

**Communications or Marketing Plans (0 - 99,000)**

<p><b>Savvy Award</b> City of West Hollywood, CA</p>	<p><b>West Hollywood COVID-19 Communications Plan and Campaign</b> Just all-in-all an excellent, multi-faceted plan followed up by outstanding execution. The knowledge of knowing what your residents would respond to was clear.</p> <p>A tremendous end product that creatively expressed some very serious and important information. Very well executed.</p> <p>You CLEARLY know your intended audience, and including the details of how you geared your campaign to those different audiences within the community was very impactful. You used some very pointed, yet playful, approaches to getting your point across - and it's amazing how quickly you did it, having to adapt to CA's constantly changing restrictions and policies. The multiple language options also were very impressive. Congrats on engaging your audience in creative ways during a very difficult time - and it clearly made a difference.</p>
<p><b>Silver Circle Award</b> City of Wentzville, MO</p>	<p><b>City of Wentzville Communications Audit, Communications Plan and Branding</b> The branding on the collateral materials is well done. Clear and concise in terms of explaining the need.</p> <p>Very solid plan and implementation.</p> <p>Scores speak for themselves, but this is an OUTSTANDING audit and plan. Each piece was perfectly planned, executed, and carried forward - and what serendipitous timing that you implemented it in Feb. 2020, right at the onset of COVID, when you likely needed it the most! Beautiful, well done entry; you should be VERY proud.</p>
<p><b>Award of Excellence</b> Town of Marana, AZ</p>	<p><b>2019 Town of Marana Communications &amp; Special Events Strategic Plan</b> The detail provided in putting this plan together was excellent. A lot of time and quality work went into the development of this plan.</p> <p>A great idea to get the other departments thinking of the new comm team as their own in-house ad agency and explaining exactly the services they offer.</p> <p>Our community combines special events and communications into one department like yours, and we have the same problems/opportunities, so we deeply empathize with you tearing your hair out to make others understand what you do and the impact that it makes on the organization and community at large. The Plan that you put together is outstanding, straight-forward, shows the depth of your work across all departments, and really makes it hard to challenge the importance of your work. I LOVED that you made your department seem like an "agency" with all other departments seeing themselves as your "clients." Very nice work (and thanks for the ideas!).</p>

**Communications or Marketing Plans (100,000 – 199,999)**

<p><b>Savvy Award</b> City of Renton, WA</p>	<p><b>Renton Counts! Census 2020</b> Outstanding work during unprecedented times</p> <p>Congratulations to the City of Renton for its outstanding Census 2020 participation, which is in no small part due to the excellent communications work the City conducted to engage the community about the importance of the Census. The implementation of some basic communications strategies and the simplicity of the presentation of the messages was, at heart, the success of the campaign. The City of Renton's "Vital, Easy, Safe" messaging successfully connected the approach with the community's concerns. I am impressed with the level of staff engagement and the attention to cultural sensitivity embraced in the effort.</p>
<p><b>Silver Circle Award</b> City of Fort Collins, CO</p>	<p><b>Halligan Water Supply Project Communication and Engagement Plan</b> Excellent use of a comprehensive integrated marketing plan</p> <p>I commend the City of Fort Collins on a phenomenal communication and engagement plan for the Halligan Water Supply Project. The entry and the plan were nothing short of superb. The challenges and opportunities were clearly presented and the goals and documentation of efforts to achieve the goals were very clearly stated and drawn. I was particularly impressed with the very basic - yet vital - message points that were clearly framed in the plan, which served as the basis for excellent statements of benefits and quick facts. The design work, photography, and mapping was strong and the social media efforts were engaging and showed strong two-way communications. Congratulations on very successful efforts to generate a better understanding of the project within the community and in the successful release of the draft EIS.</p>
<p><b>Award of Excellence</b> City of Overland Park, KS</p>	<p><b>City of Overland Park Communications Plan 2020</b> Comms plans are vital to effective constituent and staff understanding of city services - taking the time to lay out a strategic plan is to be commended</p> <p>The City of Overland Park's Communications Plan is a compelling model for communications planning. It provided a clear and concise approach that connected an above-average level of data collection to a series of specific tasks and strategies. The audit and plan that followed made great use of survey feedback. Overall, the City of Overland Park did a wonderful job in setting forth a communications plan that connected the work, itself, to constituents and to community.</p> <p>The City of Overland put forward an admirable Communications Audit and Strategic Plan outlining specific strategies and tactics that provide a comprehensive plan for high-level communications over the next several years.</p>

