

# 2017 Savvy Judging Comments

## Communication or Marketing Plans

### **Savvy Award**

City of Tallahassee, FL

### **Take the T – Tallahassee’s Free Trolley**

The judges were impressed with the foresight of the team for understanding why the previous effort was unsuccessful. Through a revamped and highly creative effort, the T emerged with immediate results. Great branding and graphics was a key component of a very Savvy campaign. Well done Tallahassee.

### **Silver Circle Award**

City of Denton, TX

### **Eureka 2 Playground Inbound Marketing Plan**

Here was a plan that truly achieved the results through broad community engagement and legacy building. A great approach to a project that touched many lives – past, present and future. The judges were impressed with the outcome and shows a community that is compassionate and fully engaged in maintaining Denton’s life quality. Outstanding.

### **Award of Excellence**

Johnson County, KS

### **Public Safety Sales Tax Education Campaign**

This was going to be a tough sell. But a well-thought out campaign that was tracked and executed well made all the difference. A campaign based on hard financial data and strong projections made the difference. A textbook case for future campaigns to follow. Nice job, Johnson County!

## Community Visioning or Branding

### **Savvy Award**

City of Hermiston, OR

### **Hermiston, Oregon Community Branding**

Way to turn a branding campaign from sour to sweet! Really loved the completed logo and how the community embraced it. Well done. Bravo to Hermiston and their committed partners. Life is sweet, indeed! Hermiston, OR is where life is much sweeter, thanks to a successful branding campaign that included the community in the process. Learned from past mistakes and turned lemons into watermelons.

### **Silver Circle Award**

Leon County, FL

### **Created Equal**

An ambitious project, backed up with solid goals, and efficiently executed. The community event and relevant metrics were good. The Created Equal campaign had set goals and followed through successfully in delivery them. Tough, complicated issue and Leon County took it on to deliver a new vision for the community.

### **Award of Excellence**

City of Homestead, FL

### **A Safer Homestead: Improving Community Relations & Informing Residents**

Connected the vision of downtown revitalization to a new police headquarters. Consistent, eye-catching collateral. The collateral and messaging were well put together. Homestead took on a far-reaching project and the result was the community coming together in a meaningful, highly visible way.

## Digital Interactive – Electronic Newsletter

### Savvy Award

City of McKinney, TX

### McKinney 2016 Annual Report, The Best is Yet to Come

This was a great and innovative way to let citizens know what the city has accomplished. Outstanding graphic design and use of visuals, and available through flipbook and video—very modern! Good use of budget.

Beautiful piece of work, easy to read layout, great photos, appealing to the eye. Very clean and sophisticated. Great use of video components and high quality photography. Very inviting and compelling work. Beautiful design and layout, excellent use of budget dollars, great use of multimedia options for viewing. Awesome job!

### Silver Circle Award

Town of Little Elm, TX

### Annual Report for Town of Little Elm

Fantastic graphic design and informational content! Very easy to read, beautiful layout. Top notch. All of it—content, graphics, layout—clean, clear and inviting. Excellent. Great photos, great layout, attractive, easy to read, inviting and informative, good promotional use on social media, as well as documentation of achievement. Great job!

### Award of Excellence

City of Vancouver, WA

### Vancouver Connects

Very nice newsletter with brief snippets to let the reader scan for information to pursue. Wonderful icon in the banner and a very inviting layout of information and graphics. Good consistency in distribution and attention to mobile responsiveness; love the action buttons and photo grid for readability. Colorful, attractive, inviting, excellent design, easy to read, accomplishes all the stated goals, drives traffic to Vancouver's equally attractive website. Outstanding! Love the before and after comparison—much more visually appealing and easier to digest. Very clean, makes for easy readability.

## Digital Interactive – Issue Specific Website

### Savvy Award

Virginia Department of Education

### Virginia School Quality Profiles: Bringing Data to Life

This site is amazingly functional and easy to use, even though the information is really complex. The searchability and the interactive displays make this website really stand out. Good educational websites like this are few and far between. Nice work!

### Silver Circle Award

City of Orlando, FL

### City of Orlando – Pulse Tragedy Website

It was very smart to recognize the need for this page in the early stages of such a tragedy. It's always a challenge to take a lot of information and organize it in a simple and elegant design, and this page is an example of great management of information.

### Award of Excellence

City of Frisco, TX

### FriscoFireSafetyTown.com

Great site. Excellent use of graphics. Fun & efficient. Easy to read and navigate. Well-documented budget and analytics.

## Digital Interactive – Overall Website (Population 0 – 55,000)

### Savvy Award

City of Cody, WY

### City of Cody, WY Website

This site is very clean, inviting and very visual. The mega menus were inviting and you could tell the photos were of the actual city and people of the area. The calendar enhanced with pictures makes you want to visit or maybe live there. You feel Wyoming with this website. The site has all the elements a person would need to get around the City. Very attractive and clean.

**Silver Circle Award**  
City of Claremore, OK

**City of Claremore, OK Website**  
This site is very clean and colorful, without being distracting. Information is easy to find and consistent throughout the site. It makes you feel upscale. The simplicity of the visuals keeps one on the page. The Mega menus complement the simplicity. Great job Claremont!

**Award of Excellence**  
City of Newark, DE

**Dynamic, Engaging Website from Newark, DE**  
We love, love, love the video and the youthful feel of the community. Gives you a great sense of the community and is very inviting. Having your social media on the front page is awesome and engaging to your residents. Great job Newark!

**Digital Interactive – Overall Website** (Population 56,000 – 125,000)

**Savvy Award**  
James City County, VA

**James City County, VA Website**  
Stunning improvement over old site! Beautiful photos and typography. Good branding and design throughout. Good use of Civic Plus' tools, including use of FAQs module in the footer, How Do I section and the carousel module to show news.

**Silver Circle Award**  
Flagler County, FL

**Flagler County Website**  
Beautiful large home page photos. Very nice interior photos, which are oftentimes missing from municipal websites. The result is internal pages that are just as strong and graphic as the home page. Good social media links.

**Award of Excellence**  
City of Denton, TX

**City of Denton Website**  
Very modern, unique and colorful website. Works great on mobile devices and is fun to use. Photos are strong!

**Digital Interactive – Overall Website** (Population 126,000 and Up)

**Savvy Award**  
Lake County, IL

**The New LakeCountyIL.gov**  
Great comprehensive redesign and use of excellent measurable results. The graphics, usability and resources are all outstanding. The site is pleasing and not overwhelming to the eye; although, there is a lot of information.

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

**Re-Vision OlatheKS.org**  
The new design's updated layout, navigation, use of large images and sections are a huge improvement. Content is condensed, readable and very mobile friendly.

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

**SantaClaritaArts.com**  
Great looking simple website that not only highlights what's happening in the cultural community, it integrates collaborative information and images that have resulted in a significant increase in use.

**Go Green Communication Program Efforts**

**Savvy Award**  
City of Orlando, FL

**Energy Saving Trees**  
Such a simple and easy execution for the residents to follow. Fantastic graphics and different ways of communicating to someone who wants a quick-hit of information versus a little bit more. Great outreach.

