

Economic Development

Savvy Winner

Hilliard City Lab

City of Hilliard, OH

Judges' Comments

"After looking through the entry I want to come to Hilliard City Lab to check this out. The concept of the execution was spot on. Great job to the team for the work that went into this and for hitting the target demographic. The City's communications team began with defining City Lab – a key step in a successful marketing campaign, a step that is often not completed as thoroughly as this team did. The result was a lasting impression on the area and the team cemented the concept of the City Lab in the business community."

Silver Circle Winner

'Tis the Season to Shop the Rock

City of Round Rock, TX

Judges' Comments

"Taking survey results of how people receive messages and implementing them really set this entry apart. Using Hulu as a way to reach your audience was unique and different than a lot of agencies. Loved the branding and content created as well. Overall great job!"

Award of Excellence Winner

2023 Leon Works Expo

Leo County, FL

Judges' Comments

"This idea is fantastic—every community should highlight trade and field-specific careers. It's wonderful to see such a great turnout. I really appreciate how you broke down each goal and explained the outcomes so clearly. Well done!"