<b>Communications or Marketing Plans (200,000 and Up)</b>	
<b>Savvy Award</b> City of Port St. Lucie, FL	<b>Port St. Lucie 2020 Census</b> Really nice job of PSL doing its part to help boost census numbers during a difficult year. Messaging was engaging and the \$25 incentive was a nice incentive to be empowered to offer.  The Census was a project nearly all government communicators worked on in 2020, but Port St. Lucie took their efforts to a high level. They planned outreach, tracked their work and showed monetary gain from their efforts. And, their communications efforts helped their Census response rate end up nearly 10% higher than their county or the state.
<b>Silver Circle Award</b> City of Orlando, FL	<b>City of Orlando Census Campaign</b> Completely impressed with this plan, the inclusiveness of the campaign, and the results achieved. Not all jurisdictions had that kind of budget to utilize, but the Orlando team put their dollars to great use. Well done!
<b>Award of Excellence</b> Arapahoe County, CO	<b>Arapahoe County 2020 Elections Campaign</b> Very competent execution of strategies designed to drive voter education and participation.  What a great effort to show how safe Arapahoe County's elections are. You can tell thought went into communicating with just about everyone involved - and I particularly enjoyed the "rumor control" tweets - great way to address a hot topic in a fun and engaging way.
<b>Community Visioning or Branding (0 - 100,000)</b>	
<b>Savvy Award</b> City of Flagstaff Water Services, AZ	<b>Flagstaff Water Services Strategic Plan</b> A well thought out, progressive, and forward-thinking plan taking into account climate and environmental issues.  Congratulations to the City of Flagstaff Water Services Division for its top-notch Strategic Plan. The basic goal at hand - to provide a brief, substantive, and easy to read overview of Flagstaff's major water issues and standards - is superbly accomplished in the Strategic Plan document. Even from within the staff as a 'bottom up' project, the Plan very clearly articulated the core foundations of its approach, humanized the values with which the City of Flagstaff Water Services Division considered the next few years of planning, and clearly outlined in excellent detail its strategic objectives, as well as noting in clear specifics next steps for investment and action. Excellent work.  Flagstaff's entry achieved its goal to provide a brief, contextual, and easy to use overview of the area's main water issues. It was well written and the design and use of graphics made it easy to understand.
<b>Silver Circle Award</b> City of Loveland, CO	<b>Loveland Pulse - Branding a New Utility</b> Excellent brand video... great communication tool  The Communications Plan for Loveland Pulse is a standout entry. Goals and objectives are clearly defined and actionable and the phased documentation of achievement is excellent, showing specific quantitative results that directly correspond to key objectives. The project, itself, represents an incredible value on investment and the split of in-house and consultant work produced an outstanding set of materials: brand guidelines and media kit, as well as videos, and more. Really nice work on the new broadband utility service, Loveland!

	<p>The City of Loveland needed to develop a brand name and visual identity to generate excitement and awareness about a community-owned and operated fiber optic broadband network. The launch included branded social media pages that earned 24% following of existing utility page followers in the first year. Out of 13 post-brand articles that ran, 100% of the articles received a positive sentiment from media clipping service metrics. Objective: Generate more than 5,000++ views of video within six months, an increase of 15% from the most views about the project to-date.</p>
<p><b>Award of Excellence</b> City of Santee, CA</p>	<p><b>City of Santee Branding • Do More &gt; Due East</b> Great effort to positively rebrand the City</p> <p>I love the passion of this entry. The City of Santee's Branding initiative "Do More &gt; Due East" is excellent work. The 315-page branding report explores a variety of important topics and uses troves of data collection and materials auditing in its analysis. The competitive analysis with neighboring and similar San Diego County communities is thoughtful and comprehensive. What is most compelling, to me, is the quality of the creative work for the new brand. The taglines, sharp design, and appealing typography and color palette all bring this project together in a way that feels very forward-looking yet authentic to the community and its place in the larger County and region. It's aspirational while grounded in the people who live in Santee. I also appreciate that Santee had to adapt to the challenges of the COVID-19 pandemic and sought to shift in its brand launch to use the methods and channels that would work during the health emergency. Overall, I think this branding initiative will be a huge success and will drive positive change in the community. Really strong work.</p>
<p><b>Community Visioning or Branding (101,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Hampton, VA</p>	<p><b>City of Hampton – Branding</b> Wow! The Hampton team overcame great challenges and a long and deliberate process to develop its "From the Sea to the Stars" brand and logo family. They knew their community and came up with an incredibly unique way of showing it to the world. The creativity and innovation in this project is inspirational, especially to communities who struggle to figure out their "one" standout feature - this project turns that concept upside down!</p> <p>The use of different iconography to identify subsections of the area - while projecting a unified brand is incredible. Then using that same iconography to unite and build the city's name is genius. The entire brand is playful, welcoming and enticing. The fact that this campaign was built entirely in-house should be inspiring to all municipal communications &amp; marketing teams. A job exceptionally well done!</p> <p>This is a beautifully unique visioning project that surpasses all usual approaches to branding. The in-house team went above and beyond developing brand standards and designed a versatile final product.</p>
<p><b>Silver Circle Award</b> City of Austin, TX</p>	<p><b>Our Parks, Our Future - Austin Parks and Recreation Department Long Range Plan</b> The end result of this project, a truly comprehensive Parks Master Plan, speaks for itself. The in-depth analysis and ability of the team to analyze and visually represent such immense data and feedback into a easy-to-read document will only enhance the implementation of the Master Plan in the years to come.</p>