**Silver Circle Award**  
Western Placer County Waste  
Management Authority, CA

**One Big Bin**  
Love the program! Making life so easy for the residents. Strong visuals and outreach.

**Award of Excellence**  
New Hanover County, NC

**HazWagon**  
Once again, love this program! Strong visuals and outreach.

**Graphic Design – Art (Population 0 – 94,000)**

**Savvy Award**  
City of Hermiston, OR

**Hermiston, Oregon Community Branding**  
What a refreshing, bright, true-to-Hermiston rebrand! Sweeter is better! Awesome job. A sweet campaign for a sweet city! I now want to visit our Oregon neighbor. Incredibly vibrant and uplifting brand, collateral materials. Very thorough job covering the primary reasons business, individuals, families and visitors could enjoy and benefit from Hermiston.

**Silver Circle Award**  
City of Edmond, OK

**See Edmond Calendar & Poster Art**  
Stunning design, creativity, beautiful artwork. Could see this art being used for years in many formats. Exceptional way to communicate about City services, resources and information. Show stopper! What an inspiring way to create community and celebrate the reasons people live in Edmond. Impressively small budget for a piece of this caliber. Kudos to the artist!

**Award of Excellence**  
City of Bryan, TX

**Dallas Drive Guide: Visit Bryan Ad**  
Creative use of resources and community collaboration to get your message out. Design gives you a real feel of what it's like in Bryan. Beautiful ad and campaign. I'd love to visit!

**Graphic Design – Art (Population 95,000 and Up)**

**Savvy Award**  
WaterOne, KS

**60<sup>th</sup> Anniversary T-Shirt**  
Exceptionally creative work on the development of this logo! There is a master artist on your team, great work recreating a nostalgic character in Illustrator. I would wear this shirt and I live in Vancouver, Washington! Genius idea incorporating a throwback that employees and community could identify with. Highly appealing design, not something you'd expect from a Water District. I'd buy this shirt.

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

**City of Orlando Logo**  
Very impressive work considering this was done completely in house and in such a quick turnaround time! You had a big problem (70 plus logos) and your team created an exceptional, simple, familiar logo that really seems to tell the story of your City. Way to go! I like that all the elements of the logo incorporate a theme. This is a great example of the golden rule of communications: Keep it simple!

**Award of Excellence**  
City of Arlington, TX

**Neighborhood Block Party Trailer Design**  
This trailer is such a wonderful idea for community engagement! Very creative way to spread the City identity, brand and image. Nice, clean design. Definitely feel the "All American" city vibes.

## Graphic Design – Other Marketing Tools (Population 0 – 94,000)

### Savvy Award

City of Grandview, MO

### Going to the Ball?

Creative and eye-catching. Terrific example of creativity and effective outreach on a (soccer) shoestring budget!

### Silver Circle Award

City of Edmond, OK

### See Edmond Posters

Great illustrations, beautiful series. Creative concept to use a vintage style. I would print some for my office!

### Award of Excellence

City of Grandview, MO

### This is all Some People Have to Wear This Winter

Innovative use on a tight budget. Another amazing and awesome effort.!

## Graphic Design – Other Marketing Tools (Population 95,000 and Up)

### Savvy Award

Sandy City, UT

### Sandy City Map Illustration

The style is sophisticated but engaging and accessible. Best deal in town for artist's pay. Love this.

### Silver Circle Award

City of Olathe, KS

### Did You Know? Trash Truck Wraps

Colorful graphics that are easy to read. Fun, engaging, cute but not cutesy.

### Award of Excellence

City of Arlington, TX

### Arlington City Hall Elevators

A big impact for a small budget. Amazing idea, well-executed. Creates a surprising and engaging space in an unexpected utilitarian place.

## Graphic Design – Publications (Population 0 – 85,000)

### Savvy Award (Tie)

City of Palm Beach Gardens, FL

### Signature City Magazine

Consistently well-designed issue to issue using excellent typography, and graphics that hit high marks every time. Great covers and color. Paper selection lends elegant feel.

### Savvy Award (Tie)

City of Spruce Grove, Canada

### CityPulse Magazine

Excellent publication created and designed in-house. Engaging cover photos and use of images throughout. Full of information, colorful, inviting. Love that it is mailed to employee homes in addition to all residents.

### Silver Circle Award

Town of Vail, CO

### Town of Vail Year in Review

Gorgeous photography. Informative. Elegant. Creative way to present survey results by combining them with informative content in an attractive format that communicates key messages.

## Graphic Design – Publications (Population 86,000 and Up)

### Savvy Award

City of Edmond, OK

### City of Edmond Calendar

Loved the clean retro look, which made entry stand out from all others. Artwork and paper selection are unique and fun. Great reflection of the city and makes us want to go visit the locations. Love ability for residents to download and print posters of their favorite month's illustration.

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

**Carrollton Pet Calendar**  
This clever fund raiser raised 23% of the shelter's annual goal, got people to pay to enter their photos and keeps the shelter front of mind during the year. Great photos of winning entries taken by professional photographer for free. Sampling colors from photos for page composition pulls pages together. Good art direction.

**Award of Excellence**  
City of Denton, TX

**Denton Public Communications: 2015-16 Year-in-Review & Services**  
Nice geometric design continuous throughout. Good paper weight and sheen. Good photography. Professional piece aptly communicates what department can do for you!

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

**Savvy Award**  
City of Carrollton, TX

**Festival Artwork – Wrapped Custom Guitar Contest**  
What a perfect way to engage the audience! Great promotion to market the event and get people involved in social media at the same time. What a great concept - and very affordable! I foresee other cities taking this concept to promote festivals and other events. Clever timing of FB ad boost - one week before festival, and citing a song named "one week" by the headlining band featured on the art-wrapped guitar! Great tie-in!

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

**Flicker the Flame Plush Toy**  
Success rates are impressive. Love the originality of this cute "stinky" critter. Effective promotional tool. The scratch and sniff was a nice tie-in and really smells like natural gas!

**Award of Excellence**  
City of Burlington, NC

**Link Transit Hats**  
Good idea to link with another event (St. Patrick's Day). If all hats were distributed by the halfway mark, they must have been a big hit! Fun and effective. Great for visibility! Wish I could see the slogan in the pictures. Great way to engage participants. Looks like media was out in full force to cover this 1st-time event.

### **Marketing and Tools – Branding/New Logo/Etc. (Population 0 – 90,000)**

**Savvy Award**  
City of Coppell, TX

**Bold Vision, Big Impact Branding Campaign**  
A simple graphic makes a big statement in the city's rebranding of their Capital Improvement Project campaign. Coppell really seemed to go 'all in', incorporating the project branding into their website, annual report document, social media, and more. As for proof of citizen buy in? 5,000+ attendance at the grand opening events for their facilities says it all!

**Silver Circle Award**  
City of Fairborn, OH

**City of Fairborn Rebrand – A City in Motion**  
We're in love with the Spark Mark! We really felt Fairborn's 'City in Motion' tagline in the swoopy graphics, and appreciated how well the logo displays on so many different promotional items... even the ever-challenging water tower! Fairborn's efforts to convey the 'brand story' to their employees and get them on board stood out as part of their rebranding process.

