

# 2018 Savvy Judging Comments

## Communication or Marketing Plans (0 - 60,000)

### Savvy Award

South Coast Water District, CA

### The Tunnel

This entry offers a creative solution and a multi-faceted communications approach to a complex problem. It leaves no stone left unturned. We love that the plan delegates responsibilities to ensure the project is communicated in a timely manner. This classic public affairs plan is worth a look. Keep up the great work!

### Silver Circle Award

City of Burlington, NC

### Burlington Police Recruitment Open House

Simple messaging and personalized approach looks to have paid off. Shows collaboration on multiple fronts (communications staff, current officers) telling the story. Love the Snapchat filter and use of geofencing. Very thorough without a lot of money invested.

### Award of Excellence

City of Spruce Grove - Alberta, Canada

### 2017 Municipal Census Communication and Marketing Plan

This traditional approach to communications and marketing was thorough and well-executed. The creative was simple and effective - able to be used on multiple platforms while maintaining consistency. Easy for like-sized cities to replicate.

## Communication or Marketing Plans (61,000 - 199,000)

### Savvy Award

City of Tallahassee, FL

### Tallahassee Solar Leading the Way to a Brighter Future

Here comes the sun, Tallahassee! This communications and marketing plan is a brilliant guide for solar success. Clear goals, stellar measurement and astronomical achievements in boosting interest in the City's new solar subscription program. This savvy-worthy project shines!

### Silver Circle Award

City of North Port, FL

### General Services Department Communications Plan

North Port's communications plan took its judges by storm. The plan pinpoints the city's current position and sets a course toward improved brand awareness, transparency and engagement. Its strategies and tactics will shore up North Port's efforts to inform, educate, listen to and connect with constituents. With this plan as a guide, we predict smooth sailing for North Port!

### Award of Excellence

City of Greenville, NC

### Respect the Red: Red-Light Safety Camera Plan

Judges gave the "Respect the Red" communications plan the green light! The plan took a problem and charted a clear course to messaging that helped keep Greenville residents safe while driving. Its detailed goal, implementation schedule and action steps make it easy to see how the City used the plan as a vehicle to move full speed ahead toward safer streets and fewer red-light violations.

## Communication of Marketing Plans (200,000 and Up)

### Savvy Award

City of Santa Clarita, CA

### Heads Up

This plan crosses departmental lines to achieve a common goal. It's a far-reaching plan for a well-defined problem that successfully utilizes many channels to speak to the audience where they are. A well-presented campaign with eye-catching graphics and other branding. Good multi-faceted approach to push out messaging to a clearly understood audience. Very well done!

**Silver Circle Award**  
City of Arlington, TX

**Office of Communication Strategic Plan**

Beautifully presented, unique plan in that it is a revisioning of an existing piece. It addresses that communications plans are living documents. Great for internal use, but also relevant for outside audiences. It demonstrates strong understanding of purpose; good analysis and presentation of comprehensive and detailed compilation of goals, objectives and strategies.

**Award of Excellence**  
Cumberland County, NC

**Cumberland Alerts**

This plan addresses a structured need with an intentional, direct approach. Emergency communication is so important - albeit not very "sexy" - but this plan had strong outcomes to a clearly defined goal. It was a practical approach to an important need. Smooth transition led to improved community safety. Great use of resources to gain the most traction and highest volume of signups with a limited budget.

**Community Visioning or Branding**

**Savvy Award**  
City of Largo, FL

**Largo – Your Community of Choice, Naturally!**

Exceptional campaign, exceptional entry! WOW!! This entry shows pride not only in the work itself, but in the presentation of the award submission. This entry is how you do it, folks! Largo demonstrated an excellent approach to planning and executing input-gathering, data-gathering, planning, strategy, design, and roll-out. Largo's innovation during the roll-out is commendable. The entry provided excellent detail and explanations. Excellent and forward-thinking documentation. This submission is an example of a communication team that waited patiently for the opportunity and funding to do what needed doing. We've all been there and I love that their patience paid-off and this element was a part of this branding project's story. It actually gave me goosebumps reading the description of the logo elements and design choices. So thoughtful and mindful. This entry is an outstanding example of the creativity, professional standards, work ethic, and incredible value that people serving in communications in local government contribute to their organizations and communities. Way to go, Largo!

**Silver Circle Award**  
City of San Marcos, CA

**San Marcos – Discover Life's Possibilities**

Outstanding work! Your research was very thorough and well thought out. Very impressive! Great example of in-house value! Excellent illustration in the color palette of the tie-back to the San Marcos scenic surroundings. Nice comparative analysis of other cities and their themes. This was a mindful, thoughtful project throughout that produced great results. Well done, bravo!

**Award of Excellence**  
City of Minnetonka, MN

**City of Minnetonka Strategic Branding Plan**

Love the logo! Great work! Exciting results on this project. Thorough plan for roll-out, a key piece. The visual identity was informative, along with the writing style guide.

**Digital Interactive - Electronic Newsletters**

**Savvy Award**  
City of Arlington, TX

**Texas Rangers Home Plate Update**

The Home Plate Update hits a home run! This newsletter format is innovative and very informative. The use of photos and embedded videos is very thoughtful and intentional. We were very impressed City of Arlington!

**Silver Circle Award**  
City of Issaquah, WA

**Issaquah Insider**  
For having to take on the role of informing the community, the Insider does a great job at telling stories in a concise and engaging format. We like that the content drives the reader back to the City's website to maximize traffic.

**Award of Excellence**  
City of Frisco, TX

**Focal Point Newsletter**  
Great job Frisco! Focal Point is a great example of how a City can maximize the use of an eNewsletter platform. The content is easy to digest, entertaining and informative, and the emphasis on pushing the audience back to their YouTube is smart!

### **Digital Interactive - Issue Specific Website**

**Savvy Award**  
City of Spruce Grove, Alberta,  
Canada

**City of Spruce Grove Canada Day Celebration Website**  
Very thorough and detailed written statement and their website reflected it. Team made great use of their logos. Website was visually appealing, SO easy to navigate on all devices, and informative. Data analytics backed up the achievement of their goals. The community used this website.

**Silver Circle Award**  
Hennepin County, MN

**Hennepin County Transit Website**  
This is a great example of how to make transportation funding sexy! Visually appealing. Great use of pictures, video and graphics, to explain information to the citizen. Very engaging website and so easy to navigate.

**Award of Excellence**  
City of Winston-Salem, NC

**Creek Week 2018**  
It's hard to make an issue specific website heavy on events and information AND make it easily navigable, but this team did that. This website is an especially great example of how cities can make calendars of events more user friendly.

### **Digital Interactive - Mobile App**

**Savvy Award**  
Leon County, FL

**Leon County Citizens Connect Mobile App**  
Visually appealing use of pictures and graphics. The app is easy to navigate, and is packed full of great information. Great results that exceeded projections. Nice job exceeding your goals!

**Silver Circle Award**  
City of Arlington, TX

**Ask Arlington App**  
This app sports a visually appealing, crisp design. The "Report an Act of Kindness" function is a great idea! Great use of technology to pinpoint exactly where an issue is.

**Award of Excellence**  
City of Walla Walla, a

**OWWL app**  
The team did a great job making a highly functional app. A terrific investment in resources to address a need. The app is easy to navigate, and it's great to see it's offered in English and Spanish.

### **Digital Interactive - Other Media**

**Savvy Award**  
City of Tallahassee, FL

**Tallahassee Solar Online Promotion**  
We really appreciated how much research you did to understand how your audience wanted communication about this project. This understanding of your audience led to phenomenal results of the promotion of your campaign. The visuals were consistent, the text was easy to understand, and your campaign covered multiple platforms.

**Silver Circle Award**

WaterOne, KS

**60<sup>th</sup> Anniversary Timeline**

We thought this timeline was an effective and creative way to engage people in your district's history. It looks easy to navigate. And we also liked that you're promoting the timeline (which only "lives" in your lobby) through a video to make people aware of it. It seems like a great tool for onboarding, too.

**Award of Excellence**

City of Dublin, OH

**2018 City of Dublin Alexa Updates**

We think the concept of broadcasting updates is smart. The production of the daily updates is stellar - there is a consistent opening music, and the voice/tone of the speaker is warm and friendly. We're eager to see this project expand.

