and the marketing efforts and documentation show it well. The graphics package, website and event guide reflect the true theme of the event and manage to include all the different aspects of this two-day festival. Impressive marketing &amp; event partnerships were fantastic, and the impact to local businesses is commendable. Fun event location &amp; great imagery!</p> <p>The Frisco Freedom Fest is an all-American delight. This multi-faceted event was well executed around the simple joys of summer, pride in American freedom, and tribute to American Heroes. The brand and theme were consistent and exciting. The use of sponsors and community partners was smart and well executed.</p> <p>The event theme was well designed and carried throughout all marketing materials. I enjoyed the cohesive look across all digital, print and video materials. The goal was clear well defined and executed. The abundance of supporting materials and examples really helped us get a feel for the project design from start to finish. The presentation of materials was well organized and did all of the design work even more justice.</p>
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**Video - Education/Training (0 - 60,000)**

<p><b>Savvy Award</b> Douglasville Jr.! - City of Douglasville, GA</p>	<p>This video campaign was well thought-out and appealed to their target audience, kids. The incorporation of a campaign logo and consistent characters throughout the videos really added to its impact.</p> <p>I love the interaction of the kids and getting them involved. A little long</p> <p>This video was very creative and fun to watch!</p>
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<p><b>Silver Circle Award</b> Prepare Right Now For Your Home - City of Southlake, TX</p>	<p>This is an awesome video! Creators were able to take the typical emergency management preparedness message and completely own it and make it relevant for their audience. The graphic details, original song lyrics and overall campaign was a complete hit.</p> <p>very funny</p> <p>This was a very fun and informational severe weather awareness campaign!</p>
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<p><b>Award of Excellence</b> Silicon Heartland Transportation Improvements - City of New Albany, OH</p>	<p>The creation of this video was a great response to address resident concerns regarding an upcoming project. I appreciate the how the video connects to related or impacted projects, providing context for residents. The video is well branded and the use of b-roll is very effective to keep the viewer's interest.</p> <p>Well done, both the written and video.</p> <p>I loved that the video was mostly shot with a drone! It offered a unique perspective on the city's transportation improvements.</p>
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**Video - Education/Training (61,000 - 199,000)**

<p><b>Savvy Award</b>  Tour of the Athens-Clarke County Water Reclamation Facility - Athens-Clarke County Unified Government, GA</p>	<p>Very fun approach to what is a gross topic. Love the inclusion of the frogs to help maintain interest. Great shots and effects. Nice job!</p> <p>Favorite submission this year. It's fun and informative, the host has good energy and overall I really enjoyed this project.</p> <p>Absolutely fantastic! This video was a great way to accomplish the goal of giving a public tour in a way that is fun and engaging. Not to say an in-person tour is NOT that way, but...you know. Excellent effects, lighting, sound, transitions and script. Also, I don't want to see the 4 Ps of Flushing written again but I certainly won't forget them!</p>
<p><b>Silver Circle Award</b>  The Power of Connecting - Homeless in Burbank - City of Burbank, CA</p>	<p>The amount of work that went into a video of this length and detail is very impressive. The interviews are thoughtful and effective, mixed with great drone shots and graphic elements.</p> <p>Well done video. Getting such a wide variety of people speaking on the subject, especially from those dealing with the situation personally was well done. Good video with tons of great info.</p> <p>This video addresses an important issue and does so clearly and compassionately. The script is fantastic and answers residents' concerns about homelessness while setting out ways the City is getting involved to find solutions for all. From a technical standpoint, this must have been a monumental effort! The shots are clean and well composed, but the audio levels are inconsistent and the graphic overlays are sometimes off-centered.</p>
<p><b>Award of Excellence</b>  Trash Talk - Macon-Bibb County, GA</p>	<p>Love the quick weekly bits of information that help inform the community. The name of the series is clever and attention-grabbing.</p> <p>Very well done videos, extremely informative with tons of great content. I feel this was a very successful campaign.</p> <p>This is a very well-done series to address a serious issue that residents are passionate about. Breaking the series down into segments on types of waste is smart and the tie-backs to the website for information keep residents on top of the transition. Some points were reduced due to sound quality issues on some videos, as well as lighting and composition, but the messaging and short length were good.</p>