**Award of Excellence**  
Village of Skokie, IL

**The Village of Skokie – The Urban in Suburban Branding Campaign**  
Skokie took a big transportation problem and turned it into a golden opportunity to market their city. Their creative (and quick) problem-solving is commendable, as well as inspiring. We should all look for ways to turn negatives into positives!

## Marketing and Tools – Branding/New Logo/Etc. (Population 91,000 and Up)

### Savvy Award

City of Grand Prairie, TX

### Grand Prairie Libraries. Educate. Everyone.

We were so engaged by the Grand Prairie libraries goal: To become RELENTLESSLY relevant in the Grand Prairie community. They saw the potential of the library going the way of Blockbuster Movies in this digital age, and decided that wouldn't happen in Grand Prairie. Their hard work paid off with HUGE increase in library program participation, all with no additional budget to pull from! Great job!

### Silver Circle Award

Sandy City, UT

### DolanNow! // Meet the Mayor

Not many mayors can say that they've been made into a cartoon! We applaud Sandy City for their efforts highlight their long-time mayor. Clever catchphrases (like Rollin' with Dolan), eye-catching graphics, and creative ideas combine for a successful rebranding. And we're guessing that Sandy City residents not only learned more about Mayor Dolan, but about the services that the city provides.

### Award of Excellence

Hennepin County, MN

### Hennepin County Brand Refresh

Bringing 30+ departments under one branding umbrella is a huge challenge. But we thought that the 'Big H' blazed a trail in Hennepin County. This is a classic example of solid and careful planning paying off in a brand refresh. Hennepin covered all of their bases in the branding guide, leaving no room for ambiguity or inconsistency within the various departments.

## Marketing and Tools – Economic Development

### Savvy Award

City of Waukeez, IA

### “Land in Waukeez” Economic Development Campaign

Waukeez's campaign was creative in its messaging, presented the information in a clean and simple manner, and had measurable results tied in with the goals of the plan.

### Silver Circle Award

City of Avondale, AZ

### Avondale Annual Report

Avondale's Annual Report was very well designed, and it was evident they used this report as the summation of a year of communication efforts, not just as a one-time publication. The use of infographics was especially appealing.

### Award of Excellence

Village of Schaumburg, IL

### 2016 Village of Schaumburg Economic Development Guide

Schaumburg's guide was clear and concise, focusing specifically on information they knew potential industries and businesses would need to know to locate there. It's focus obviously led to successful recruiting, as is evidenced by the business inquiries and filling of vacant spaces and new development.

## Marketing and Tools – Government Service Delivery/Community Issue (Population 0 – 61,000)

### Savvy Award

Village of Downers Grove, IL

### Stormwater YOUtility

Wow, great job making a difficult topic relatable and interesting! Presentation very well put together. Had a lot of details, but also concise. Catchy name for the program! Good idea to do video answers to questions. It can be difficult to make people care about utilities, even when their wallets will be impacted, but this campaign, especially the calculator, cleverly embraced the difficulty and successfully made people care. Love the logo! Well thought out and good use of resources and available tools, nice measurement & analytics of results.

**Silver Circle Award**  
City of Sierra Vista, AZ

**Bike-Friendly Business Program**  
This was a unique idea and encouraged businesses to get involved. An innovative approach to supporting your business community and a great way to encourage different aspects of your community to integrate in a way that supports everyone! Well produced materials. REALLY liked the layout of the descriptive letter, with references to each piece of material included.

**Award of Excellence**  
City of Venice, FL

**City of Venice 2016 Hurricane Preparedness Seminar**  
This demonstrates exactly what public relations people are supposed to do. Inform and educate. Congrats on your successful turnout! Good understanding of your target audience and also sounds like the ongoing distribution of materials and dissemination of information will be effective and a good measure of success. Effective communication considering audience.

**Marketing and Tools – Government Service Delivery/Community Issue (Population 62,000 and Up)**

**Savvy Award**  
City of Wilmington, NC

**2016 Parks Bond**  
Very well done, congrats! Excellent examples of your work and well organized. The videos were simple and engaging, the whole project was well-written and clearly explained. Very thorough and impressive research, implementation and result. A wide variety of tools were used which helped the campaign at a very efficient cost. Really impressed at the forethought and organization that went into this whole plan. Excellent job!

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

**A Safer Homestead: Improving Community Relations & Informing Residents**  
Great parade photos! Good detail and use of tri-lingual opportunities to reach your various audiences. Good understanding of the target audience and a very good, clear message. Nice effort to give pride of ownership to the community and make the whole city feel involved. Improving relations between police and citizens is more important now than ever!

**Award of Excellence**  
WaterOne, KS

**I Love Tap Educational Program**  
Very simple and to the point. Innovative educational program! Great use of existing resources to boost knowledge and pride of ownership in kids pummeled by external marketing messages. To buy is not always better! Good collaboration with partners and a great, lasting legacy for the community. The kids involved will remember what they learned and bring that with them as they become members of the community.

**Marketing and Tools – Marketing Event**

**Savvy Award**  
City of Tallahassee, FL

**Pokémon in the Park**  
Great story of capitalizing on an outside opportunity. Loved the visuals and tie with city services. Well done!

**Silver Circle Award**  
City of Highland Village, TX

**TXFallenPD – Fallen Officers Bike Race and 5K**  
Comprehensive approach together the city, business community, residents and law enforcement in a meaningful way.

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

**2017 OC Parks Wildflower Tour**  
Creative example of jumping on a brief, buzzworthy event that brought positive attention to the community and agency.



## **Most Creative Activity with Least Dollars Spent (Population 0 – 50,000)**

### **Savvy Award**

Village of Bartlett, IL

### **125<sup>th</sup> Anniversary Guinness World Record Attempt**

The idea was very creative and well executed. We loved how the event tied into Bartlett's history and involved the community in such a great way.

### **Silver Circle Award**

City of Issaquah, WA

### **April Fool's Day: Fish are Friends – Not Food**

The video was hilarious and showed a great understanding of its target audience. The concept was creative and displayed outside of the box thinking.

### **Award of Excellence**

Village of Lombard, IL

### **Jingle Bell Rock Carpool Karaoke**

The results of this video were outstanding. It was very entertaining and showed great involvement by employees.

## **Most Creative Activity with Least Dollars Spent (Population 51,000 and Up)**

### **Savvy Award**

Lake County, IL

### **Vote Like a Couch Potato**

Excellent all around. Creative presentation. Cute video. Produced well. Catchy. Subtitles key for ADA compliance.

### **Silver Circle Award**

City of Frisco, TX

### **Kids Holiday Store**

One of the most creative and engaging holiday events we've seen in a long time. Love to see so much community involvement. Big impact, Low Budget = Win! Win!

### **Award of Excellence**

City of Blue Springs, MO

### **Face to Face Forum: Pokémon GO**

Great way to tackle a hard topic, create positive change and have fun all at the same time.