**Digital Interactive - Reports****Savvy Award**

City of McKinney, TX

**City of McKinney 2017 Annual Report, A City on the Rise**

The website is interesting and fun to explore with great info, graphics, and visuals. Great package of information and use of an approach that delivers the necessary information without being overwhelming. Easy to navigate and understand. Very good website layout. Greatly enjoyed.

**Silver Circle Award**

Marin County, CA

**2016 Marin at a Glance**

Well organized, lots of good information. Cool 3D effects in video photos. Outstanding video overview. The PDF version has the same style throughout, which is good. Love the video and the annual report. PDF is very descriptive and easy to follow.

**Award of Excellence**

Town of Little Elm, TX

**Strategic Annual Report**

1. Format is graphically beautiful and engaging. Great photos that add to the feeling they are evoking. Love the last photo and clickable links. Great photos and design.

**Digital Interactive - Overall Website (0 - 60,000)****Savvy Award**

Anthem Community Council, AZ

**The New OnlineAtAnthem.com**

Very nice-looking site. Great colors, easy navigation, good photos. Best use of colors and images that I've seen on a government/ municipal website. Love that the drop-down menus include photos too.

**Silver Circle Award**

City of Corvallis, OR

**City of Corvallis Website Redesign Project**

Nice looking, mobile version design is clean. Nice colors. Calendar is great. Really nice home page. The landing page is nice and clean. I was very impressed with the subpages, such the public works and CIP pages. Nice job!

**Award of Excellence**

City of Commerce, CO

**City of Commerce – Overall Website**

Nice, clean site. Love the clean and colorful look of the landing page. Love the tag line at the bottom of the page. Love the use of logo when you scroll over calendar items.

## Digital Interactive - Overall Website (61,000 - 180,000)

### Savvy Award

City of Largo, FL

### The All New Largo.com

Beautiful site. Well thought out. Fabulous graphics. Love the cohesiveness of all four Largo websites. The eye-catching graphics and use of infographics are something to aspire to in the near future. Largo is truly trend setting!

### Silver Circle Award

City of Sugarland, TX

### Goal Measures Dashboard

Fantastic tool for conveying information to the public about goals and objectives. Easy to understand. Very accessible. This entry is totally steal-able!

### Award of Excellence

City of Tempe, AZ

### Digital Spotlight on Art and Culture in Tempe

Beautiful layout, great photos and graphics. We totally want to visit this place now that we've seen this website. Looks worth the trip.

## Digital Interactive - Overall Website (181,000 and Up)

### Savvy Award

Larimer County, CO

### Larimer.org

The newly updated larimer.org greets citizens with user-friendly menus and navigation custom built for its visitors, making great use of photography and branding for a modern, beautiful site. Larimer County's website also re-integrated departments that had formerly gone rogue in creating their own sites. The end result is a true virtual courthouse!

### Silver Circle Award

City of Greensboro, NC

### City of Greensboro Website Redesign Project

The City of Greensboro produced an eye-catching website with vibrant colors and beautiful photos to showcase the City's natural beauty. Navigation is easy and intuitive, with a mobile-responsive design.

### Award of Excellence

City of Reno, NV

### Reno.Gov Website

The new reno.gov features a modern, responsive design with easy-to-navigate mega menus for its main navigation links. The site's large photos make an immediate positive impression on visitors, showcasing Reno's community through beautiful imagery.

## Graphic Design - Art (0 - 99,000)

### Savvy Award

City of Minnetonka, MN

### City of Minnetonka Logo

The City of Minnetonka's redesign of its 20-year-old logo is a model for others to follow, anchored solidly on research, identification of multiple target audiences, and a thoughtful, clearly-defined creative process. Judges for this category really appreciated the thorough explanation of the design elements which resulted in an impressive new mark and style guide that will serve the city for many years to come.

### Silver Circle Award

City of San Marcos, CA

### San Marcos Logo

Another solid hit in this category, proving that good logos aren't just plucked out of thin air - it takes time, effort and a defined process. The city implemented the new logo in a simplified way that makes it easy to adopt across various platforms. The Brand Identity Guidelines booklet is one of the most professional, thorough and beautiful we've seen.

**Award of Excellence**  
City of Suwanee, GA

**City of Suwanee 2016 Annual Report**

Astonishing! Incredible! Eventful! The City of Suwanee actually managed to create an annual report that residents of all ages want to read! Creativity points are off the chart for this hand-drawn, brightly-colored comic book-style booklet. Facts and charts were so cleverly interwoven into the fun storyboards that before we knew it, we were learning something. The communications team clearly has superpowers of their own in order to get leadership to sign off on this very unusual concept.

**Graphic Design - Art (100,000 - 250,000)**

**Savvy Award**  
City of Fort Collins, CO

**West Nile Virus Awareness Branding Campaign**

Great use of color. Nice to see in Spanish, too. Great visuals!

**Silver Circle Award**  
City of Moreno Valley, CA

**State of the City 2017**

Bright! Well done and 'totally rad!' Nice follow through with collateral pieces.

**Award of Excellence**  
Delaware County, OH

**Delaware County, Ohio – New Logo**

Nicely written entry. Excellent execution. Great brand!

**Graphic Design - Art (251,000 and Up)**

**Savvy Award**  
City of Aurora, CO

**Aurora Worth Discovering Marketing Campaign Art**

The campaign offered excellent use of consistent branding. The combination of branding with the use of photography and font treatment was nicely done and demonstrated a well-planned development process. The campaign had a sophisticated look.

**Silver Circle Award**  
City of Orlando, FL

**City of Orlando Boards and Brews Illustration**

A well-executed mark. The design is very playful and original. Easily see the appeal for the target market. The design composition demonstrates sophistication and respect for the audience. The logo was professional and fit the theme of the event.

**Award of Excellence**  
City of Orlando, FL

**City of Orlando Black Bee Honey Logo**

The logo and colors are simple but very effective, clean and attractive. A very thoughtful project and design. The resulting mark uses the color of the honey itself, letting the natural elements be a part of the design - well done. Great look and a great program, very clean and simple. The ROI on this project is very apparent and long lasting.

**Graphic Design - Other Marketing Tools (0 - 199,000)**

**Savvy Award**  
City of Edina, MN

**Edina Art Center Birthday Parties**

Excellent graphic approach dye-cut design is very eye-catching. Appeals to creative parents. Text is concise and to the point.

**Silver Circle Award**  
City of Grandview, MO

**Can You Help?**

The 'Can You Help' plea on a can is a great and clever play on words. The design is simple with a retro feel and very eye-catching. The dimensional approach and use of cans is very creative. This exemplifies a one-pop-shop at its best. We think this is a Diamond Award contender!!

**Award of Excellence**

City of Frisco, TX

**Cottonwood Creek Greenbelt**

Very clear and concise presentation. Very well-designed brochure. It is beautiful and "easy on the eyes". This is a very nicely executed campaign.

**Graphic Design - Other Marketing Tools (200,000 and Up)****Savvy Award**

City of Minneapolis, MN

**Kitty Hall**

The judges loved this entry and laughed while they read it (because it was so clever!). "Clever, funny, unique, engaging, informative. And apparently effective based on the coverage and clicks the campaign received." "Really excellent – and very measurable results." "Very clever, nice use of social media and promotions.

**Silver Circle Award**

City of Arlington, TX

**Arlington Familiarization Tour**

The judges were very impressed by this entry. The product itself was excellent, packed with information and a straightforward and effective design. Great idea that is adaptable for other uses like parks, etc.

**Award of Excellence**

City of Aurora, CO

**Aurora Fox Center Posters**

The judges were impressed by this entry, and the strength of the artwork. Really well done. Beautiful artwork that definitely had a strong thru-line in a diverse season.

**Graphic Design - Publications (0 - 90,000)****Savvy Award**

City of Suwanee, GA

**City of Suwanee 2016 Annual Report**

Love to see a city with a sense of humor and guts to go with it. The backgrounds behind the characters were great. Love all the artwork. Lots of fun to read... compelling... and I'm sure even more so for your residents. Creative and unique approach.

**Silver Circle Award**

City of Merriam, KS

**Passing a New Community Center Ballot Initiative**

Very well put together. Easy to understand. Great balance of text graphics photos and quotes. It let me know everything a potential voter would want to know, and let me get that information quickly. Overall, very well done.