	<p>Visually appealing and packed with information, the overall design and comprehensive nature of this document are incredible. The planning efforts and community outreach are truly something Austin can be proud of.</p> <p>This project was outstanding in the sense that it went above and beyond surface outreach. This level of in-depth, unique, research will continue to help the city serve the community in ways a traditional survey or community ballot could never pinpoint. The report highlights the highly collaborative process that the city underwent in order to identify and prioritize areas of the community that were most in need. The final Master Plan document is designed in such a way that all of the dense data is easy to understand and digest. This level of organization will encourage team members and city residents alike, to reference this Master Plan through the many projects to come.</p>
<p><b>Award of Excellence</b> City of Sioux Falls, SD</p>	<p><b>Sioux Falls, SD Regional Brand</b></p> <p>The implementation of this new brand family for Sioux Falls is bright yet professional, modern yet classic, and extremely well-implemented in a short period of time. It is difficult to design for so many different sectors, and this design accomplished the goal of unifying the community under one brand umbrella.</p> <p>The family of logos selected by Sioux Falls is visually pleasing and provides a visual identity for the varying components of the city at large. Nice job overall.</p> <p>This visioning and rebranding project had a clear goal and well thought out logo solution that showcased great intention behind every design decision.</p>
<p><b>Digital Interactive - COVID-19 PR Campaign (0 – 45,000)</b></p>	
<p><b>Savvy Award</b> City of West Hollywood, CA</p>	<p><b>West Hollywood COVID-19 Response Campaign</b></p> <p>Very solid materials and definitely designed for the audience of the City. Kudos for creating messages that speak to your diverse audience rather than playing it safe. Nice job!</p> <p>Outstanding campaign - Comprehensive, innovative, creative; varied communications vehicles to meet information needs of diverse audiences</p>
<p><b>Silver Circle Award</b> City of Half Moon Bay, CA</p>	<p><b>City of Half Moon Bay Digital Interactive COVID-19 PR Campaign</b></p> <p>A very impressive open rate on your emails. Fifty percent is huge! Loved your theme and graphics - it was a creative tie-in to your beach community. You have some amazing young talents in those artists!</p> <p>Great use of limited resources to create an effective campaign. The youth art contest is a great idea, especially to engage youth at home struggling through the pandemic.</p>
<p><b>Award of Excellence</b> City of Brentwood, TN</p>	<p><b>Brentwood's COVID PR Campaign</b></p> <p>Brentwood did a great job breaking through the noise surrounding Covid. It was impressive to see they received over 60 questions from their live sessions. Finding new cost-effective software to aid in the discussion was innovative. Involving the city police in the little boys special day produced a tear from this crusty government official. The police singing through speakers was hilarious! Great job to all those wonderful men and women who wear the badge. What a wonderful remembrance for the little one who will fondly remember his Covid birthday!</p>