## **Most Innovative**

### **Savvy Award**

City of Santa Clarita, CA

### **Drive.Focus.Live.**

Great use of social media and collaboration with multiple agencies to spread the message effectively. The tools and tactics used focused the campaign directly on the target audiences. The entry presented clear data on the original issue and the subsequent success of the program.

### **Silver Circle Award**

Sandy City, UT

### **Firefighter Dress Up**

The portability of the setup is an innovative solution to problems associated with a traveling program. Great use of a very small budget. This project provided definitive improvements to elementary school outreach, softening the topic to make it more approachable for the young audience.

### **Award of Excellence**

Town of Chapel Hill, NC

### **Chapel Hill Communications Dashboard**

The dashboard provided a visual way to bring together all the information cohesively. Excellent mix of analytics, providing a variety of useful information to varied audiences.

## Photography – Published Multi-Image

### Savvy Award

Port of Long Beach, CA

### Benjamin Franklin Megaship – Arrival Photography

Breathtaking photos! Excellent coordination of an extremely time-sensitive marketing and economic development opportunity, particularly on such short notice. Incredible project given the modest budget. The judging team was blown away by the photos, and the extensive circulation after the shoot, some of which was organic because of the public's desire to share the spectacular photos on social media. Great job, everyone involved!

### Silver Circle Award

City of Virginia Beach, VA

### City of Virginia Beach Flickr Page

Supremely well-organized page, with attractive album covers and descriptions. The talented photographer captured an extensive array of images that depict a vibrant community. Virginia Beach has clearly used the photos to positively engage the community. Overall - a winner!

### Award of Excellence

City of Southfield, MI

### 2017 Annual Report/Calendar

Attractive, informative calendar that is clearly valued by the community. The images are top-notch and the calendar is packed with great information to serve as a valuable resource for community information.

## Photography – Published Single Image

### Savvy Award

City of Edina, MN

### Wild About Hockey

The "Wild About Hockey" photograph is an excellent composition that does a good job of documenting an event at the arena and capturing the experience for children that truly creates community. The image identifies and speaks to its target audience without needing the descriptive text to explain the scene.

### Silver Circle Award

City of Edina, MN

### Training Break

The "Training Break" photograph is a strong image that reflects the intended goal of needing more internal documentation of staff performing on-the-job duties. A nice shot that communicates without requiring additional information.

### Award of Excellence

King County, WA

### Our Environmental Mission

The message of the "Our Environmental Mission" photograph is clear and appropriate. The image is an interesting composition and uses focus to emphasize the environment effectively.

## Printed Publications – Annual Report (Population 0 – 86,000)

### Savvy Award

City of Dublin, OH

### City of Dublin 2016 Annual Report

Creative, attractive layout. Visually appealing. Information presented in a clear, easy to understand way. Good use of facts, figures, and charts.

### Silver Circle Award

City of Evanston, IL

### City of Evanston 2016 Annual Report

Met goal of less text-heavy publication very well. Information presented in easy to digest infographics. Separating content by agency made it easy to view at a glance.

### Award of Excellence

City of Bloomington, MN

### 2016 Corporate Report to the Community

Creative use of theme throughout the publication and campaign. Original newspaper-inspired format and layout. Nice use of photos. Financial information broken out in easy-to-read tables.

## Printed Publications – Annual Report (Population 87,000 and Up)

### Savvy Award

City of Fort Collins, CO

### Climate Action Plan Annual Report

Breakdown of progress is clear and easy to digest. Simplified report makes complex information more accessible to the public. Nice incorporation of new branding.

### Silver Circle Award

Sarasota County, FL

### 2016 Sarasota County Annual Report

Use of photos and infographics make publication attractive and easy to digest. Clearly defined goals give the public a clear breakdown of where tax dollars are going.

### Award of Excellence

City of Bellevue, WA

### City of Bellevue Annual Report: Living for Today, Ready for Tomorrow

Images and copy give good picture of what the city is doing to serve residents. Creative headlines and use of facts and figures invite people to read and understand more.

## Printed Publications – Catalogs/Guides

### Savvy Award

City of Germantown, TN

### Life and Stories

Everyone loves a great story, and this publication masterfully captures the story of Germantown, TN. With beautiful photographs, enticing content, and a simple layout, this publication truly exemplifies branding and storytelling. Reading this publication made the judges want to visit Germantown.

### Silver Circle Award

City of Mansfield, TX

### Mansfield Parks & Recreation Guide

The new design of Mansfield's Parks & Recreation Guide is a complete success. With beautiful photos, easy to read content, and a beautiful layout, this guide offers residents of Mansfield, Texas a great resource for recreational programs and activities. Judges loved the combination of both editorial content amid program listings. The guide does a great job telling the story of the Parks & Recreation in this community. Great job!

### Award of Excellence

City of Pompano Beach, FL

### Pompano Beach Water Sports Brochure

The vivid, vibrant photographs of this beautiful glossy piece transported the judges from the conference room that they were in to the oceans of Florida's east coast. The gorgeous layout created a consistent theme throughout the publication and told the story of Pompano Beach and all it has to offer on the water. Great job. It was a ton of fun to take a mini-vacation, even if it was just for a moment while flipping through the guide.

## Printed Publications – External Publications (Population 0 – 80,000)

### Savvy Award

City of Blue Springs, MO

### The Blue Springs Magazine

Loved the dual-ended approach to separate the fun stuff from the "newsie" content. Covers (both sides) were awesome. Really loved the full-page photos! Nice use of colors and photographs; packed with information. This publication is gorgeous. I love how it conveys city program and recreation programs as a dual-use publication. Professional and beautiful publication that hits the Savvy target! Very creative! The two-sided magazine grabs the attention of many demographics.

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

**Plymouth News**

Clean layout. Easy to zero in on what captures the reader's interest without overwhelming them with information. Sharp looking publication that truly showcases the "must know" and "nice to know" information of the city. Great use of space. Although there was a plethora of information covering a variety of topics, it never felt overly busy. Clean look; easy to read.

**Award of Excellence**  
Town of Vail, CO

**Town of Vail Year in Review 2016**

Use of the green tabs to include survey results with information on the page was a great way to tie the information to survey results. Gorgeous photos and great use of space on each page; very clean. Great use of timelines, grids, graphs, and "by the numbers" information blocks. Photos used throughout are gorgeous but not costly. Timeline is a great way to provide "factoids." Pictures and infographics are beautiful and great tools.

**Printed Publications – External Publications (Population 81,000 and Up)**

**Savvy Award**  
City of Bloomington, MN

**Briefing**

Bloomington's Briefing is the clear choice for the Savvy due to its use of large and vibrant photographs, creative use of color, and well-written content. Judges loved the "Bloomington Yesterday" historical section. Also noted were the number of employee photographs that were featured in each edition. This newsletter does a great job not only telling the story of Bloomington's projects, programs, and services - but the story of its people as well.

**Silver Circle Award**  
City of Centennial, CO

**Centennial Connection Newsletter**

One of the biggest challenges for a printed newsletter is getting people to stop and read all of the content because of their busy daily lives. The Centennial Connection newsletter masters that challenge. The design incorporates creative infographics, easy to read text (including its font choice), plenty of color, and great photos. The stories are short and informative.