**Video - Education/Training (200,000 and Up)**

<p><b>Savvy Award</b> Lego Brick Budget Video - City of Arlington, TX</p>	<p>This LEGO video truly brought City of Arlington's budget to life! Fantastic video, with serious planning and an amazing response, including national coverage.</p> <p>Budget = boring. Arlington budget = amazingly engaging. The submission was stellar but the content shined brighter! Thank you for continuing to press the envelop with local government communications. This project was amazing. From the production itself to the incredible reach and engagement. Job well done, seriously.</p> <p>Wow! While the finished product is extremely impressive, I'm almost more impressed at the staff time and dedication necessary to create it. Great job all around!</p>
<p><b>Silver Circle Award</b> How to Build a Lake - City of Glendale, AZ</p>	<p>Fantastic videography and editing skills. This is a first-class video on a very interesting subject and I'm impressed by the way the video team followed the construction process along the way. Great variety of dynamic shots.</p> <p>Love the concept of this video and that you had a plan to capture footage of the process as it was happening. Music choices and audio were great and the script flowed well. An interesting video to showcase a project coming to life in your community. Kudos on a job well done!</p> <p>This was shot beautifully and the information was very compelling. Great job!</p>
<p><b>Award of Excellence</b> ReThink Your Recycling - City of Orlando, FL</p>	<p>A fun take on the scary effects of contaminated recyclables! Very creative idea that clearly drove more of the desired action on your website.</p> <p>Creative idea that was executed well. Kudos on thinking outside the box to engage your residents on an important topic!</p> <p>What a creative way to spread this message!</p>
<p><b>Video - Interview/Talk Show (0-109,000)</b></p>	

<p><b>Savvy Award</b> Discover Bloomington - City of Bloomington, MN</p>	<p>The full package! City news and information packaged in captivating storytelling. I believe I might have binge watched several episodes and learned a lot about your city. Well done.</p> <p>This really is a great series! I watched more than I needed to, just because I found the stories well-crafted and executed. Your team has a real eye for b-roll and I appreciate the editing. You'll often see videos like these run longer than they need to, but not with this project so excellent work! Creatively, I think it's really good work! My one suggestion might be to research how you could improve the quality of the image - some shots seem a bit soft or low-contrast. That's all I could see though - excellent work! For reference, I watched the Japanese Garden, Native Gardening, Art Audio Tour and Bluff Trail videos.</p> <p>Showcases the people and interests of the community. Well written. Well organized. Well produced. Staff of two produced in house. Includes imagery that captures the diversity of the community.</p>
<p><b>Silver Circle Award</b> "News Hour with Walter Cronkid" - City of Edina, MN</p>	<p>Funny, engaging and memorable way to present City news! Very creative way to view city projects through the perspective of the child host. Walter Cronkid is awesome! Loved the use of b-roll to support the voice over explanations of projects. A++ job! (Link to masking video was not accessible -- private link)</p> <p>The most impressive and creative piece of local government media I've seen in a long time. The child actor is perfect, the lighting and shots are well done, the audio is great and it's super well edited. The tone is spot on, right mix of informative and "cheesy-ness." If I would have any suggestion, it might be to add another element to the studio – like a plant or coffee cups or something.</p> <p>This program targets children, the information is helpful to viewers of all ages. Interesting the content was informative and well produced. Overall idea was out-of-the-box and meant The specific need of informing the public about city services.</p>

**Award of Excellence**

On The Job - City of Edina, MN

Wait! What is this phenomena of a municipal liquor store!? I am glad I went "On the Job" to find out! Clever writing, cool host (great job City Manager Neal!), and has a reality show feel (something like Undercover Boss). Loved the behind-the-scenes peek at city operations -- including the municipal liquor store... wow.

What an excellent way to introduce residents to your City staff! You do a wonderful job of making them feel comfortable on camera, it's not an easy thing to accomplish. The graphics were wonderful – very professionally done, but you didn't over use them which was great. The b-roll was also well captured and the editing was very clean. My one suggestion might be to use a bit more editorial restraint – 8+ minutes seems long for a web series. Other than that well done!

The objective of the project was well explained. The graphic elements in the introduction were creative. The City Manager is a personable and an engaging host, which keeps the viewer engaged. The content was extremely localized. As an outsider, I learned about a governmental offering that I have never been exposed to before.

**Video - Interview/Talk Show (110,000 and Up)**

**Savvy Award**

The Firsts - City of St. Petersburg, FL

Wow, these videos are nearly perfect. I love this series! Finding such great stories to tell is the first great accomplishment. The technical aspects are just so well done that the stories are able to shine through with great success. You should be very proud of this video series!

Outstanding work. These stories are both honest and remarkable. The skill of your team and their time devoted to this project has allowed those stories to inspire others. I think they will.

I think that anyone can be the first because no one is like others. First of all, my heart goes to the title of "the Firsts". Professional lighting, interviews, shots are very comfortable to look at. In every interview I could see their emotions, their enthusiasm, and their confidence. It's short video clips, but not short. There is no doubt that it is a video production that continuously makes each person special and valuable. A really well-made piece of work. Great job!!

This is an excellent series. Great stories reinforced by stellar production value and technical execution. Great work!