	Great mix of videos! I applaud your efforts to mix serious and humorous to convey important information. Thanks for mixing it up!
<b>Digital Interactive - COVID-19 PR Campaign (46,000 - 99,000)</b>	
<b>Savvy Award</b> City of Cedar Hill, TX	<p><b>Cedar Hill Strong   Economy</b> Well done in addressing the small business owners of the city. The look and feel was fresh, simple and did a great job of featuring the local business owners.</p> <p>Great idea to focus on economic development. The clear messaging and strong graphics work well with that audience.</p> <p>Wonderful campaign with a clear target and goals. Loved the mayor! He said it from the heart.</p>
<b>Silver Circle Award</b> Town of Chapel Hill, NC	<p><b>Spread Kindness, Not Illness</b> The messages were short, to the point, and easy to understand, and appreciated the continuity of the messages over time. Especially liked how the sidewalk decal included all language translations on one piece of collateral.</p> <p>A very specific campaign in the midst of all the COVID information that is very effective. The bi-lingual messaging is very well done. Kudos for focusing on a sometimes forgotten group in your community.</p> <p>Very well planned and executed campaign. Using the JIC as ground zero for communications was an effective way to make sure the message and delivery were consistent. Social media numbers show that intended reach was effective regarding informing audiences and spreading the message. Wonderful partnership with the transit authority helping spread the message. Great job!</p>
<b>Award of Excellence</b> City of Largo, FL	<p><b>City of Largo: Stronger Together, Just Spaced Out a Little</b> This is a well-rounded initiative that addressed multiple audiences, and it was executed well via the various platforms, messages and programs.</p> <p>The key to any successful campaign is a well thought out communications plan and boy did Largo deliver. It would have been easy to just begin design and sending out information. But you took a strategic approach that clearly helped in identifying messaging, developing graphic elements and getting everything out to your community. Well done.</p> <p>Extremely creative, very informative and well presented. Love the ReNEW Largo piece. Kept me watching with excellent video production and the quick witted humor.</p>
<b>Digital Interactive - COVID-19 PR Campaign (100,000 - 250000)</b>	
<b>Savvy Award</b> City of Round Rock, TX	<p><b>Hometown Messaging During COVID-19</b> Great job on inserting humor to deliver COVID-related news.</p> <p>In terms of COVID messaging, Round Rock used all the tools well including website and video. But social media was where they excelled. The messages were funny, clever and their point made in a way the audience would remember. The Facebook posts were clearly "Round Rock" and reflected the hometown engagement their residents are used to seeing, which was very important.</p>

	Every avenue covered with this clever, funny and touching campaign. Great use of community partners to share the message. No rock was left unturned :)
<b>Silver Circle Award</b> City of Carrollton, TX	<p><b>Clean Hands Carrollton</b> This campaign was a great way to address one facet of COVID while also including city leadership involvement. I really liked the overall look and the tagline. Great job overall.</p> <p>Unique for a city to focus on this specific aspect of COVID messaging. Clearly it was successful for the community. Great use of graphic elements and logo.</p> <p>Consistent graphics and messaging secured this campaign as a well thought out venture. Very nice, clean and to the point. I'm sure the citizens appreciated their council members participating in the hand out, showing commitment and concern for their public. Job well done!</p>
<b>Award of Excellence</b> City of Hampton, VA	<p><b>City of Hampton - COVID-19 Campaign</b> Great looking billboards for the masking and vaccination messaging, and kudos to the advertising provider for promoting these initiatives at no charge.</p> <p>What a great way to integrate COVID messaging into your already established brand. Great use of graphics and design.</p> <p>Strong analytic numbers and consistent communications. Partnering with outdoor advertisement was an excellent move. Loved the Masketeers! Very creative and fun. Visitors spent a decent amount of time on the website.</p>
<b>Digital Interactive - COVID-19 PR Campaign (251,000 and Up)</b>	
<b>Savvy Award</b> Arapahoe County, CO	<p><b>Arapahoe County Keep it up Campaign</b> Great job! Demonstrating community outcomes from efforts by a communications team can be tough - but you found a way to do it - AND you were successful! I would say this is SAVVY!</p> <p>This is a SAVVY winning campaign in every way! Well done letter - check! Impressive goals and outcome based results - NO POST HOLIDAY SURGE IN COVID! This entry was one of only a few that directly tied the communications investment to how it moved the needed on public health with COVID data. This strategic, rock star communications team gets what it takes to be SAVVY!</p>
<b>Silver Circle Award</b> Escambia County, FL	<p><b>COVIDCANE</b> A hurricane during COVID-19... wow! Terrific job getting the word out with incredibly important messages during some incredibly trying times.</p> <p>Very impressive that this was done primarily in-house! Nice job of maximizing the intern as a spokesperson to reach the intended audience of young people. The judges liked the vibrant colors across the content. Good looking video, well done, and very engaging.</p>
<b>Award of Excellence</b> Sarasota County, FL	<p><b>COVID-19 Vaccination Distribution</b> Wow! Impressive results-driven metrics that achieved their goal! This team developed a solid strategy and executed! To have an objective of answering every single answer question seems impossible – but they did it – 40,000 direct message threads. We also liked qualifying the investment of time on social media management. The video was very effective and we liked the one-long moving shot. We also loved that the health PIO became a celebrity – cut out and all! ? Overall – strategic, smart, and successful!</p>