**Award of Excellence**  
City of Boulder, CO

**City of Boulder Community Newsletter**

Judges loved the photographs, the artwork, the design, and the easy-to-read content of the City of Boulder Community Newsletter. But judges also loved the way that the newsletter was distributed - as an accessible PDF, interactive online version, and an emailed version. It was also highly creative to send out 100 surveys to random addresses to gather data on what residents liked and didn't like. This fantastic idea should be repeated by other local governments looking for feedback about their newsletters! Great job!

**Printed Publications – Other (Combined Category with Advertising)**

**Savvy Award**  
City of Edmond, OK

**City of Edmond Calendar**

Bravo City of Edmond!!!! This a beautifully, polished, and nicely executed piece. From the illustrations and layout to the use of colors and fonts and the vintage paper is the reason why Edmond deserves the Savvy!!! This calendar captures the nostalgia of Edmond and makes us want to visit! We loved the added bonus of making the illustrations available for the community to download. We all wanted these illustrations as artwork for our homes!

**Silver Circle Award**  
City of Boynton Beach, FL

**2017 City of Boynton Beach Calendar**  
The City of Boynton Beach produced a beautifully designed annual report/calendar piece. We loved the creative use of weaving in the city's rich history while celebrating their achievements. The accomplishments were presented in a clear and concise manner without being overwhelming to the reader. The tear-off directory was a nice touch and a great keepsake for residents.

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

**Plymouth Financial Extra**  
City of Plymouth did a great job producing a polished piece. The design was clean and lending itself to the purpose of the document which aims to explain the City's financial information and budget in laymen's terms. The content wasn't overly filled with government speak which is always important when trying to communicate information to residents about their municipal government.

## **Printed Publications – Reports**

**Savvy Award**  
City of Germantown, TN

**Germantown Forward 2030**  
Nice piece, result of well organized, documented, and all-inclusive process. Great use of color throughout with appropriate visuals with a nice airy appeal. Great job!

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

**Financial Extra**  
Nice use of incorporating a dashboard into a printed publication. Clean and easy to digest. With text, visual, graphs and callouts, communicates to a wide audience.

**Award of Excellence**  
County of Marin, CA

**Viva Marin! Latino Health in Marin: A Data, Policy and Action Guide**  
Great undertaking! Very comprehensive Descriptive Letter and nice documentation of achievements.

## **Resident Participation**

**Savvy Award**  
City of Austin, TX

**Mobility Talks: A Community Conversation about Transportation and Mobility Priorities**  
Great use of "boots on the ground." Survey yielded useful data. With the goal of reaching 1,000 people, they reached more than 7,000. Austin exemplified what resident participation and community outreach are all about, especially about a topic that's not traditionally considered sexy.

**Silver Circle Award**  
Leon County, FL

**Build Your Bucket**  
Great name! Smart objectives. Nice social media contest. This effort had great partnership and was very successful with social media. Very fun and valuable campaign. Thanks to Leon County's communications efforts, people waited in line not for the latest blockbuster movies but to learn about emergency preparedness - impressive!

**Award of Excellence**  
City of Roanoke, VA

**Roanoke City Manager Search**  
Effective use of communication tools. With a budget of only \$900, they increased their input from 80 to a diverse audience of 570. Don't need to try something new and outrageous to be successful, as demonstrated by City of Roanoke that used standard outreach tools to meet their goal.

## **Social Media – Best Campaign Use (Population 0 – 89,000)**

### **Savvy Award**

Anthem Community Council, AZ

### **Anthem, Arizona Park & Recreation Month**

This campaign is a prime example of how imagery can make or break your social media. In this example - their imagery choice and concise, descriptive copy, created eye catching posts. These posts shined bright in the social media spotlight. They did a great job with cross marketing across their various platforms created a sense of community and belonging with their followers. This type of campaign can be used by nearly all municipalities and should serve as an example of how to do it the right way.

### **Silver Circle Award**

City of West Hollywood, CA

### **Social Media Takeover for L.A. Pride**

This is a social media takeover at its best! By using an ambassador of the community that the City hoped to connect with, they gave their campaign immediate authenticity. This technique allowed for a unique view of an insider's perspective. We loved how they capitalized on their local resources and talent to draw in the population and increase the City's social media following. Hats off to the City of West Hollywood for getting creative and for embracing the things that make them a unique location.

### **Award of Excellence**

City of Sugar Land, TX

### **Petopia Social Media Promotion**

Well done! By using video, the pet's personalities shine through, making them next to impossible NOT to adopt! This was an excellent example of working backwards from a goal, in order to figure out creative ways to achieve that goal. Using trending themes such as Game of Thrones was a great idea in order to reach more people than your every day "adopt this dog" video. And the voice overs were perfect!

## **Social Media – Best Campaign Use (Population 90,000 – 199,000)**

### **Savvy Award**

City of Vancouver, WA

### **World's Best City Hall**

This submission is an excellent example of community engagement and what can happen when local governments harness the power of town pride. By using popular social media trends, such as "selfies", this campaign met its residents where they were, and made it fun to get involved with government at a local level. This was an incredible campaign that included a variety of opportunities for residents and visitors to get involved, resulting in a wide social media reach and increasing traffic to Vancouver's social media sites.

### **Silver Circle Award**

City of Greenville, NC

### **Hurricane Matthew Response and Recovery**

Excellent example of WHY local government should have & use social media. This campaign reminds us all that we are here to help residents and to communicate crucial information in times of need. The City of Greenville rose to the occasion in a time of potential chaos, to provide residents & media with important news and updates. We should all learn from this work.

### **Award of Excellence**

City of Roanoke, VA

### **The Holidays in Roanoke**

Fantastic holiday campaign and great example of how a simple and low-cost concept can open the door to resident engagement. It's clear that there are some forward thinkers in this team, who are thinking outside of the box on how government organizations can reach more people. The reach reflects the campaign's strong understanding of how comedy and lighthearted concepts in pop culture can be effectively utilized by local governments to get their messages out.

## Social Media – Best Campaign Use (Population 200,000 and Up)

### **Savvy Award**

City of Raleigh, NC

### **Your Parks. Your Stories.**

Loved the concept which incorporated the community to engage in a campaign to personalize experiences in the Parks system. Incredibly creative! Well executed on multiple social media platforms. Very engaging.

### **Silver Circle Award**

City of Orlando, FL

### **Pulse Tragedy Social Media Communications**

Video lengths were appropriate, tastefully done, and in a timely manner. Appreciated the personal connection of using the Mayor's Facebook page and putting a human presence behind each post. Excellent use of multiple social media platforms.

### **Award of Excellence**

City of Arlington, TX

### **Star of Texas Challenge**

The use of video to share your story was clever, especially using the community to find ways to showcase Arlington.

## Social Media – Best Use of Facebook (Population 0 – 85,000)

### **Savvy Award**

City of North Port, FL

### **NPPD Using Facebook to Change Perception and Lives**

Great to see your use of Facebook paying off in locating missing persons, solving crimes and sharing heartwarming stories. You have succeeded in connecting with the community and so much more! The video post featuring the 911 calls regarding the birthday party was very moving and well done.