**Silver Circle Award**

A Conversation with Shawn Welcome - City of Orlando, FL

Love the style of this video! What a great way to introduce Shawn to the community. There are some things I really like, and a few comments:- The shots of the interview were OUTSTANDING. Great lighting, great composition, great use of multiple angles. Nice use of some "behind the scenes" angles that reveal the lighting gear as well as the moving shots. These were done very nicely without seeming gimmicky.- Audio quality and music were great! I will say that the music, even after just a few minutes, got a bit repetitive. In the future, you may want to consider changing it up to freshen the video up as well as to maybe control the tone a bit. Perhaps have one piece of music for when he was describing his past, and then change it to something else when he starts talking about being the poet laureate. - Man, oh man, did I want to see some b-roll or photos or something! The interview was so awesome, but I wanted to see what he was talking about! I wanted to see some kind of representation of his past doing open mic, the group he started, anything pertaining to past poet laureates, and especially the City of Orlando! I know it's sometimes difficult to get stuff like this, especially if they don't exist from the past, but I really would have loved to see Shawn in the community! Overall, I love the quality of this! Very, very well produced. The inclusion of b-roll/photos would have elevated this to all-time great status. Nice work!

Wow! This campaign was very well produced. My only suggestion in the future is releasing multiple shorter clips for social media over several days.

During the interview, the moving shots, melody, and various shots seemed to do a great job of enhancing the quality of the video. And the background selection, lighting, and sound adjustments seem to have been very well. The interview went very smooth sailing. Especially the last video clip he was really interested in and proud of what he has done! The length of the video was just right. However, the only one thing I wished that some b-rolls or photos would strengthen the interview content. But it is a great piece of all!!

This was a really nice introduction to Shawn and I enjoyed it a lot. The interview setup was fantastic, and having a three-camera setup made the entire piece feel seamless. Whoever was conducting the interview did a great job to engage Shawn and bring out his personality through his responses. Some things to think about - three cameras didn't quite make up for there being no b-roll through the body of the piece, which I feel would have really elevated this to something extraordinary. I also think a bit of sound treatment (the opening b-roll implies this was filmed in a coffee shop) would have been helpful as the room tone was a bit intrusive.

**Award of Excellence**

Meet Mayor Ken Welch - City of St. Petersburg, FL

This is the best! I love this video! I love it so much I'm probably going to steal your idea! A very fun and creative, but simple, way to introduce the Mayor. It shows him in such a great way and lets people get to know him. Fantastic use of graphics and sound without being obnoxious or too much. Really great audio and video on the interview. Just overall, this is about as good as it gets! Excellent work!

I loved the creative approach to the traditional interview. The sound music and graphics helped to keep it light and moving forward. Great work!

It's very concise, fun, and I like the video shots, the sound effects, background music, animations, fonts and texts. Just great! Only my suggestion is the background light in the main shot was too bright, so Mayor's face seems a bit dark. Overall, it's great piece!

This was a fun introduction to the mayor! Humorous framing and approach to this video, good use of sound effects. Title cards were well designed. The pop-up graphics that echoed the mayor's responses could have animated in or been incorporated into the frame better. I'd also advise being a bit more cautious about using copyrighted material, as fair use/parody laws would likely not support their use in this case.

**Video - One Time Special Programming (0 - 100,000)**

**Savvy Award**

Town of Flower Mound SROs - Town of Flower Mound, TX

Super creative way to introduce SROs to the community. It's especially creative because your audience (students) are likely to be sports fan and recognize the parody. The filming quality was really good and the videos definitely capture the football player introductions we usually see on game days. Nice work!

This is a thoughtful concept with world-class execution. Each SRO's voiceover was well scripted and perfectly delivered. The motion graphics bring this video to life in a fun way, and the use of props adds even more flavor. Every aspect of this video was well done. GREAT job, Town of Flower Mound!

This was super cool! Loved the integration of personal information to make the idea of the SROs seem more approachable. The use of the green screen makes and the approach make this the perfect way to reach the target audience.

Absolutely incredible video to be informative and engaging!

Very creative and engaging set of videos!

**Silver Circle Award**

Foundations of the Future - City of Bryan, TX

Very smart and clever way of combining the state of the city, historical perspective, and the 150-year incorporation anniversary. The way you wove past and present together in an engaging video is superbly done!

The goals of this project are thoroughly documented. The video employs a strong use of visual elements, motion graphics, and cinematic shots to tell stories that connect the past to the present. An epic piece of multimedia for a pivotal milestone. Great job, City Of Bryan!

The intent and purpose of the video are clearly defined and can be seen throughout the video. Additionally, these items are documented in a very concise manner. I enjoyed the efficiency of utilizing one project to capture the state of the city as well as the incorporation anniversary.

Amazing video! Use of setting to convey emotion was great, and each shot was very well done.

Effective and very detailed collateral. The final product is very impressive, especially as it was primarily done in house!