<b>Digital Interactive - Electronic Newsletters (0 – 84,000)</b>	
<p><b>Savvy Award</b> City of Farmers Branch, TX</p>	<p><b>Branch Bulletin</b> Engaging colors, clear message</p> <p>The content is easy to read and the graphics are appealing to the eye.</p> <p>The content was easy to read and follow. The colors were eye catching.</p>
<p><b>Silver Circle Award</b> City of Waukee, IA</p>	<p><b>Waukee Economic Development Quarterly Update</b> Love the "Recently Approved, Under Construction and Now Open." These answers the questions of residents and curious other people before they ask. Bravo.</p> <p>This entry is wonderful. It is clear, concise and to the point. It's active and engaging. Clean graphic elements and photos make it appealing to the eye.</p> <p>This entry used different platforms which was helpful to create understanding. It gave clear concise information.</p>
<p><b>Award of Excellence</b> City of Hot Springs, Arkansas</p>	<p><b>CHS Weekly Snapshot</b> Really liked this newsletter -- lots of information in a very digestible format. Bravo.</p> <p>The weekly snapshot is a great resource for the community, as well as media. It's transparent and allows the public to know exactly what's happening in a timely fashion.</p> <p>This entry was clear and concise. Spoke to the audience effectively.</p>
<b>Digital Interactive - Electronic Newsletters (85,000 and Up)</b>	
<p><b>Savvy Award</b> City of Arlington, TX</p>	<p><b>Texas Rangers Home Plate Update</b> This looks like a fun project! The partnership between the City of Arlington and Texas Rangers provided a unique opportunity to work together, and the results are impressive.</p> <p>What an incredibly neat project to have gotten to work on! The incorporation of video into the magazine layout is extremely engaging and the variety of stories makes the piece interesting to read. The overall design and concept is also great for a baseball-featured piece.</p> <p>It's clear that Home Plate Update has been very well received by Arlington residents, businesses and others by the number of views it has received, with more than 2 million views since Jan. 1, 2018. The At the Park with Chuck segments attracted fans familiar with the Rangers public address announcer and was a creative way to increase views.</p>
<p><b>Silver Circle Award</b> City of Bryan, TX</p>	<p><b>The Good Life</b> Newsletter is clean and easy to read. Good use of colors and graphics.</p> <p>The clean design and short articles with a one-click option for more information makes it easy to digest and glance through. It is successful as a digital communication piece aimed at bringing easy-to-read news to viewers.</p>