**Award of Excellence**

City of Eden Prairie, MN

**Life in the Prairie Newsletter Redesign**

Great design, layout, photography and idea. Well done. Approach right on target. Like the short articles and website links. Extra points for photography arrangement.

**Graphic Design - Publications (91,000 - 199,000)****Savvy Award**

Cocopah Indian Tribe, AZ

**Cocopah Centennial Timeline Brochure**

This piece presented information about the tribe's history in a visually pleasing and informative way. The booklet with pull-out timeline served as an effective way to present their story, as did the use of historical photographs and documents.

**Silver Circle Award**

City of Fort Collins, CO

**From Snowcap to Water Tap – A History of Fort Collins Water Utilities Book**

This had the look and feel of a high-end coffee-table piece. The use of photography, white space and clean fonts gave this a very professional finish. This will serve as a valuable historical document for the agency for years to come.

**Award of Excellence**  
City of Carrollton, TX

**2018 Pet Photo Calendar**

This was a very nice execution of a crowd-pleasing piece. It effectively engaged stakeholders and prospective stakeholders by crowd-sourcing content, and served as an effective fundraiser.

**Graphic Design - Publications (200,000 and Up)**

**Savvy Award**  
City of Reno, NV

**2018 Reno Lens Coffee Table Book – Celebrating Reno’s 150<sup>th</sup> Birthday**

The photography layout and design is beautifully done with the juxtaposition of old and new photographs and the use of overlays. The use of the dye-cut cover and the photo shining through are an effective, appealing tactic. The binding is unique and makes immediately recognizable the quality of the publication. The matte finish is a modern, sleek look. The project successfully brings to fruition the goals identified in the Descriptive Letter and creates an exclusive, sought-after publication that beautifully showcases Reno's 150 years.

**Silver Circle Award**  
City of Arlington, TX

**Texas Rangers Home Plate Update**

The use of different header fonts and effective layout of fonts and photographs encourages the reader to move forward through the publication and to absorb the content each issue. It is a clean, modern layout; the online delivery method works well with this aesthetic. There is a cohesive design across issues that lends itself to an immediate recognizability with each issue release. The publication accomplishes the clearly-defined goals set out in the Descriptive Letter and builds a communication channel that can be used leading up to the construction completion in 2020 and beyond.

**Award of Excellence**  
City of Santa Clarita, CA

**State of the City Newsletter**

The fall/winter publication knocked the design theme out of the park - it's bold, fun, bright and engaging. The design is completely evocative of the year, from the bright colors to the fonts. They perfectly captured the look and feel of 1987. Not only was the publication fun but it encouraged readers to attend the 30th annual celebration as well. The printing choices such as paper type and size were excellent as well. These publications looked almost like record covers with their size and style. The size of the publication made it stand out as a mailing but the content was concise enough that readers are invited to pick up and read through in its entirety. The balance of text and photographs throughout each publication were excellent and the fonts chosen easily readable. A great set of publications.

**Go Green Communication Program Efforts**

**Savvy Award**  
Athens-Clarke County, GA

**“Be a Sewer Hero” Athens Water Festival**

Excellent & creative idea! Very fun and innovative way to address an issue. Great efforts on an innovative and creative campaign. Great job!

**Silver Circle Award**  
Leon County, FL

**Leon County Household Hazardous Waste Program**

Liked that you were able to make the ads seasonal, but stayed consistent with style. Nice job!

**Award of Excellence**  
City of Roseville, CA

**Sustain the Gains – A Landscape Makeover Contest**

This entry had a nice presentation with a lot of informative and interesting information. It looks like this was a unique and effective campaign. The materials are very clean and well put together. It seems like a complex topic, but materials do a nice job of simplifying the message.

## **Most Creative Activity with Least Dollars Spent**

### **Savvy Award**

City of Tallahassee, FL

### **Donut Let Traffic Ruin Your Day**

Quick action in a creative way to solve a problem. Great idea for promotion that was very effective. Interesting idea to mitigate negativity after the construction was complete. The reach was quite extensive—good job! Good to see public/private partnerships.

### **Silver Circle Award**

City of Greenville, NC

### **K-9 for a Day**

Very creative way to reach the audience and showcase adoptable dogs. Excellent use of social media for positive perceptions. Great ideas, well presented. Community policing and building relationships is important; using animals as a way to connect is a great idea.

### **Award of Excellence**

Marin County, CA

### **Wall Fire: Voicemail from a Thankful Resident**

Effective use of what you have to convey the emotion of the event. Great way to use unexpected, genuine content and reach many people. Super low budget with great impact. Goal was clear and achieved.

## **Most Innovative**

### **Savvy Award**

City of Santa Clarita, CA

### **I Found Sammy Clarita**

Sammy is adorable! A very fun and successful campaign and an excellent way to celebrate a landmark anniversary! Great written statement, plus your goals were definitely met.

### **Silver Circle Award**

City of Arlington, TX

### **Arlington Dream Team Digital Ambassadors Program**

A great effort under a very tight deadline with a very encouraging result. Love the gamification of community engagement! A great way to building community support and break through the news and social media clutter. A well-executed project.

### **Award of Excellence**

City of Sandy City, UT

### **Bell Canyon Trail Initiative**

A beautiful and high-impact approach to a serious challenge.

## **Marketing and Tools - Branding/New Logo/Etc. (0 - 99,000)**

### **Savvy Award**

City of Largo, FL

### **City of Largo – Your Community of Choice, Naturally!**

Impressive that it was done in-house. Great community engagement during the process and with the launch of the new brand. Very creative and cohesive implementation. Consistency in the branding representation across all the events, materials and meetings. Your energy shined through in the submitted materials. Way to go!!

### **Silver Circle Award**

Town of Manchester, CT

### **OurParks Promotional Campaign**

Impressed with the variety of implementations from public art to music. Impressed with the thoroughness of the implementation. Good use of resources, cost-effective, grassroots community engagement. Good long-term installations and investment in the community

### **Award of Excellence**

Town of Winter Park, CO

### **Town of Winter Park Rebranding**

Great use of community stakeholders in the process. Well thought out plan and execution of creation of new brand. Clean, modern and sophisticated branding Slate Communications left the town with many usable aspects to continue the brand moving forward.

## Marketing and Tools - Branding/New Logo/Etc. (100,000 and Up)

### Savvy Award

Clark County Water Reclamation District, NV

### Don't Rush to Flush

Wow! We were very impressed with this work. The applicant took a vital real-world challenge, crafted a compelling logo and associated brand materials and used it to make a real difference in their area. They accomplished all of this with a relatively small budget. Impressive!

### Silver Circle Award

Chatham County, GA

### Branding a New Department

We loved the cohesive look of the brand across the different channels. The messages and goals identified were clearly met in this scope of work. Congratulations on creating a great brand identity for the new police department.

### Award of Excellence

City of Arlington, TX

### Arlington Dream Team Digital Ambassador Program Logo

Great logo! The Dream Team logo connected so well with your city's logo. What a great, cohesive look for your city. This was a great and fun idea that brought BIG impact for a low budget to your community. Impressive!

## Marketing and Tools - Economic Development

### Savvy Award

Town of Fuquay-Varina, NC

### Economic Development Video

A great video starts with an engaging "voice". Fuquay-Varina really nailed it! With much thought given to drawing a viewer in, the video holds your attention and takes you on a journey through a town that obviously knows who they are and invites businesses to be part of it. Fuquay-Varina does a remarkable job of giving the business side of the town a personality and successfully exhibits their economic development strengths. The video is a splendid addition to their E.D. toolbox.

Loved the joke- very hip and music was great! Super upbeat and creative. Local company is great- message was clear!

### Silver Circle Award

City of Urbandale, IA

### Urban Loop

Wow! From beginning to end, this was a well thought out initiative. The catchy name is sure to go far in helping Urbandale rebrand this area. Transportation campaigns can be daunting. Urbandale is definitely up to the task!

The overall marketing strategy was very cohesive and memorable- the tagline fit with the name of the jurisdiction, as well as the area.

### Award of Excellence

City of Frisco, TX

### See Yourself in Frisco

It's all about the punch line! Great video and Frisco was clever with the ending. The Mayor is a good spokesperson, but having the other companies vouching for the City spokes volumes.