<p><b>Award of Excellence</b>  Baytown Shoebox Parade - City of Baytown, TX</p>	<p>This was such a creative idea, and I had a huge smile on my face throughout the video. The city background and floats were great and added to the overall special feeling of the entire video. The script was funny and allowed for the right pacing as each float appeared. Great job!</p> <p>Wow. What a phenomenal idea with flawless execution. The commitment to detail is unmatched, from the detailed background to the ending credits. This project undertaken by the City of Baytown will be remembered by Baytown families for decades to come.</p> <p>This is such a fun way to bring people together without actually being together! I am impressed by the idea of a shoebox float!</p> <p>Very creative idea and beautifully executed. Hard to believe those intricate pieces weren't made by a professional! Love it.</p> <p>Super creative idea to do during the height of the pandemic! Loved it!</p>
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**Video - One Time Special Programming (101,000 - 174,000)**

<p><b>Savvy Award</b>  Alpin Hong Recap Video - City of Kent, WA</p>	<p>I love how this inspiring story is told in his own words. A truly inspiring story that gave me chills. It was well shot and the sound design was excellent. The sound bed was a great choice that keep me emotionally vested throughout the story. Excellent!!!</p> <p>Beautifully shot with a compelling story. To see the enjoyment Alpin Hong brings to the students' faces is delightful. Excellent graphics with suburb sound.</p> <p>Very well produced and at times compelling</p> <p>The video was beautifully filmed and the coloring and lightning was very professional.</p>
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<p><b>Silver Circle Award</b>  "BURBANK: The Town Behind The Tinsel" - State of the City Video 2021 - City of Burbank, CA</p>	<p>The Mayor is a great host! Well-spoken and engaging. The video was shot well and kept me engaged.</p> <p>A unique and fun State of the City video! Really showcases what makes Burbank special, and highlights community partnerships from big studios to schools.</p> <p>Excellent production and also entertaining</p> <p>The team took a creative and different approach to presenting the material. The talent was upbeat and positive.</p>
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<p><b>Award of Excellence</b> Flash Gordon - City of League City, TX</p>	<p>Great story. It is nice to see someone giving back to their community just because they can and its nice to see those efforts highlighted. It was well shot and the the story being told in Dash's own words added the emotional element to the story. Great job!</p> <p>Nice to see a resident spending their time uplifting the community. A fun story, with fun graphics.</p> <p>Cool approach to messaging.</p> <p>Nice concept and a great way for the city to showcase it's residents doing extraordinary things.</p>
<p><b>Video - One Time Special Programming (175,000 and Up)</b></p>	
<p><b>Savvy Award</b> Jake Gaither Golf Course's 65th Anniversary, A Brief History - City of Tallahassee, FL</p>	<p>The mini documentary was a hole in one! The story of telling of the 65th anniversary of the Jake Gaither Golf Course was done with precession and entwined important historical markers that shaped the community to what it is today. Outstanding work.</p> <p>Wonderful job in commemorating the 65th Anniversary of such a big accomplishment for all backgrounds.</p> <p>Great job researching and telling this important story! Loved all the interviews and the historic photos. It's just the right length to keep the audience's attention but still include a lot of compelling content. Appreciate the measurable goals and the detailed accounting of how the project met the goals. Fantastic project!</p> <p>What a wonderful story to share! So much research clearly went into this project, and you did an excellent job of providing goals, objectives, and measurable outcomes. It reflects a great deal of care and appreciation for the Jake Gaither Golf Course. Great work!</p>
<p><b>Silver Circle Award</b> Women-led project brings new life to Old Town Elk Grove - City of Elk Grove, CA</p>	<p>The storytelling format of personal stories is captured perfectly. Now only was the documentary informational but also empowering. The concept of highlighting the key women behind a signature project for the City of Elk Grove is timely and important. #GirlPower</p> <p>Entry did well in telling their message and spreading awareness/positivity for women and young girls alike.</p> <p>What a great job showcasing both a project team and the project itself! Love the photography. Appreciate that you included the audience retention stats with a longer-form video like this. It's great that you reached out to professional associations and other organizations where the full video can be shared to a larger audience. Great job!</p> <p>I love the idea of melding the story of the Old Town Plaza revitalization project with the story of the women who made it happen! Unique indeed! Great photography and use of text to help tell the story.</p>

**Award of Excellence**

Glendale's New Hot Spots - City of Glendale, AZ

Excellent representation of honoring the past while looking forward to the future.

Very fluid use of media and transitions. Story was straight to the point to achieve the overall goal of tourism and expansion.

Great job showcasing all of the exciting things happening in Glendale! The photography is beautiful and I loved how a lot of it was people-centric. I could really imagine myself enjoying the beautiful amenities and fun events. Consider how you can include measurable metrics/goals for the project. Congratulations on a great production!

Has a strong tourism vibe and great design that highlights Glendale in an exciting way. More details and measurable goals in the descriptive letter would be helpful.