### **Silver Circle Award**

City of Evanston, IL

### **Evanston Friday Forecast – Putting a Friendly Face on City Government**

Great initiative and nice way to showcase not only what's happening, but puts the spotlight on employees. We would love to see the employee using an iPad teleprompter so they're not always looking down - we'd rather see employees tell something related to what they do instead of reading a script. Has hometown feel and great way to connect with residents.

### **Award of Excellence**

Town of Little Elm, TX

### **Facebook During a Town Tragedy**

Good use of Facebook to reach your community and keep the story that was being told accurate. Nice job in a very unfortunate situation. Seems like your actions helped the community come together during a tragedy.

## Social Media – Best Use of Facebook (Population (86,000 and Up)

### **Savvy Award**

City of Coral Springs, FL

### **Virtual Slice**

Coral Springs clearly identifies a growing need and effectively leverages technology to provide a beneficial service for residents. The City becomes more transparent and engaging while also providing immediate support for residents. Coral Springs took the initiative to update the format that was comfortably being used for decades. It's wonderful to see how they used technology to appeal to a wider audience and get results. Great use of Facebook! Very clean layout of supporting documents!

**Silver Circle Award**  
City of Virginia Beach, VA

**City of Virginia Beach Use of Facebook During Weather Events**

Entry shows significant research into demographics to produce content aimed to grab the audience's attention. This approach effectively gives the City a key standing in the community, enabling it to stand out as the #1 resource in emergencies. This entry clearly understands their target audience and found a creative and humorous way to capture their attention and gain more followers. This was a strategic and smart move. More followers mean a wider reach when critical information needs to be disseminated. They may not have created the "meme" but they sure found a way to make it work for them. Great use of Facebook!

**Award of Excellence**  
City of Vancouver, WA

**Couve Quickcast**

The use of Facebook Live to tell different stories in the City is executed well here. The campaign is consistent while the content continues to be fresh and engaging. While other agencies are still experimenting with Facebook Live, this City jumped right in and found ways to share the Couve story. Their efficient use of technology reaps big rewards with the average episode bringing in 1,000 views and their Facebook following growing as a result. Love the clean layout of your descriptive letter. The double-selfie stick is pretty neat! Great job including the wide range of features your City has to offer.

**Special Events – One-Time Event (Population (0 – 69,000))**

**Savvy Award**  
City of Charlottesville, VA

**Flicker the Flame 10<sup>th</sup> Birthday Party**

Awesome job, very nice event, planned in only one month. Very creative way in showcasing the local mascot. City mascots can be hard, but you were able to take something like "natural gas" and make it fun and informative. The props and gifts were great.

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

**Automated Garage Grand Opening and Ribbon Cutting**

Great ideas, very innovative. Great use of resources. The how-to video was a good call. Impressive looking structure, great event.

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

**A Safer Homestead: Improving Community Relations and Informing Residents**

Overall great event and great marketing materials. Nice event and great support from the community. Very inclusive event and social media engagement was impressive.

**Special Events – One-Time Event (Population 70,000 and Up)**

**Savvy Award**  
City of Flagstaff, AZ

**Water Awareness Month**

I really enjoyed the consistency in both the digital and physical advertising for the initiative. The videos were very creative, well produced and just plain awesome! I can tell the communications team worked very hard. All of the videos were great and VERY creative.

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

**Bringing George Takei to Roanoke**

Your ability to totally flip an unfortunate situation into a successful and positive discussion with one of the strongest opponents in George Takei was impressive. Great response to a community crisis. Good job turning the Mayor around and getting a major celebrity to town. Great partnering and community support.



**Award of Excellence**

City of Sparks, NV

**The Spectacular Sprint in Sparks**

A fun and creative idea and execution. A great way to showcase the city. The video promos were well executed! The promo left me wanting more and the longer trailer explained the event well. The social media engagement was great.

**Special Events – Recurring Event** (Population 0 – 125,000)**Savvy Award**

City of Panama City, FL

**UNwineD at UNwineD**

Great event! Very savvy antidote to an ongoing problem. Goal was clear and met!

**Silver Circle Award**

City of Blooming, MN

**2017 State of the City**

Great theme, great way to capture the community's diversity and partnerships!

**Award of Excellence**

City of Homestead, FL

**Military Appreciation Day Connects Military and Civilian Communities**

Well organized and run; the objective was clear, as was the success of the event!

**Special Events – Recurring Event** (Population 126,000 and Up)**Savvy Award**

City of Carrollton, TX

**Festival at the Switchyard**

GREAT marketing materials! Excellent strategy for community partnerships. Well executed event, with a great lineup!

**Silver Circle Award**

Leon County, FL

**Leon Works Expo**

Simple, workable event plan carried out thoroughly with careful attention to detail.

**Award of Excellence**

WaterOne, KS

**Tower 2 Tower 5K**

Great idea, cause, and branding of the event!

**Video – Education/Training** (Population 0 – 59,000)**Savvy Award**

City of West Hollywood, CA

**Hakuna Truvada PrEP Video**

Great production. Entertaining. Music and Dancers were very good. Engaging way to talk about a very sensitive subject. It captured your attention.

**Silver Circle Award**

Town of Fuquay-Varina, NC

**State of the Town Address**

Loved the animation. Fun and informative way to make the boring subject of the budget come to life. We watched the entire video.

**Award of Excellence**

City of Enid, OK

**Trash Talk**

We loved the dry wittiness of this video. We appreciated the way it was reminiscent of the Saturday Night Live skits. Comedy done right is effective in getting information out and it works here.

**Video – Education/Training** (Population 60,000 – 125,000)**Savvy Award**

City of Flower Mound, TX

**Tipline Bling**

This video instantly captures your attention with its use of a popular song and video. Perfect for the audience they are trying to capture. Teens would watch this to see their School Resource Officers and hopefully not be embarrassed watching it. It's creative and funny and works.

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

**The Purrr-fect Budget Video**  
A bizarre, funny creative way to interpret the budget. The information is easy to understand. Who knew there were so many ugly cat shirts out there?

**Award of Excellence**  
City of Champaign, IL

**Body Camera's: CPD's New Tool to Protect & Serve**  
This was very informative. At a time when many police departments are working to improve communications with citizens this video works by providing timely information in a professional manner, Production was well-done.

**Video – Education/Training (Population 126,000 and Up)**

**Savvy Award**  
City of Arlington, TX

**On the Clock**  
Great concept, and linking the videos to social media helps humanize government. All on-camera participants were well prepared and seemed at ease. Well produced and engaging. Video addressed the "issue" and gave nice insight into different jobs! I love this idea! It's a wonderful way to humanize your town manager and show off the importance of employees' work and what they do for the city. Very cool concept and well thought out.

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

**Safety Matters**  
The concept was simple, but effective. The vide had broad representation of employees and jobs, with messages that resonated. Nice job! The use of white boards was very creative and clever. Loved how many employees and departments were highlighted. Very authentic and engaging video! What a clever concept! Safety Matters did an incredible job of showing how it's not just field staff and public safety that stay safe at work, but office staff too! Loved how all aspects of city employees were included. Well done!