The "See Yourself in Frisco" is a catchy slogan. Great ending-Very memorable!

## Marketing and Tools – Marketing Event

### Savvy Award

City of Lenexa, KS

### September to Remember

This entry provided a thorough and professional application with well-defined goals. The series of events were creative, engaged the community, and were a great culmination of a long-term process. The marketing was clear, consistent, professional, and aesthetically pleasing. A variety of platforms and channels were used to reach a diverse audience which yielded impressive results. Overall, great application, marketing, and community building.

### Silver Circle Award

City of Corpus Christi, TX

### City Hall in the Mall

Thorough application with a good demonstration of internal approval with the surveys and measurable results. The event was well marketed, well attended, and a great way to build community and increase local government understanding and transparency.

### Award of Excellence

City of Arlington, TX

### Arlington Dream Team

Thorough application with well-defined goals and measurable results. The marketing materials demonstrated consistent branding with an appealing logo and broad reach. Great way to engage citizens, build partnerships with the city, and strengthen social media presence.

## Marketing and Tools – Government Service Delivery/Community Issue (0 – 99,999)

### Savvy Award

City of Burlington, NC

### Belong in Burlington

This entry was creative, thoughtful, holistic and interesting. Your Documentation of Achievement was great.

### Silver Circle Award

City of Commerce City, CO

### Snow Trooper Plow Tracking Website

We really loved that this municipality allowed their employees to help name the new plow tracking service and website. Also, the entry was well put together and thorough.

### Award of Excellence

City of Merriam, KS

### Passing a New Community Center Ballot Initiative

This entry was chock full of work examples, which all had consistent branding and messaging. It was great to see so many examples of good work.

## Marketing and Tools – Government Service Delivery/Community Issue (100,000 and Up)

### Savvy Award

City of Tallahassee, FL

### Heling Tallahassee be Hurricane Strong

An amazing program and presentation that showed great results. The plan presented gave very measurable goals that were easy to identify achievements and success of the program. Great back-up detail provided showing photos at events, social media posts and marketing material. They provided a very thorough communications plan that was easy to read and follow and showed the success of the great program they implemented in Tallahassee.

### Silver Circle Award

Leon County, FL

### Leon County Disaster Preparedness

A great communications presentation with measurable, detailed goals. It was easy to see if goals were met and the success of the campaign. Branding and graphics were consistent and well done.

**Award of Excellence**  
City of Lancaster, CA

**Ready Lancaster: Citizen Emergency Preparedness Campaign**  
Graphics and branding used throughout the campaign were fantastic. Easy to read and remember, great colors, great use of icons and consistent throughout the entire campaign. Great marketing tools and design.

**Marketing and Tools – Best Use of Humor**

**Savvy Award**  
Town of Fuquay-Varina, NC

**State of the Town**  
Very clever – held judges attention and explains city business in a clever and concise manner. Very entertaining.

**Silver Circle Award**  
City of Beaverton, OR

**Beaverton: Lights, Camera, Action!**  
Integrated many classic scenes and shows off the personality of the city leadership.

**Award of Excellence**  
City of Fort Collins, CO

**Officer Buttersworth**  
Clever - a very good use of humor. Helps humanize law enforcement and have a little fun.

**Marketing and Tools – Best Use of a Promotional Item**

**Savvy Award**  
City of Santa Clarita, CA

**I Found Sammy Clarita**  
Love the campaign! Especially like that Sammy "shed a positive and playful light on projects residents previously had negative opinions of." Everything about it was tied into the area it represents. Great engagement. Well done. Love the creativity of this. Sammy connects with all ages. Clever strategy to place him in locations with easy public access. This was a fun and innovative marketing tool. Highly impressed with the use of this campaign to inspire pride of the City through the finding of a promo item. This campaign hit the goal!

**Silver Circle Award**  
Orange County Parks, CA

**Dana Pint Harbor Boat Parade of Lights Superhero Capes**  
A fun idea for kids of all ages that capitalizes on the wave of superheroes in today's world. An idea that will certainly be stolen (uh, I mean shared) with others! This was an amazing idea for marketing their event. Implementation was well-planned out and saw a good ROI. Fantastic, amazing and innovative - impressive implementation. Measurable marketing impact; very well documented. Loved this one!

**Award of Excellence**  
Orange County Parks, CA

**Orange County Bike Bells**  
Not just a prop, but a useful tool. Very effective mechanism in this Savvy entry. Well done. The marketing materials were easy to understand and the bells offer a good solution to address the problem. The ball is a simple solution to potentially dangerous situations. I like the fact that it's a reusable resource and small. Also like the value-added "share the trail" card. Loved that a "bear bell" was repurposed for this use. Great idea. Appreciated the marketing plan detail from solving a problem to implementing the solution by utilizing staff and volunteers. A great idea that not only matches problem with solution, but is innovative, effective, and uses repurposing. And it's versatile, as it comes with its own velcro mesh bag for use anywhere!

## Printed Publications – Annual Report (0 – 99,000)

### Savvy Award

City of Dublin, OH

### 2017 Annual Report

Effective blend of graphics and copy to tell the story. The annual report features a simple layout with easy-to-understand graphics. The polished, classic feel is what we would expect when visiting Dublin. Well done!

### Silver Circle Award

City of Bryan, TX

### Bryan Texas Utilities Annual Report

Technical information presented in a very digestible manner. Design appeals to the eye - and features an effective use of graphics and photos.

### Award of Excellence

City of Bloomington, MN

### 2017 Corporate Report to the Community

This publication covers a lot of ground. Effective use of “One Bloomington” as the overarching theme and the continuity achieved across multiple supporting documents. Love that it was distributed to every household in a cost-effective way.

## Printed Publications – Annual Report (100,000 and Up)

### Savvy Award

Marin County, CA

### 2016 Marin at a Glance

Combining a printed annual report with a video and online component was a great idea. This entry had an excellent descriptive letter and great supporting documentation. Very clean layout, and a great effort with little hard costs.

### Silver Circle Award

Sarasota County, FL

### 2017 Sarasota County Annual Report

The timeline format of this annual report is a really interesting way to walk the reader through the year and makes the information very consumable. This entry is visually appealing, and the budget section was very well defined.

### Award of Excellence

City of Bellevue, WA

### City of Bellevue Annual Report

This is a really beautiful publication - a really nice showpiece for the community. The headers are helpful, and the photography in this publication is very well done.

## Printed Publications – Calendars

### Savvy Award

City of Carrollton, TX

### 2018 Carrollton Pet Photo Calendar

Fantastic fundraising and awareness project! With such a clean layout, there's even room to include even more education about adoption in future calendars. I would love to have this hanging in my office!

### Silver Circle Award (Tie)

Sarasota County, FL

### 2018 NEST Calendar

Very cool idea. Love the use of children's artwork - there are some very talented kids in Sarasota County!

### Silver Circle Award (Tie)

City of Boynton Beach, FL

### Boynton Beach 2018 Calendar

Love the concept. Very creative and inclusive, and a brilliant way to showcase a unique achievement by a municipality. Fantastic way to show off a city's features with NO PHOTOS!

### Award of Excellence

City of Lake Oswego, OR

### 2018 Dog Calendar

Love the dog theme and incorporation of important safety tips. This calendar was a very clever way to convey answers to frequently asked questions.

## Printed Publications – Catalogs/Guides

### **Savvy Award**

City of Arlington, TX

### **Arlington Parks and Recreation Naturally Fun Magazine**

What a beautiful publication! The large photos, clean design and measurable results made this the winner in this category. The cost savings you saw by bringing the design in-house was impressive, and the publication was a great blend of creativity and clarity.

### **Silver Circle Award**

City of Elmhurst, IL

### **Explore Elmhurst Visitors Guide**

This entry stood out for its useful size, helpful information and good design. The pull-out map is also a nice touch.

### **Award of Excellence**

City of Jacksonville, FL

### **Communications Style Guide**

Great job on creating a helpful manual for your staff to reference. Highlights were the visual examples of how to use the logo appropriately. This was a very comprehensive guide to communications.

## Printed Publications – External Publications (0 – 60,000)

### **Savvy Award**

City of West Allis, WI

### **"It's Your City" Gets a Makeover**

This was a well-put together SAVVY entry with plenty of supporting documentation. The outcome is an eye-popping magazine full of easy-to-read articles, great graphics and photos with a nice tight layout. The residents of West Allis are being well served with this refurbished publication, as well as a solid team making it all come together. Well done.