**Video - Promotional Video (0 - 50,000)**

**Savvy Award**

Garner Stormwater Bonds Video - Town of Garner, NC

Excellent design and animation work. The retro motif is very accurate down to the film grain and aspect ratio. This is a perfect piece to capture attention and inform.

Awesome use of animation and creativity. Love the vintage look!

Great use of animation. And a very good approach to take the still elements and animate them. The music and "classic America" theme do a good job to move the video along while keeping viewers' attention. I would have liked to see a slightly more engaging end slate. It was a fantastic use of budget on a hard topic.

I loved the animation style, the music, and the retro look of the video. I think that the music and the voiceover needed to be balanced a little bit better, because sometimes the music would overpower the narration. Overall, I think that the piece was successful in providing a clear, concise message to viewers.

I really liked the vintage feel and flow of this video, it does a great job explaining storm water issues and why it is so important.

**Silver Circle Award**

Water Leakage - Village of Downers Grove, IL

This is an outstanding piece. Really committing to the retro motif came across in the picture, sound, and performance by Wally. The "download" joke is a genuine laugh and sure to capture the viewer's attention. Excellent length and pacing as well.

The use of creativity in this PSA has the potential to attract viewers while learning a valuable lesson about water usage. Good energy, and acting. I love the black and white as it does a good job targeting an older demographic with more potential water issues due to older housing and the inability to repair or maintain utilities on their own.

This is a great video. I appreciate the use of comedic timing and satire to bring attention to a "dry" topic. The use of in house and low budget costs make this very effective. I would have liked to see an opening hook to get the viewers' attention. I especially like the use of the old rotary phone to add to the style and themes

I loved the creativity shown in this video. The script, acting, music and graphics were fun and kept my attention, and I think that anyone watching would stay through until the end. Excellent job This was a really great video and entry. I loved the shot choices and it really held the charm of the old black and white videos.

<p><b>Award of Excellence</b>  Dashmore-Fuquay-Varina State of the Town -  Town of Fuquay-Varina, NC</p>	<p>Both styles, the comic book segment and the Princess Bride segment, were very well produced. A very entertaining way to present this information!</p> <p>Amazing use of animation, video, music, and effects. Very clear and entertaining!</p> <p>So many bold and yet successful choices made in this video. The bookend parts were done very well and the production quality is evident. For the super hero portion, the animation was a good choice to keep the users engaged. With a history of comedy, the writing was my favorite part. Even without me understanding some of the jokes in the video, I could tell that many of them were things residents would pick up on. I really appreciate such a creative take on a traditionally dry topic and would love a sequel</p> <p>Your use of animation for a state of the town report really stands out and is sure to catch the attention of any viewer. The script was great, I liked the actors and the narrator, and the animation was really fun. One thing I would have added to the video was the use of some graphics, just because there was a lot of information and it might have helped if we could see the numbers onscreen that were being talked about in the video. Excellent job overall.</p> <p>very creative and entertaining approach and video. It really feels unique to the area being represented, especially superhero name.</p>
<p><b>Video - Promotional Video (51,000 - 135,000)</b></p>	
<p><b>Savvy Award</b>  Des Plaines Theatre - City of Des Plaines, IL</p>	<p>Amazing project for the community to enjoy! A great video that shows not only the substantial history of the theater, but also to show the progress made from inception to completion and grand opening!</p> <p>Beautiful way to show the progression of the building throughout the past 100 years. Loved the historical photos and videos that were integrated into the story!</p> <p>This is a very well put together video that tells the story effectively. While the video it's longer, the information is interesting and very captivating to watch and the graphic effects were exceptional. Very well put together!</p>
<p><b>Silver Circle Award</b>  Join Our 'Perks' and Rec Team! - City of Provo, UT</p>	<p>Great use of humor to grab the attention of the target audience and well written entry.</p> <p>Too funny! I loved how engaging the video was and showed each position. Using the comedic route definitely hooked me! Great job!</p> <p>The video had an excellent use of humor - the actor was a star of the video and helped move the message along. Very creative idea and nicely put together.</p>

**Award of Excellence**

Economic Development Campaign Video - City of Kannapolis, NC

Very well coordinated and produced video. The content can clearly be used as a way to entice additional businesses to the area, as well as promote a large company that has decided to put down roots in the city.

Beautiful shots to show, rather than tell how great the community is to live, work and move your business to. Great job!

The project description was very clear but a bit long. The video was well put together and had nice shots - the audio was a bit quiet and needs to be mixed louder, but this is a nice piece.

