

Recurring Event 0-75,000**Savvy Winner**

Perry International Festival

City of Perry, GA

Judges' Comments

"Truly outstanding! Such a great use of hotel tax funds to bring cultural diversity to your residents. The program guide and the video are very well done. Excellent event planning and great attendance. The event was well-executed and promoted. It mentioned sponsorships, so I would have loved to have seen the amount of money brought from sponsorships to understand the true cost of the event. Also would have loved to see how it was promoted or advertised. While the goal was more attendance and it was achieved, I would have liked to have seen a more specific goal with a number of attendees. Looked like it was advertised well with so many people attending from other states. Also, it looked like a very small team to be putting together such a large event with so many moving parts."

Silver Circle Winner

Perry Presents Lawn Concert Series

City of Perry, GA

Judges' Comments

"Such a fun and engaging event series - kudos to you for making such positive changes and improving outcomes. I like how creative the event series is, as well as the change of the timing of the event so that more people can attend and stay longer."

Award of Excellence Winner

2024 Fit City Challenge - Bringing Cities Together

City of Southlake, TX

Judges' Comments

"Creative way to get all the three cities involved and encourage residents to be active. Well written entry. The visuals are great. Well done!"

Recurring Event 75,000-140,000**Savvy Winner**

Largo's Shamrock'n Success: Finding the Marketing Pot of Gold

City of Largo, FL

Judges' Comments

"Your increase in attendance is a testament to your clear and bold marketing materials and innovative strategies. Your diverse tactics show promotional prowess with your multi-channel campaign. This was very creative and effective! The courage to seek new advertising strategies really paid off this event. This Will definitely influence other cities to take chances and reach that pot of gold for their community! Great job!"

Silver Circle Winner

Light Up Lockwood
City of Richardson, TX

Judges' Comments

"Your event demonstrates a truly innovative approach and a creative way to spotlight the Lockwood District. The event's impressive growth, with attendance doubling, reflects its rising popularity and success in engaging the community. By incorporating new activities, you've significantly enhanced the event experience, making it more family-friendly and diverse. Additionally, the effective combination of in-house resources and external consulting for event production, along with a strong promotional strategy, showcases a comprehensive and successful approach to boosting both visibility and participation."

Award of Excellence Winner

City of Pompano Beach Drone Show Extravaganza
City of Pompano Beach, FL

Judges' Comments

"What a coordinated way to make a massive impact! I appreciate the inclusion of your inaugural year's logistical challenges to show how you've worked to improve this event year after year. Your goals were sophisticated and flexible for continued growth. Making this the premier event for your community not only allows for a strong, continuous effort of engaging with your residents, but also underlines the significant impact of your commitment to your community."

Award of Excellence Winner

13th Annual Festival at the Switchyard
City of Carrollton, TX

Judges' Comments

"The longevity and evolution of this event are impressive, to say the least. Having one

major premier event is an innovative and responsible choice, gifting the public an annual event that doubles as a resident engagement piece. You have turned a clear visual identity and concept into a tangible way to connect with your citizens with a fun, meaningful experience.”

Recurring Event 140,000+

Savvy Winner

Roseville Utilities Field Day: A career pipeline offering for high school students
City of Roseville, CA

Judges’ Comments

"Wow! When we read the entry we knew we had a winner! These "field days" are a great way to get interest in public utilities. By far the most concise and descriptive entry. Surveyed students before and after the event to quantify goal achievement. Partnered with schools to achieve success. This is an effective way to address local government recruitment issues. Every organization can be inspired by this event. By partnering with school districts they were able to effectively get students hands-on with utilities jobs and consider the jobs as options in the future. The survey before and after the field days helped quantify the success. Great job!"

Silver Circle Winner

2023 Sunset Cinema Series
Orange County, CA

Judges’ Comments

“The supporting materials were so helpful in showing what a great event this was! Love how all the outreach before the movie tied in to the theme. Fantastic.”

Award of Excellence Winner

The Big I Do
City of Santa Clarita, CA

Judges’ Comments

“This seemed like a LOT of work. This event was a great way to raise the profile of local businesses and show the City in a loving light.”