### **Silver Circle Award**

City of Englewood, CO

### **Englewood Citizen Magazine**

Judges were impressed with the dramatic changes that came with the new Englewood Citizen Newsletter. From its rich-textured cover, vivid photography, strong storytelling and easy-to-read graphics displays. The recreation guide was incredibly readable -- not easy when presenting so much content! Nice makeover Englewood!

### **Award of Excellence**

City of Merriam, KS

### **Merriam Highlights and Recreation**

A very eye-catching and readable magazine, featuring colorful graphics, tight writing and photos, photos, photos! There seems to be no shortage of fun events in Merriam. Sign us up!

## Printed Publications – External Publications (61,000 and Up)

### **Savvy Award**

Cabarrus County, NC

### **Journeys Magazine**

Entry hits the mark for the intended goal. Engaging and easy to read with stories of interest to your target audience. Journey shows that a publication for seniors does not have to be boring and shouldn't! This publication has excellent layout, font style, use of color and design and a consistent flow of content and graphic elements. Nice Work!

### **Silver Circle Award**

City of Bloomington, MN

### **Briefing**

Short concise articles with good visuals and inviting use of color make Briefing a great hit in sharing info with your community. This easily readable publication is placed into an eye appealing format that is budget conscious too!

**Award of Excellence**  
City of Aurora, CO

**Aurora Creates - Arts and History Worth Discovering**  
Packed with interesting and in-depth stories of the arts community and culture as well as packed with dates and information on events for everyone in the community, Aurora Creates is an effective tool to visually highlight the arts in a powerful way.

#### **Printed Publications - Other**

**Savvy Award**  
City of Mansfield, TX

**From Water Street to Water Legacy - 100 Years of Water in Mansfield, TX**  
Impressive layout choices. Excellent use of quotes to tie into the theme. Creative use of photography. Great quality content and layout. Impressive approach to the project. Very creative. Excellent artwork and overall publication.

**Silver Circle Award**  
Clark County Water Reclamation District, NV

**Water Care Cycle Activity Book**  
Excellent job. Creative and very informative. Age appropriate and still informative and educational and engaging. Good quality product and content and price point. Creative layouts. Good quality paper choice. Worked well with the message.

**Award of Excellence**  
City of Lenexa, KS

**TownTalk and Passport**  
Creative approach with the passport! Generated excitement for the civic campus by highlighting all it has to offer. The feedback and responses from residents attest to the publication's success. So many activities and ways to engage! Very clear goals achieved. Great concept and execution.

#### **Printed Publications – Reports**

**Savvy Award**  
City of Winston-Salem, NC

**Building Community Trust & Legitimacy**  
Great turnaround on a limited time frame. The overall design works for the "clean" looking feel. Looks great and seems like a useful piece. The booklet provides a concise and easy-to-read synopsis of the WSPD program. Nice job in the time frame, and kudos to everyone involved to make it happen.

**Silver Circle Award**  
New Hanover County, NC

**Strategic Plan Report**  
Nice publication layout. Good organization and use of photos/graphics. The letter was well laid out as well. Beautiful photography, nice piece. The aerial shots and the graphics make great accents and illustrated the county very well. Nice job.

**Award of Excellence**  
City of Plymouth, MN

**Financial Extra**  
This is a great piece that should help residents quickly and easily understand some important financial numbers for their city, nice job. I like the durability of the material on which the report was printed, making it easy to keep and even have citizens put up on their wall. The graphics and design choices easily get the point across. Very nice piece.

#### **Photography – Multi-Image Use**

**Savvy Award**  
City of Plymouth, MN

**Presents with Public Safety 2017**  
-Excellent technical photography. Outstanding presentation. -Beautiful photos - really works to humanize the public safety officers. -Very nice presentation. Excellent photo prints, really nice presentation of social media stats and of overall package. A super cause. Nice letter. Photos were well shot. The clarity and focus were very good.

**Silver Circle Award**  
City of Mansfield, TX

**Barks & Rec Photo Series**  
Excellent! Great photos and outcome! What a great concept, definitely a lot of love in those pictures. Great photos, best wishes for continued success in this project. LOVE the concept. Nicely organized letter. Very cute photos.

**Award of Excellence**  
City of Southfield, MI

**2018 Calendar & Annual report**  
Nice photos! Having community judging and participation goes a long way in engaging citizens. Great effort. Great idea to crowd source. Love the overall idea for the calendar.

### **Photography – Single-Image Use**

**Savvy Award**  
City of Edina, MN

**"Making Ice"**  
Great idea to engage internal staff and excellent use of resources. Superb image using an iPhone.

**Silver Circle Award**  
City of Plymouth, MN

**Tortoise at Kids Fest 2017**  
Fantastic image with bright colors. Photo reflects excitement for the event.

**Award of Excellence**  
Town of Marana, AZ

**Abaaa-ndon Sheep!**  
Outstanding entry presentation and image. The customized entry really set the bar high.

### **Resident Participation**

**Savvy Award**  
City of Corpus Christi, TX

**City Hall in the Mall**  
This entry was a great example of how teamwork & organization can bring big returns off small investments! Creative marketing & graphics and impressive collaboration across departments proved effective at reaching residents and getting them involved. The well-detailed entry brought the event to life. Great job!

**Silver Circle Award**  
City of Orlando, FL

**City of Orlando Flag Contest**  
Designing a new city flag could easily have been a very long, expensive process but judges were impressed with how Orlando got the community involved, saving time and money but, most importantly, creating a sense of ownership & civic pride. Plus, they ended up with a really great design!

**Award of Excellence**  
City of Grand Forks, ND

**Pop Up City Hall**  
What a great way to maximize a small budget into big results! The judges loved the attention to detail on brand/logo and how much thought went into targeting unique demographics to truly reach a broad cross-section of the population. Would have loved more specific metrics and results but overall a great program and entry.

### **Special Events – One-Time Event (0 – 99,999)**

**Savvy Award**  
Town of Marana, AZ

**Marana Town Hall Youth Days**  
Compassionate and heartfelt response to a workplace concern. Judges were touched by this great idea and nice gesture.

**Silver Circle Award**  
City of Bristol, TN

**Bristol, Tennessee Brand Rollout**  
This effort accommodated both senior stakeholders and everyday folk. The block party was a great idea to reveal their brand and build community pride!

**Award of Excellence**  
City of Rosenberg, TX

**The Rosenberg Oscars**  
Great way to boost employee engagement! We will steal this idea.

**Special Events – One-Time Event (100,000 and Up)**

**Savvy Award**  
City of Reno, NV

**Reno 150 Biggest Little Birthday Celebration**  
This entry knocked it out of the ballpark. Love the logo, cupcake flag, and baseball team jerseys. Nice balanced of fun and the recognition of 150 Community leaders. Great job in enlisting community partners, and nice touch to auction jerseys for charity. A grand slam!

**Silver Circle Award (Tie)**  
City of Santa Clarita, CA

**Las Vegas Vigil**  
Excellent, thoughtful, creative planning in a 6 day turnaround. Organizers worked with community partners on all details and found a way to come together as a community to grieve and support the victims. The on-site attendance exceeded the goal by 200% and the Facebook live enhanced the public's ability to participate. It was a well planned event that paid attention to even the smallest details. It was also very respectful at a sensitive time.

**Silver Circle Award (Tie)**  
City of Corpus Christi, TX

**City Hall at the Mall**  
Brilliant idea! Excellent implementation and coordination. Great examples of public-private partnerships. Important to include a multi-lingual outreach. Lots of fun elements to bring the hall to the people. Loved the cartoon of the city manager- kudos to her for being a good sport!

**Award of Excellence**  
City of Miramar, FL

**The Miramar Amphitheater Grand Opening**  
Genius idea to piggyback with 4th of July celebration. Excellent, professional approach to social media, advertisements, and markets. Event spanned cultures, age, and all entertainment genres and met on-site attendance goals. Great attentions to small details- love the guitar parking coupon!

**Special Events – Recurring Event (0 – 99,000)**

**Savvy Award**  
City of Mansfield, TX

**Barks & Rec**  
Hands down; the most clever, innovative and delightful of all the entries. A very creative concept and great execution. A genius idea for community engagement, merging health and wellness with caring for shelter animals.