## Video - Promotional Video (136,000 and Up)

### Savvy Award

Kent Police Department Recruiting Video - City of Kent, WA

Sometimes you just know it when you see a top-quality video, and with the Kent Police Department promotional video, you just know it. This video is outstanding from top to bottom. From its clean presentation, well-framed interview shots, beautiful technical lighting and color aesthetics, excellent audio and crystal-clear focus, this is one outstandingly crisp and technically marvelous video. The message is conveyed early and hammered home throughout the video: We are a family. That's a powerful message, especially when reaching out to potential recruits. And the visuals of the video back up the words. In my opinion, it's just an extremely well done package. But is it too long? That would depend on who you ask and what you're trying to achieve. We have some analytics to show the numbers of people who viewed said video, and we do have some documentation that says new recruits did find this video to be a factor in their decisions. But I would really have loved to have seen more direct data and a more defined set of goals. Obviously, it's to get new recruits interested, but how did you target those new recruits with this video? I would liked to have seen more info on that so that we can really assess, from a quantifiable perspective, how successful this video initiative was. Normally I would say that this was way too long to have a meaningful impact and to get people to watch it. But, personally, despite it being over 6 minutes in length, I wasn't bored. It did keep me engaged. And it is broken up into segments which would logically lead to the idea of splitting out smaller portions of the interviews and segments, and creating several mini-versions of this video for promotion on social media. If you haven't done that, I would highly recommend it, as I think that would be an excellent use of the video's content. Overall, I think this is a superbly executed video that oozes professionalism, true engagement from the officers themselves and an all-around aura of camaraderie. It's an outstanding production, and one that deserves the highest praise and accolades. Well done.

Beautiful editing in this video! It really tells a story for those who are interested in the content.

I really enjoyed this video. Lighting and audio quality is solid throughout. Variety of shot angles was excellent and the varied speed in b-roll was excellent. Music was appropriate. Good training footage and the K-9 cam was a novel add. Also a fun ending. Subjective comment: Felt a little heavy on weaponry and non-lethal takedown training. Measurable outcomes is really where this could've used more heft. You provided the anecdotal comment: "Several of our new recruits in the police department have confirmed that the hiring video was something that they saw and helped motivate them to take that step and apply for our department." Better might've been: "Six of our recruits who made it through the academy during the period of [DATES] said this video at least partially convinced them to apply for officer openings. Our goal was to have four recruits who reported doing so. "Bottom line, terrific production quality from your staff and I hope the video continues to persuade residents to choose KPD.

**Silver Circle Award**

Year in Review - City of Tallahassee, FL

This video knows what it is, and doesn't try to be something that it's not. It's short, sweet and to the point, and it does a nice job of being a "promotional video." As stated in the problem/opportunity statement, its goal isn't to tell the whole story of the Year in Review, but simply to advertise and promote the deeper dive of the larger report online and in print. And I think it succeeds in doing that. The use of After Effects elements -- for example, around the typography -- is nice and provides a modern feel. Even though the whole video is only 1:30 or so, I do wonder if it could have even been shorter. Some of those same After Effects transitions seem to drag on a little bit, and I wonder if some of the earlier shots could have been a little shorter as it seems that some of the later "info block" shots appear a little rushed. Obviously the pace of the music is dictating some of that, but it's just a potential thought for next time. Overall, this is a very nice example of a true promotional video and one that is deserving of recognition. Well done.

Nice promotional video that really highlights lots of things in the community in a short time span.

This video is well done and clearly was strategically promoted and advertised to surpass the city's stated goals. Nice visual hype piece for the Year in Review itself. The earliest seconds had me wondering what I'm supposed to do -- where is the call to action? It became clearer as I stayed with it. Congrats to the comms team for creating this in-house, understanding the importance of brevity, and putting dollars where they would do the most good.

**Silver Circle Award (Tie)**

Dirty Jobs: Wastewater Treatment Plant Tour -  
Western Municipal Water District, CA

Ah, Dirty Jobs. The unsung heroes of local government entities are our water treatment workers, no doubt. And using the Dirty Jobs show as a theme for showing off our sanitation and wastewater workers has become a tried-and-true mechanism for highlighting these vital employees and for engaging our populations about how dirty water gets treated. It's a great theme and it just keeps on giving. Technically, the production values and the quality of the video is excellent. Shot selection, viewpoints, framing and other visual characteristics are extremely well done, as is the audio and the entire interview process. I guess my only real concern with this video isn't really about the content of the video, it's whether or not it's truly a "promotional video." As mentioned in the documentation, education is the primary goal of this video, so I guess there's a line that can be drawn from educating a resident about wastewater to promoting a facility and the people who work with wastewater. But it's a little bit of a stretch. My only other thought relates to the Dirty Jobs theme itself. Yes, it's a great theme, but it has been done quite a bit over the years. Now, that doesn't matter to your specific audience since this would be the first time they have seen you do something like that. That's why I believe it still works, but it is something to be mindful of in the future. Overall, this is an excellent video that will serve its community well for years to come. Well done.

Super professional take on the "Dirty Jobs" video. Graphics and music really elevate it!