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

**Winston-Salem Safe Backing Training Video**  
Very clever way to make a serious subject memorable. The four employees in the office chairs should win a special award for synchronized rolling! Can all training videos be like this? While silly and fun, this video was highly educational. Great job using humor to convey an important and dry topic. Messaging was effective to keep the viewer engaged while gaining the knowledge intended.

**Video – Interview/Talk Show/News Programming (Population 0 – 54,000)**

**Savvy Award**  
City of Edina, MN

**Beyond Badge**  
Edina really went "Above and Beyond" the Badge with this professional-looking, cost-effective and super high-quality program. We loved all of the footage, interviews and b-roll, which helped engage the audience to tell a compelling story. The camera work was fantastic and the courtroom audio recordings made this piece an attention-grabber. We realize the amount of work it took to produce this program and it paid off! Congrats on also achieving great success with your viewership online. Nice job, Edina!

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

**The Other Side**  
We can't say enough about how much we love this creative idea and the simple execution! It made us feel like we were part of the conversation. This video left us with an overall great feeling and positive message about police and youth and the importance of understanding one another. What a perfect way to humanize police and help build relationships. This was an outstanding use of resources to make a cost-effective program. We can tell that your community must love this – your social media reach was excellent, too. Well done!

**Award of Excellence**  
City of Dublin, OH

**Dublin News in :90**

You got this, Dublin in 4, 3, 2 ... 90 seconds. What a cool idea that is perfect for social media and an excellent way to get top stories out to the public. Professional host made this show a winner along with great technical quality - lighting, camera work and motion effects that were top notch. We really liked the new logo. This news show is brief, to-the-point and effective!

**Video – Interview/Talk Show/News Programming** (Population 55,000 – 130,000)

**Savvy Award**  
City of Thousand Oaks, CA

**Conejo Valley Days 60<sup>th</sup> Anniversary**

We were very impressed with the overall production quality. The drone footage and camera shots were exceptional. The host and guests felt welcoming and natural, and the video had the "wow" factor.

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

**Pflugerville Pfocus**

Pflugerville Pfocus had a great use of graphics and text. We loved the concept - we will definitely be stealing this idea. Overall, it had great production quality.

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

**Inside Homestead: Keeping Residents Informed & Engaged**

The production quality was excellent, and we loved the new set. Inside Homestead had a great use of graphics and b-roll, and the speaker was clear and engaging.

**Video – Interview/Talk Show/News Programming** (Population 131,000 and Up)

**Savvy Award**  
City of Aurora, CO

**Dateline Aurora: Our First First Responders**

Dateline Aurora: Our First First Choice! This show is of the highest quality, nicely done with a creative package, professional host, interesting topics, exciting intro and good pacing throughout. The judges agree the technical quality - lighting, b-roll, nat sound, graphics - was top notch. A news program to be proud of! Congratulations!!

**Silver Circle Award**  
City of Aurora, CO

**Aurora News Weekly**

Aurora takes news production seriously and is a clear winner in this category. This show has lots of creative, engaging content and video, along with talented hosts. The steadicam footage on the first package looked awesome and the graphics were very modern. It's obvious the citizens of your city must benefit greatly from your efforts to provide them with interesting local stories and information. Keep up the great work!!

**Award of Excellence**  
City of Tacoma, WA

**Urban Green Revamp**

The Urban Green Revamp gives new meaning to the term "urban renewal." Nice job updating the look and format. We really liked how you brought the show into the field. The segments were entertaining, informative and very well done. Loved the variety of stories and the technical aspects were spot on. A great way to promote sustainability efforts around Tacoma!

**Video – One-Time Special Programming** (Population 0 – 70,000)

**Savvy Award**  
City of Homestead, FL

**Inside Homestead Explores the National Parks Trolley**

Terrific video concept - made the judges want to come down and visit the national parks! Very professional footage with beautiful imagery. Host was professional without being over the top. A Savvy-worthy production!

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

**Ziva: Accelerant Detection Dog**  
Great video production showing important public safety investigation work in tandem with the heartwarming relationship between Ziva and Investigator Bolejack. Excellent way to leverage outside resources to produce a quality educational program for the community.

**Award of Excellence**  
City of Sierra Vista, AZ

**Sierra Vista Police Department Mannequin Challenge**  
Love it! Great, fun video that exceeded all of the judge's expectations. Incredible attention to detail - the "Hamburglar" interrogation and accompanying visuals later in the production were incredibly clever. The video was fun to watch and it was obvious that everyone involved enjoyed being part of the production.

**Video – One-Time Special Programming (Population 71,000 – 200,000)**

**Savvy Award**  
City of Round Rock, TX

**The Immortal Ten Bridge**  
This video had it all! The story telling was excellent and well thought out. The cinematography, graphics, editing and audio design were top notch.

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

**2016 Year in Review**  
The judging panel all agreed...we are moving to Frisco, TX. This production has a great script and excellent cinematography.

**Award of Excellence**  
City of Asheville, NC

**Bond Referendum Video**  
The graphics are wonderful and truly help explain the issues. It was clean and truly a joy to watch.

**Video – One-Time Special Programming (Population 201,000 and Up)**

**Savvy Award**  
City of Arlington, TX

**FY2017 Budget Video**  
What an awesome budget video! The script was outstanding and supported by great cinematography, editing and sound designed. Very creative!!!!

**Silver Circle Award**  
Montgomery County, MD

**Montgomery County: A Closer Look “Heroin – The Quiet Epidemic”**  
This was well written, well shot and told an emotional story. It tugged at the heart strings.

**Award of Excellence**  
New Hanover County, NC

**State of the County: In Their Own Words**  
The audio design of this video was excellent and supported by an excellent script. Well done!

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

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

**State of the Town Address**  
The video was a refreshing change; it imparted important information with humor and kept it relevant to every level. Descriptive letter was exceptionally well written. Good use of graphics. Great job!

**Silver Circle Award**  
City of Wheat Ridge, CO

**Wheat Ridge Police Department Recruitment**  
Excellent use of multiple voices and perspectives. "From the heart" comments which will resonate across the community. Makes you want to become a police officer!

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

**Easter Egg Hunt Promo**  
Very creative execution of a simple concept. Like the way the video was cut to the beat of the music. Nice job of showcasing city employees and businesses along with the event.

**Video – Promotional Video (Population 51,000 – 80,000)**

**Savvy Award**  
City of Homestead, FL

**Inside Homestead Explore the National Parks Trolley**  
Extremely engaging video. It successfully captured the beauty of the area and the value of the trolley. I'll be heading to Homestead to take the trolley tour!

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

**Homestead Public Servants: We're Only One Call Away**  
Great way to help boost employee morale. Touching tribute to staff. If I were an employee there, it would make me very proud.

**Award of Excellence**  
City of Shoreline, WA

**Surprised by Shoreline**  
The video was a refreshing change from the usual. Loved the humor, great overview of the city. Definitely made a lasting impression.

**Video – Promotional Video (Population 81,000 – 170,000)**

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

**Build an Exciting Future. Yours!**  
Great way to reach out to the private-sector workforce. This really did a great job of selling the City and its employees. Great overall! Excellent descriptive letter and the video really echoed your stated goals.