**Silver Circle Award**  
City of Bloomington, MN

**2018 State of the City**  
A very complete entry with an abundance of data. Consistent use of branding across the special event. Nice cohesion in marketing materials. Great demonstration of transparency by including the survey results. Good use of graphic design to tie it to the annual report.

**Award of Excellence**  
City of San Marcos, CA

**Jack's Pond Halloween Spooktacular**  
Outstanding problem/opportunity statement. Great story behind the event. A well-constructed plan and good execution. This special event met and/or exceeded its goals. Good demonstration of internal creativity and community engagement.

## Special Events – Recurring Event (100,000 and Up)

### Savvy Award

City of Grand Prairie, TX

### The Grand Prairie Big Event

Well developed plan, good use of stats and good communication of needs. Outstanding. What a perfect example of engaging government. Well organized and well presented. AMAZING! What an inspiring and effective way to bring a community together.

### Silver Circle Award

Orange County Parks, CA

### 2017 Dana Point Harbor Boat Parade of Lights

Good work on the communications report. Great reach! Endearing illustrations, great community outreach and involvement. Innovative theme, very fun way to celebrate the season.

### Award of Excellence

Athens-Clarke County, GA

### "Be a Sewer Hero" Athens Water Festival

So creative! Great implementation of theme and innovation to productively address an issue. Inspiring! Very thorough and creative! Strong design for all intended audiences (both kids and adults). Comprehensive and easy to understand.

## Social Media – Best Campaign Use (0 – 125,000)

### Savvy Award

City of Mansfield, TX

### Barks & Rec Program

Measurable, impactful outcomes. This campaign addressed a common community challenge in an innovative way. I appreciated the creative use of social media alongside an event and very accessible within the community. Great visuals, nice use of variety of media.

### Silver Circle Award

City of Dublin, OH

### Brake Here for Bike Month

Great graphic design, recognizable. Successful outcome. This was a creative and innovative way to approach common information. This campaign was successful in getting people out and about in Dublin and discovering a new love of cycling.

### Award of Excellence

Town of Chapel Hill, NC

### Holiday House Checks

The way this campaign focused on a long-standing program to address a community need in a new way was successful. The campaign had measurable outcomes that tied directly with community safety and community identity.

## Social Media – Best Campaign Use (126,000 and Up)

### Savvy Award

City of Frisco, TX

### #100DaysofProgressinMotion

#100DaysofProgressinMotion by the City of Frisco, Texas was a standout. The campaign was ambitious, requiring coordination between their marketing team and government departments, elected officials, and other individuals. Each video was exceptionally produced. Choosing to use that medium demonstrates a strong knowledge of social media.

Great campaign idea! A lot of planning, commitment and time went into this and it shows.

The #100DaysofProgressinMotion was truly impressive, from its planning and benchmarking to the implementation of the campaign. Not only did the team manage to create content for 100 consecutive days - they created engaging content and allowed the campaign to morph into a long-term engagement tactic, further extending the utility of the project.

**Silver Circle Award**  
City of Arlington, TX

**Arlington Dream Team Digital Ambassador Program**

The Arlington Dream Team Digital Ambassador Program utilized two elements of a well-executed social media plan to promote their city: video and influencer marketing. Their campaign showed a tremendous amount of creativity and passion.

The Arlington Dream Team campaign was excellent with the team showing a deep knowledge of social media in the methods chosen to execute their campaign. While Arlington did invest a small budget in this project, they've created something that will really keep working for them. A great campaign idea that incentivizes spreading the word about city happenings.

Arlington, TX did a fantastic job. The channels used were in alignment with their goals and the idea is fresh. A fun way to encourage participation with great contests, etc.

**Award of Excellence**  
DeKalb County, GA

**It's in DeKalb: Informing and Engaging DeKalb County**

DeKalb County's social media campaign had incredible engagement and reach, especially for an organic campaign. It's goal was simple: to inform the public and they did so very effectively.

DeKalb County had a straightforward but urgent and important task to accomplish with this social media campaign. Their campaign was comprehensive, with channels ranging from newsletter and direct email to Twitter, Facebook and website. Their use of the Nextdoor platform showed an understanding of their audience and received an impactful number of impressions.

The It's In DeKalb project accomplished extensive outreach to a community in a time of crisis and showed impressive reach for limited use of resources.

**Social Media – Best Use of Facebook (0 – 99,999)**

**Savvy Award**  
City of Sandy City, UT

**Sandy Arts Guild Theater Facebook Promotion**

Great way to engage with the community via Facebook. Problem is clearly articulated and success of engagement is solid. Quirky and fun. Super creative.

**Silver Circle Award**  
City of Winchester, VA

**Public Safety Recruitment Campaign**

Clear vision and appropriate solution. Great measurement. I actually wanted to know more about the individuals featured in the campaign. Great images and slogans!

**Award of Excellence**  
City of Homestead, FL

**Hurricane Irma Crisis Communications**

Comprehensive approach to communications campaign that incorporated use of Facebook. Lots of nice production for photos, videos and staff "anchors" at EOC. Good understanding of audience, especially with providing information in both Spanish and English.

**Social Media – Best Use of Facebook (100,000 and Up)**

**Savvy Award**  
City of Fort Collins, CO

**Earresistible April Fool's Campaign**

This is an exemplary example of both social media management and content creation. The City of Fort Collins should be commended for their strategic test run of Facebook's new algorithm alongside a clever campaign to play on the dual holidays - both Easter and April Fool's Day - and showcase City parks. Judges loved the innovation and humor. This certainly was irresistible.

**Silver Circle Award**  
City of Round Rock, TX

**Recipe for Success Budget Campaign**  
The City of Round Rock's "Recipe for Success Budget Campaign" took the concept of Tasty food videos and mixed it with city budget. This highly creative, integrated strategic campaign was tastefully creative with rewarding results! From the graphics to the play on words to the integrated use of communication tools - this is certainly a recipe for a Savvy.

**Award of Excellence**  
Marin County, CA

**Wall Fire: Voicemail from a Thankful Resident**  
There's something to be said about seizing the moment. In this case, Marin County Fire Department did just that by posting a heartfelt video that featured a voice mail from a woman who called to thank firefighters for saving her home. The voice mail made judges cry. This Savvy winning entry is an example of showing, not telling, how local firefighters make a difference every day. Government communicators, please take note: when something like this crosses your desk, seize it! This is excellent!

### **Social Media - Other**

**Savvy Award**  
City of McKinney, TX

**#SeeMcKinneyWithMe Virtual Tour Twitter Campaign**  
What a phenomenal digital way to capture some behind the scenes moments of the many, many departments/initiatives of local government. You do a great job of connecting easy and helpful visuals to your city's core services.

**Silver Circle Award**  
City of Lenexa, KS

**Lenexa Snapchat Geofilters**  
This initiative had a full and specific strategy in mind. We appreciated how you chose to focus your efforts on a targeted audience on one network. You have a clear understanding of the types of graphics that the different audiences might use on Snapchat.

**Award of Excellence**  
Buncombe County, NC

**B:60 - Social Media Video Series**  
The production and content of the videos was strong and optimized for viewing, particularly on mobile devices. Additionally, some of the videos had links back to the local government's core services, encouraging an event sign up or webpage view for more information about serious topics. They are aware of how to reach their audience in video format, and are very successful at doing it.

### **Video – Education/Training (0 – 50,000)**

**Savvy Award**  
Town Fuquay-Varina, NC

**Fuquay-Varina Economic Development Video**  
The script was excellent and humorous, the video composition and shots were of extremely high quality, and the project had excellent results. Awesome job!

**Silver Circle Award**  
Town of Fuquay-Varina, NC

**Fuquay-Varina State of the Town**  
An entertaining, informative script accompanied by great animation and an appealing visual style. Fantastic video!

**Award of Excellence**  
Town of Little Elm, TX

**Little Elm Beach Rules**  
Short, simple, and funny! The video was engaging, educational, and used graphics creatively. Love it!

## Video – Education/Training (51,000 – 79,000)

### Savvy Award

Town of Flower Mound, TX

### Fireworks Safety

The judges were impressed with high production quality of the video and the creative story telling. The unique approach to a simple and common safety message was the key component to why this was a very Savvy video. Outstanding.