I really liked this video. Great job telling the wastewater story in an interesting way -- it held my attention throughout, which isn't easy in a nearly seven-minute video. It's also a great reminder: God bless these workers! The quality of video, audio, and storyboarding was solid. Credit to the in-house resources who did the shooting and editing. You guys should get use out of this piece for a long time. Sidenote: You're killing me, Tom, with the phrases "a chocolate river" and "Why does it look like chocolate?" and "Why is it splashing poop...?" Congrats on this one!

**Award of Excellence**

St. Pete's Utility Assistance Program - City of St. Petersburg, FL

Well, this certainly is a different approach to what I was expecting when reading about the program being promoted. And I must say, I like the change of pace from a more traditional informative video. The concept is different and I like the idea of "what can I do with the change found in my couch" and then the angel vs. devil approach. From a technical standpoint, the video has a very nice aesthetic. It's also always fun seeing miniature versions of one's self. I do wonder if the video is a bit long for the message it's trying to convey. Is the pickleball sequence really necessary? When promoting videos on social media and trying to reach out to non-traditional residents, this video's pace may be a little slow and may have trouble retaining viewers who are scrolling through their phones. Just something to consider. I'd also really like to have seen more data on the outcomes of the program. Can we purely attribute the 8% increase in signups for the program to only this video? Or does that also account for the other more traditional elements of the campaign. Being able to see some more info on viewing time, not just number of views, would potentially help in that area. Overall, I love the creative and different approach to promoting a program that could have easily been just pushed on social media with a static image. It shows a willingness to think outside of the box and that's always a positive. Nice job.

Love the angel/devil approach taken! Really creative way to get a mundane message out there.

The production quality and creativity in this video were really great -- executed very well. A couple areas to consider: An 8% increase in program participation sounds pretty good, but I don't know if that means moving from 100 to 108 or...what were those numbers and how do they compare to the numbers you hoped to see? Loved the angel/devil elements, btw! With viewing habits being so finicky -- well under :10 is the typical average -- it felt like waiting until the 1:12 mark to mention the UAP might've been too long of a setup. Bottom line, this video showed a ton of creativity, your on-screen talent was fun to watch, and it turned a potentially boring topic into something worth watching. Congrats!

**Video - Public Service Announcement (0 - 124,000)**

**Savvy Award**

You are not alone. Prevent suicide. - City of Des Plaines, IL

This is so powerful. By using the actual 9-1-1 tape, you connect with the general public where they live. I got chills watching this video. Well done Des Plaines!

Using actual body cam footage made this story real and very moving. It also spotlighted the very important work police officers do in this situation to increase trust in the community.

This is an incredibly difficult topic, but it nonetheless important. Great job recognizing it's importance and pushing a positive message out to residents.

<p><b>Silver Circle Award</b>          "We Believe You" Collaborative Video Series -          City of Savage, MN</p>	<p>Hats off to City of Savage. You took a very hard subject and put it out there for those in need. Way to go.</p> <p>This series was very moving and delicately dealt with a difficult subject. It was good to have so many voices involved in the video with different perspectives.</p> <p>This is a serious topic and I love to see how much effort and reach was put into this project. As y'all said, if this helped even ONE child/teen, then it was effective.</p>
<p><b>Award of Excellence</b>          New Albany Alexa Kids - City of New Albany, OH</p>	<p>Talk about touching the heartstrings. . . Adorable kids, parents who don't know technology - you knocked this one out of the park. Love it.</p> <p>The kids did a terrific job and using them to demonstrate the ease of asking Alexa was brilliant.</p> <p>Really cute idea and effective with those kiddos!</p>
<p><b>Video - Public Service Announcement (125,000 and Up)</b></p>	
<p><b>Savvy Award</b>          Mayor's Mental Health Video - City of Coral Springs, FL</p>	<p>Absolutely beautiful. While this is a difficult but important subject, you handled it in a way that was not only visually stunning, but factually sound. The mayor's personal journey, the photos on clotheslines organic feel, and purposeful audio design make this project a success.</p> <p>Tears came to my eyes as I watched. Beautifully and respectfully done.</p> <p>Editing, shots, graphics were so well done. Very brave of the Mayor to share his story. This kind of video is so incredibly relevant right now and much needed.</p>
<p><b>Silver Circle Award</b>          "Worst Game Ever" Guard That Auto Campaign -          City of Santa Clarita, CA</p>	<p>Very creative! I really enjoyed this spot. The graphics are great and your actors do a fantastic job. This is a fun way to think outside of the box to address this issue. Production and result notes: While the production and graphics were top notch, I would have loved to have seen a little more differentiation in the gamer girl shots and the "gameplay" footage. I think giving the gameplay a little bit of a wash or something would have put it over the edge. (in a good way) Also, for a city of over 200,000, I would have expected to see higher metrics. Could you have pushed the edit to have been a tight :30 and then distributed to local media? Think about where else you can repurpose this great video to extend the reach to more people!</p> <p>I love the campaign concept and the video was fun, engaging, quick and effective. Loved seeing the social media analytics. Would have been nice to see if there had been a drop in GTA after the campaign launch.</p> <p>The video was COOL but so quick and to the point which I think we all appreciate. I appreciate the social media data reports but I wish we could have seen post-video stats of GTA in Santa Clarita to know if it decreased.</p>