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

**7<sup>th</sup> Annual Carrollton Festival at the Switchyard**  
Loved the music! It was the perfect fit to draw fans in and keep them watching. It definitely makes you want to dance your way down to the festival. Well done video. Several clever edits to time up with the song were a nice touch.

**Award of Excellence**  
City of Greeley, CO

**"Get on the Bus" Video and Social Campaign**  
Excellent video! Loved the outtakes during the credits. Amazing use of content and graphics all in a 30 second clip! Perfect way to reach your target audience. Great job!

**Video – Promotional Video (Population 171,000 – 300,000)**

**Savvy Award**  
City of Plano, TX

**Texas Recycles Day**  
Fantastic video! You had a clear, measurable goal and a video that had a story, information and a great production. A winner! Loved the split screens when the items were shared. Short and sweet with a hint of emotion. This was great!

**Silver Circle Award**  
City of Chandler, AZ

**Introducing the Reginald 5000: The State of the City Video**  
Very creative way to showcase the technological growth in Chandler. Well done! Great video, loved the use of the cars stats to tell about the City. High-quality video production; overall the video was informative and well put together.

**Award of Excellence**  
Leon County, FL

**2017 Sustainable Communities Summit**  
Clearly defined goals; beautiful video production and graphics; simple, clean, effective. Beautiful shots of a beautiful county. Great way to remind people of all the outdoor amenities Leon County has to offer.

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

### **Savvy Award**

Lake County, IL

### **Meet Mitch & Hitch**

We loved the Meet Mitch & Hitch video concept to introduce these adorable furry friends from their perspective. Lake County did a great job taking the serious nature of their roles and presenting it in a playful, accessible way. We loved the upbeat music track and the program information and statistics used as animated transitions was a nice touch. We now want to meet Mitch and Hitch!!!

### **Silver Circle Award**

Hennepin County, MN

### **Hennepin County Foster Care and Adoption Recruitment**

We would like to thank Hennepin County for making us cry! In all seriousness, this piece was beautifully done. Having Damari share her personal story about being in and out of the foster care system and ultimately being adopted was moving and powerful. Kudos Hennepin County!

### **Award of Excellence**

Miami-Dade County, FL

### **I Voted! Primary Election 2016**

This is a great promotional piece to illustrate the importance of voting. We loved that the Miami-Dade team was extremely thoughtful to produce the promo to reach multilingual populations and communities of color. We also liked that the video was engaging yet short and to the point.

## **Video – Public Service Announcement (Population 0 – 59,000)**

### **Savvy Award**

City of Palm Beach Gardens, FL

### **Time=Brain**

Good video. Nice audio and good graphics. Very well written and clear statement. Drove home the message showing that a stroke can happen to anyone at any age, any time.

### **Silver Circle Award**

City of Dublin, OH

### **Drive Like a Dubliner**

Well done and to the point. Great written statement laying out the goals and clearly showing they were met. Cute video and concept.

### **Award of Excellence**

City of Coral Gables, FL

### **Joy to the World, It's Time to Shop. But First, Be Alert and Be Safe!**

Good shots. Nice spin on the holiday music. Cute idea. Good job working the safety tips into music. Joy to the world? More like joy to this spot! It had me in stitches and made me want to go outside and lock my car doors.

## **Video – Public Service Announcement (Population 60,000 – 130,000)**

### **Savvy Award**

City of Round Rock, TX

### **When Thunder Roars... Go Indoors**

Sometimes the best messages are simple. This piece was effective and clear - exactly what it needed to be for the content. This piece was the perfect length and had terrific sound effects matched to the messaging. Great work, this was really well done.

### **Silver Circle Award**

City of Murfreesboro, TN

### **Don't Litter PSA**

This message was simple, yet so effective. The use of the child for the voiceover was an excellent choice to add to the impact of the message. Interesting visuals gave this piece the perfect amount of content to hold your attention. Well done!

### **Award of Excellence**

City of Yuma, AZ

### **Recycling Day**

This concept was creative and heartwarming. The shots of the truck from the inside and from the curbside were very effective. The editing on the transitions were simply brilliant. Keep the great ideas coming!

## **Video – Public Service Announcement (Population 131,000 and Up)**

### **Savvy Award**

City of Vancouver, WA

### **Ditch the Wood Stove**

WOW!!! Unbelievably clever and funny! This was the perfect mix of creativity, messaging and humor with a flawless technical execution. Simply an outstanding piece very deserving of this award. Congratulations!

### **Silver Circle Award**

City of Frisco, TX

### **2016 Merry Main Street PSA**

Extremely creative and fun! The song was functional and festive-- loved it! This was executed very well, especially the images from past events. Keep the creativity flowing. This was very fun to watch.

### **Award of Excellence**

City of Glendale, CA

### **Glendale Library, Arts & Culture PSA**

This was a great branding piece, not only for the libraries, but the city as well. The video looked great and had strong messaging that kept your attention throughout. Very well done!

## **Video – Regularly Scheduled Programming (Population 0 – 120,000)**

### **Savvy Award**

City of Edina, MN

### **On the Job**

If the goal of video is to humanize government, Edina has the winning model. The City Manager, normally the top boring bureaucrat, makes a dynamic and down-to-earth host. His comfortable and conversational manner put employees at ease and it's clear thought went into the selection of interview subjects. The pacing of the editing is wonderful, the shooting and audio are exceptional. The fact that they're out in the field but can still maintain consistently good audio and video quality is commendable. Graphics and music support this valuable regular program.

### **Silver Circle Award**

City of Sugar Land, TX

### **Tough Jobs**

Out-of-this-world graphics and a genuine host who viewers just can't help falling in love with! While others are doing regular job feature series in a straight interview-style format, Sugar Land found a winning combination of both interview and voice-over commentary. Priscilla successfully executes humor - which is hard to pull off in video, especially in government! Make it more regular because we want to see more!!!

### **Award of Excellence**

City of Edina, MN

### **Enterprise Edina**

It's not easy to produce a regularly scheduled feature that is this well-executed. The dynamic host has a smiling, genuine personality that helps to humanize the Chamber of Commerce and the businesses. The video is well shot and edited with nice choice of music. We're sad to hear this series is ending. Bring it back!

## **Video – Regularly Scheduled Programming (Population 121,000 and Up)**

### **Savvy Award**

City of Durham, NC

### **Bull City Today & Bull City Wrap**

A great concept that combines short features with a wrap up longer format. Perfect for social media as well as cable channel. Educational and engaging. Well written, designed, and packaged - Perfection in Public Programming.

### **Silver Circle Award**

City of Arlington, TX

### **Arlington Eats**

A fun concept with great storytelling. These programs are a wonderful economic development tool. The host is likable and engaging. Made me want to visit Arlington and all those great restaurants! We wanted to watch the whole series.

**Award of Excellence**  
City of Glendale, CA

**On the Move**

Great graphics and fun features make this program an enjoyable watch. The employee spotlight was a great way to make city programs and services personal. The program had a nice blend of segments that highlighted a variety of city programs and issues. Solid storytelling and crisp visuals.