### Silver Circle Award

City of Homestead, FL

### Hitting the Road with Inside Homestead

This video took a complex and unpopular message and delivered it in a positive and easy to understand manner. The host was likeable and had great energy. The pacing was good and the video production quality was great. The judges were impressed with the out of the box approach and felt the goal of the video was achieved. Well done.

### Award of Excellence

Town of Flower Mound, TX

### Turkey Fryer Fail

Humor is a tough goal to achieve in a video and this video succeeded. The production quality was very good and the story telling was unique. Nice job.

## Video – Education/Training (80,000 – 300,000)

### Savvy Award

City of Plano, TX

### #AskPlano - Traffic Lights

Visually engaging, easy to understand way to explain complex topics. Fun idea and very interactive.

### Silver Circle Award

Athens-Clarke County, GA

### Inside the City Hall Clock Tower

Great shots with a fun behind-the-scenes look at an iconic landmark in the community. Interesting note about the history of the eagle as well!

### Award of Excellence

City of Sandy City, UT

### Fireworks Safety

Very powerful way to convey the safety message. Editing really highlighted the drama of the incident as well as reinforcing the safety message.

## Video – Education/Training (301,000 and Up)

### Savvy Award

City of Minneapolis, MN

### Minneapolis Snow Emergency

The video was high quality, informative, and easy to understand. The snow emergency rules for parking are complicated, but after watching this video we all feel confident that we know how to park if we happen to be in Minneapolis during a snow emergency. Excellent job condensing a lot of information into an appealing and easy to understand video.

### Silver Circle Award

City of Arlington, TX

### On the Clock

These series of videos are high quality and well produced. They are a great way for citizens to learn more about what a city does on a day to day basis. The videos are personal, informative, and build city trust and transparency. Great idea!

### Award of Excellence

DCTV-Channel 23, DeKalb County, GA

### Tabitha's House

This video presents a very difficult topic in an appropriate and informative way. With a high production quality and informative documentary style, it increases awareness for a very important facility.

## Video – Interview/Talk Show/News Programming (0 – 100,000)

### **Savvy Award**

City of Bloomington, MN

### **Bloomington Today**

Incredibly crisp and clean production with camera and audio work that would rival any national news broadcast. Absolutely wonderful production. Beautiful shot composition and audio editing. Love the intro!

### **Silver Circle Award**

City of Homestead, FL

### **Inside Homestead Interviews**

Homestead's polished and professional design and concept are setting a new gold standard for municipal TV production. Clean, clear, and concise. Big budget network TV news feel. Very impressive! Great set.

### **Award of Excellence**

City of West Hollywood, CA

### **WeHoTV NewsByte: Domenic Priore**

Extremely effective storytelling via the use of an accomplished subject matter expert. Very clean and clear storytelling. Fascinating subject matter, too! Very well put together piece, and very interesting.

## Video – Interview/Talk Show/News Programming (101,000 and Up)

### **Savvy Award**

City of Glendale, CA

### **On the Move**

Tremendous quality of filming and editing. Loved the different shot types that were captured and used. Upbeat host: walking and talking gives an interesting perspective. Relevant topics.

### **Silver Circle Award**

City of Arlington, TX

### **Ask Arlington**

Love the concept of answering resident submitted questions: what a natural way to increase engagement. The product was crisp and helpful to residents. Professionally produced in a format that's suitable for both social media and PEG channel use. Audio balance and levels were excellent. Liked the different camera angles during the interviews.

### **Award of Excellence**

City of Glendale, CA

### **MyGlendale City News Show**

Good high-level news show. Snappy, watchable, and effective. Very strong shooting and editing. Good use of imagery and b-roll to showcase events and guide story. Impressive use of a green screen!

## Video – One-Time Special Programming (0 – 69,000)

### **Savvy Award**

City of Garden City, KS

### **Infinite Hope**

Excellent Script! Video was very creative, engaging and powerful. The production elements were very well done. The length of the video was good (not too long). The video was obviously successful based on their social media results.

### **Silver Circle Award**

Village of Skokie, IL

### **We Are Skokie!**

A very engaging video with quick footage that keeps you interested. The video does a great job highlighting the diversity of Skokie in a creative way. The video was very well produced and put together.

### **Award of Excellence**

City of Farmers Branch, TX

### **Farmers Branch Bond Video 2017**

This video does a great job of explaining what could be a complex issue. The graphics utilized were very good and really helped to make the point of the video. Everything was labeled and explained clearly. The video was very well produced.

## **Video – One-Time Special Programming (70,000 – 120,000)**

### **Savvy Award**

City of Mansfield, TX

### **Mansfield Strong**

We felt this video exemplified a great use of testimonials, expressive video and humorous outtakes to help residents feel they really know these employees, and the video effectively "humanized" the Mansfield government worker. What a great use of VO and imagery, mixed with a sense of humor and a welcome tug on the heartstrings, we loved this video from beginning to end. Brilliantly done.

### **Silver Circle Award**

City of Bryan, TX

### **State of the City FY2017**

Wonderfully innovative, how creative the City was to apply GOT themes to government work-amazing! We loved the creativity, especially the great scripting, and use of fades. The GOT theme woven throughout the script was incredibly consistent and clever. It was hard to believe this was produced in-house. This video achieved a level of quality that impressed us all.

### **Award of Excellence**

City of Homestead, FL

### **Hitting the Road with Inside Homestead**

The on-air talent (Josh) was very personable and likable, he did a great job of writing and editing this package for clarity and understanding for the everyday resident. He "humanized" the City and made us believe the City really cares about helping us with current traffic challenges. The package was excellently edited and the use of graphics was easy to understand, even for someone who isn't a technical thinker/analytical.

## **Video – One-Time Special Programming (121,000 and Up)**

### **Savvy Award**

Gwinnett County, GA

### **Gwinnett County Overview**

Good use of video and graphics to share useful information. Outstanding execution: graphics, pacing, and sound. A very creative way to showcase the county! This video is fun to watch, informative, and makes government fun for the viewing public!

### **Silver Circle Award**

City of Frisco, TX

### **Frisco is Primed for HQ2**

Great job, it's a polished production that pulls you in with good quality shots and gimmicks. Video was well done, short and to the point but really showcases Frisco. We enjoyed the creative uses of Amazon-related phrases and graphics.

### **Award of Excellence**

Lake County, IL

### **State of the County**

This video did a great job of sharing a lot of information in a clear and concise way. Effective, fact-driven and graphics-powered communication. The iPad effects were really helpful in providing smooth transitions. Very enjoyable to watch and held our attention.

## **Video – Promotional Video (0 – 35,000)**

### **Savvy Award**

City of West Hollywood, CA

### **Getting to Zero**

Talk about making a difference in the community! Impressed with the authenticity of the entire campaign and this video. This video was very powerful and the message is clear. A bold initiative that has the power to transform.

### **Silver Circle Award**

Town of Fuquay-Varina, NC

### **Fuquay-Varina State of the Town**

Great use of humor to keep people's attention. Informative, yet funny and quirky. Entertaining way to crow about the city.

**Award of Excellence**  
Town of Holly Springs, NC

**One Department, One Community, One Family: Holly Springs Police**  
Very well written description of thought process, approach and results. Video showed the warmth and compassion of the officers. Great job with such a small budget. Great view of a noble profession done on an incredible budget.

**Video – Promotional Video (36,000 – 69,000)**

**Savvy Award**  
Town of Manchester, CT

**OurParks Promotional Video**  
Beautifully shot! The kids' sound bites actually didn't sound scripted and the music selection was excellent. Plus you submitted a near perfect descriptive letter! Good variety of shots and great videography. Really enjoyed the extra effort and visuals in the descriptive letter. Beautiful drone shots.

**Silver Circle Award**  
Village of Skokie, IL

**Skokie Public Arts Thrive!**  
Great shots and excellent interviews. An inspiring video. Great music choice. I love the creative spray paint graphics used for names.

**Award of Excellence**  
City of Rosenberg, TX

**The SPIRIT of a Firefighter**  
Excellent transition shots and use of slow motion. The voice overs and interviews were compelling and well-used. Plus, you had an excellent return on the investment! Well done! A flashy video with a good music choice. Nice use of a training video. Really liked hearing firefighters talk about why they love their job and the community.