<p><b>Award of Excellence</b> St. Pete's Distracted Driving PSA - City of St. Petersburg, FL</p>	<p>A very creative and well produced PSA! I loved how you mixed the walking with the SFX that illustrate what could have happened on the road. I can see where this spot would reach teens and adults alike.</p> <p>Love the storyline. Very creative.</p> <p>Pretty creative way to share an age-old message that we have all seen. I can see why it went over so well with the HS kids.</p>
<p><b>Video - Regularly Scheduled Programming (0 - 100,000)</b></p>	
<p><b>Savvy Award</b> New Albany History Series - City of New Albany, OH</p>	<p>The stores were well told. I love the football team that stopped to put out a fire on the way to a game.</p> <p>Excellent photography and editing. I liked the added touch of old photographs of the football and baseball teams. Loved the veteran piece. I think your PIO's idea was wonderful and very professional. Congratulations! Bravo! Excellent videos! I enjoyed hearing soundbites from former players and coaches, and seeing old uniforms and photos. The veteran piece was moving. I think your community could relate to all videos. The historian really knew his stuff! Congratulations!</p> <p>I thought I was watching a documentary on the History Channel. This video is so professional and amazingly put together. Great job!</p> <p>I greatly enjoyed watching the submitted videos and learning more about New Albany's history, great job!</p>
<p><b>Silver Circle Award</b> The View - City of Mont Belvieu, TX</p>	<p>Brian is a natural storyteller. "We're getting a Whataburger" I'm not sure how he could shoot and ride the golf board simultaneously. I completely understand why the community is engaged with the program.</p> <p>Excellent photography and editing! Creative name of program. Nice use of equipment.</p> <p>This segment was fantastic! It was like a modern "Texas Country Reporter!" I want to visit Mont Belvieu now. Great job with your scriptwriting, storytelling, photography, music, graphics, and editing. They were all superb!</p> <p>1 Happy to see the community has received this initiative very well with a positive impression.</p>

<p><b>Award of Excellence</b> Charlemos Yuma - City of Yuma, AZ</p>	<p>Great concept for serving the Latino community. More cities should be doing this. One suggestion would be to use a larger font for the sub titles.</p> <p>I love the hosts! Happy, having fun, but still getting the message across! Excellent photography and editing! Graphics and use of colors are amazing! Congratulations!</p> <p>Muy bien! I loved this segment! Your graphics, music, hosts, and storylines are fantastic! Your hosts are fun and engaging. Quiero visitar Downtown Yuma!</p> <p>Excellent initiative for engagement growth of the Hispanic population   2022-07-25T14:24:02+00:00: Can't wait to see how this project grows.</p>
<p><b>Video - Regularly Scheduled Programming (101,000 and Up)</b></p>	
<p><b>Savvy Award</b> Tallahassee Inspired - City of Tallahassee, FL</p>	<p>Good use of short-form video to highlight community members.</p> <p>Great way to highlight people in the community</p> <p>Excellent use of city and community resources to produce a content-rich series!</p> <p>I think this is a little long for social media, but you do explain why you chose this timing in your documentation. Nice work. Great production quality. I enjoyed the use of the old footage. The changes of scenery and shots make this even more engaging.</p>
<p><b>Silver Circle Award</b> Arlington: The American Dream City Video Chapters - City of Arlington, TX</p>	<p>Short-form video is critical to engagement and this series does that very well. Good use of b-roll during interviews to keep viewers engaged.</p> <p>This is a very nice segment about local businesses. It was shot and edited well.</p> <p>Great campaign and really well put together production!</p> <p>Well done! This was a great way to promote the City of Arlington's brand. You can really feel a sense of community through these videos. Great production quality!</p>
<p><b>Silver Circle (Tie)</b> "What's Happening in PRL" video series - City of Roseville, CA</p>	<p>A lot of information in a very short video. Narrator has an enthusiastic delivery, but the hand gestures are distracting.</p> <p>Loved the goats!</p> <p>Well-thought-out and planned campaign to highlight the City's Parks, Recreation and Library news and events paired with beautiful graphics and catchy music!</p> <p>Great job showing statistics on video storytelling. This is a great way to reach and engage your audience. Easy to watch and listen. Great use of b-roll to make a compelling story/announcement.</p>

**Award of Excellence**

McAllen's Own - DJs - City of McAllen, TX

Great use of short-form video to humanized government workers.

Great way to highlight city employees and all their talents.

Great idea and production to highlight city's employees!

Great production quality and an awesome story. Very informative.