**Video – Promotional Video (70,000 – 94,000)**

**Savvy Award**  
City of Avondale, AZ

**Firefighter: The Next 48 Hours**  
Beautifully created video edited to music! This is an excellent example of visual storytelling that places the viewer in the middle of the action! Kudos on a job well done!

**Silver Circle Award**  
City of Homestead, FL

**Hitting the Road with Inside Homestead**  
Well produced video with great camera movements and use of graphics and animation. The host was well versed in the topic and relayed the information in an engaging manner. This is an excellent example of taking mundane material and making it entertaining!

**Award of Excellence**  
Village of Schaumburg, IL

**The Transportation Office**  
Nice work! Great take on using the television show, The Office, to share information about the City's new dashboard.

**Video – Promotional Video (95,000 – 160,000)**

**Savvy Award**  
City of Gresham, OR

**The Gresham Song**  
We completely empathized with the goal of the project, detailed eloquently in both the letter and the video; a goal that has challenged all of us - how to combat and overcome a negative perception of your town. But Gresham overcame the negativity with grace and style. The song and the video were both innovative and creative. And the floating hearts graphic really made you feel like love was in the air in Gresham!

**Silver Circle Award**  
City of Beaverton, OR

**Beaverton: Lights, Camera, Action! 2018 State of the City Video**  
What a clever change from typical State of the City videos! This video had a great storyboard and it was dynamic, creative, fun and super engaging. We literally laughed out loud while watching it and as a result, the message stayed with us.

**Award of Excellence**  
City of Lancaster, CA

**Join the City of Lancaster on Nixle!**  
This video was simple but effective. It was modern, easy to follow and very clean. Also, it had a wonderful use of graphics and voiceover. The call to action was clear and concise. Great work!

#### **Video – Promotional Video (161,000 – 300,000)**

**Savvy Award**  
City of Chandler, AZ

**2018 State of the City Video**  
Everything worked together so well in this piece. The visual style and animation was well-done. It was evident that a significant amount of time, effort, and detail went into it. The script's cheeky tone and humor set it apart from the rest. They stated that they wanted to do something very different on a topic that's generally boring, and they did exactly that.

**Silver Circle Award**  
City of Mobile, AL

**Legacy**  
This was a textbook example of visual storytelling. In just 45 seconds, we got an engaging, emotional story, all without a word of dialogue. The shot composition and music selection was spot-on, and accomplished its goal. Well done!

**Award of Excellence**  
Marin County, CA

**2016 Marin at a Glance**  
The visual style of this piece really stood out as unique. It was well-paced, and presented its information in a creative way.

#### **Video – Promotional Video (301,000 and Up)**

**Savvy Award**  
City of Aurora, CO

**Aurora Fire Rescue Recruitment Video**  
An interesting and engaging video highlighting the work of the men and women of the Aurora Fire Department. The interviews were real and heartfelt and the effective use of action-packed B-roll made the video work as a visually-appealing call to action to join the fire service. Makes the viewer think, "I want to be a part of the Aurora, Colorado Fire Rescue Department family!"

**Silver Circle Award**  
Hennepin County, MN

**Finding Solutions to Homelessness at Hennepin County Library**  
Impactful and educational, this well-shot, well-scripted video highlights a story that is impactful. It not only highlights a program that the general public may not be aware of, it also calls upon the viewer to understand the larger issue of homelessness and access to resources.

**Award of Excellence**  
City of Austin, TX

**In the Parks**  
Excellent composition and storytelling were featured in this video which pulls the viewer into the subject. It makes you want to get out and experience Austin's trails and be the next 365 day litter picker upper!

#### **Video – Public Service Announcement (0 – 50,000)**

**Savvy Award**  
Town of Mooresville, NC

**Mooresville Fire-Rescue Water Safety**  
Extremely important message to match a current deadly situation that was delivered with a simple, yet powerful and moving, video. Stunning...emotional...moving.

**Silver Circle Award**  
City of West Hollywood, CA

**Getting to Zero**  
Getting to Zero showed the resources available and how far treatment has come over the years. Adding in the human element gave it a personal, relatable appeal that moved the message beyond a medical description. Amazing work!

**Award of Excellence**  
City of Garden City, KS

**IT Stormwater PSA**  
Loved the idea of taking a typically mundane topic of debris in the sewer and combining it with a currently and historically popular movie. Drew the watcher into the story and drove home the message's importance.

**Video – Public Service Announcement (51,000 – 120,000)**

**Savvy Award**  
Town of Flower Mound, TX

**Turkey Fryer Fail**  
Great video - funny, engaging, and entertaining! Loved the contrast of what not to do vs showing someone doing it. So glad to hear there weren't any turkey fryer incidents - in part because of this. Fantastic and encouraging! Infusing humor within a serious topic made the message clear without losing attention of the audience. The goofiness of the cook really makes the video. Very effective!

**Silver Circle Award**  
Town of Flower Mound, TX

**Fireworks Safety**  
Well-shot, creative video with a great contrast to show what not to do. Loved the push on multiple reasons not to shoot fireworks. Could have emphasized more about firework safety habits. Quality of video was high and the message was concise. Wow, so many memories. Hilarious! The cost for the result is amazing. I guarantee everyone who grew up in the 80's loved this video.

**Award of Excellence**  
City of Richardson, TX

**Becoming a Lifeguard**  
Great job - especially as a student production. Descriptive letter was amazing and so great to hear it was a success! Excellent use of community engagement and opportunity. This showed a problem and an excellent solving that was successful to many aspects of the community! Messaging was great. Loved that you used students talking to other students!

**Video – Public Service Announcement (121,000 and Up)**

**Savvy Award**  
City of McKinney, TX

**Office Road Rage**  
Love! Love! Love! An imaginative look at road rage on a human scale. Loved the idea of comparing the office vs the road. Great camera angles, made you feel like you were one of the cars! Outstanding humor and message that is very relatable. Quick pace, color strong – fun way to make a serious point. Outstanding humor and message that is very relatable. Strong letter and outside support Bravo!

**Silver Circle Award**  
City of Glendale, CA

**"Bag that Business" Dog Poo PSA**  
Pooh-nomenal! Entertaining video on the subject impacting all cities. Funny and create, it definitely makes the point in a very clever way. The PSA was "littered" with catchy phrases throughout the video. Good animation, I found myself cringing at the end when the poos were chanting – "Don't be a turd!"

**Award of Excellence**  
Clark County Water Reclamation  
District, NV

**Don't Rush to Flush**  
The adorable toddler was the star of the show. Overall, the PSA was well done and clear. An entertaining approach to convey a serious message. Good pace, set up the premise and made point sharply. Very strong descriptive letter. We enjoyed the use of humor and appreciated the message.

## **Video – Regularly Scheduled Programming (0 – 100,000)**

### **Savvy Award**

Town of Flower Mound, TX

### **Meet the Team**

A beautiful, insightful piece. Not your standard "Meet the Firefighter" fare. We feel like we know Tyler Carroll after watching it. We appreciate that this piece accomplished what it did in less than 3-minutes. Good music, cutaways and editing.

### **Silver Circle Award**

City of Edina, MN

### **Beyond the Badge**

Nice intro and graphics and a good close. Exceptional camera work and editing. This piece really holds viewer attention.

### **Award of Excellence**

Town of Queen Creek, AZ

### **Why Wednesday**

The Why Wednesday concept is brilliant and a great way to engage the public. Like the short, concise length. What a great way to answer some of the public's burning questions!

## **Video – Regularly Schedule Programming (101,000 and Up)**

### **Savvy Award**

City of Round Rock, TX

### **Tom's Traffic Tips**

Love Tom. He's got a great presence on camera. The videos are informing, entertaining and well produced. Great messages with great graphics. Creative concept that keeps in mind the attention span of the audience. Well done Round Rock PD!

### **Silver Circle Award**

City of Arlington, TX

### **Dream Builders**

These videos hit you in the feels and make you feel warm and fuzzy. There's so much interest and hope in the students that were interviewed. The videos convey optimism while being informative.

### **Award of Excellence**

City of Vancouver, WA

### **Real Vancouver**

Beautiful opening artwork. Descriptive letter outlined the problem and how to solve it. Beautiful production. Great connection to the community and a sense of ownership.