	<p>Increasing the number of subscribers from this city newsletter from 900 to 2,200 is very impressive. The newsletter has a clean look, with nice graphics, and is set up in a way that makes it very readable for city residents.</p>
<p><b>Award of Excellence</b> City of Orlando, FL</p>	<p><b>Night Lights Newsletter</b> Love the look of the newsletter!</p> <p>The hashtag and logo at the top of the newsletter is eye catching against the blue photo in the background. The color scheme is great for nightlife and the piece is well organized, making it an easy and quick read for subscribers.</p> <p>The Night Lights newsletter did an exceptional job increasing its subscriber base, evidenced by its 212 percent increase in 7 months. The newsletter's open rate and click-thru rate shows that the newsletter is a valuable source of information for its readers.</p>
<p><b>Digital Interactive - Electronic Reports</b></p>	
<p><b>Savvy Award</b> Washington County Department of Land Use &amp; Transportation, OR</p>	<p><b>Building Connections FY 2019-20 Online Annual Report</b> Your team did a great job developing this tool while ending up under budget.</p> <p>I couldn't be more impressed - this project is outstanding. The responsive nature of the platform makes each scroll more exciting as you wait to discover what is next. The faces used in the home screen make it personable and the interactive buttons are intriguing. The organization of the different articles and the way they're sectioned off make it extremely easy to read and the use of photos, graphics and the comment section are so user friendly. Great work!</p> <p>The Washington County Department of Land Use &amp; Transportation (LUT) did an outstanding job producing its first "online only" annual report. The interactive graphics and videos made this report interesting and informative for readers/viewers. The opportunities for feedback, cost savings and sustainability achieved contributed to this report meeting or exceeding its goals.</p>
<p><b>Silver Circle Award</b> City of Austin, TX</p>	<p><b>2019 Austin Public Works Annual Report</b> Good use of photos, graphics and colors. Appreciate the people photos to help highlight the people who work for the City and the community members served.</p> <p>Wow! Incredible to see the work done as part of this project. The mixed use of graphics, illustrations, and both still and moving photos is phenomenal. Reader interest stays high throughout the entire piece. It is a cohesive report that gives readers a great snapshot of what the department has accomplished and makes it very understandable for anyone looking at the information.</p> <p>The City of Austin's Public Works Annual Report did an excellent job of meeting its objectives, using free resources to attract 900 unique visitors to the site. The effectiveness of the report is shown by the number of visitors who are clicking through multiple pages on the site.</p>
<p><b>Award of Excellence</b> City of Arlington, TX</p>	<p><b>City of Arlington Unity Council Report</b> The use of color is well done throughout the document. Fonts are clean and easy to read, and there's a good mix of graphics.</p> <p>It feels so fresh and modern due to the colors, large photos, pull-out quotes, and overall design. The entire piece is cohesive and it's impressive to see the</p>

	<p>branding pulled over from the online version to other pieces of the effort. The use of fonts throughout is outstanding. This is a great piece that deserves high praise!</p> <p>The City of Arlington Unity Council created a report that documents the work of the council and displays a detailed summary of how the council is addressing racial and ethnic inequality in a manner that can easily be understood by readers. The Office of Communications did a very impressive job in compiling this information.</p>
<b>Digital Interactive - Issues Specific Website (0 - 99,000)</b>	
<b>Savvy Award</b> City of Bryan, TX	<b>Life in Bryan: State of the City 2019</b> What a creative take on a traditional municipal milestone! Breaking down the elements of the presentation into their own visual categories was ingenious!
<b>Silver Circle Award</b> Dare County, NC	<b>Love the Beach, Respect the Ocean</b> Saving lives is an incredible measure of success, and Love the Beach, Respect the Ocean serves as a great information source to keep beachgoers safe. Great visuals and messaging!
<b>Award of Excellence</b> City of Bryan, TX	<b>COBWeb</b> What a dramatic before and after! Employees are often forgotten about as an audience, and the City of Bryan is now offering an attractive, well organized resource for their prime stakeholders. Well done!
<b>Digital Interactive - Issue Specific Website (100,000 and Up)</b>	
<b>Savvy Award</b> Snohomish County, WA	<b>Pathways for Active Transportation Online Open House</b> I love this project! I hope to use some of these ideas the next time our county looks to get input on a comprehensive plan that impacts everyone.  Great job on the entry. Great job understanding the need to have measurable goals and outcomes. Good job on the graphics and website have consistent look and feel.  Impressive measurable goals and outcomes!! Very well done description and document of achievement. We were blown away by the results! This is SAVVY winning in every way - strategic, effective, successful! BAM! Nice job.
<b>Silver Circle Award</b> City of Overland Park, KS	<b>Salute to Blue - Mike Mosher EOW Media Website</b> Great outputs, but what was most impressive to me was your approach as you outlined in your letter. Often times in communications we are more "reactive" than "proactive". You outlined an aggressive approach that your organization wanted to take, and it looks your planning paid off! Great work!  Great site, well done. Impressive specific goals. Impressive use of data to drive decisions and adapt to invest in the most effective strategies that deliver a return on investment.  Impressive specific goals tied directly to the problem; we would have liked to see more measurable goals defined. This is SAVVY worth in many ways; it is innovative and strategic. Impressive use of data to drive decisions and adapt to invest in the most effective strategies that deliver a return on investment. This team provided real value in solving a problem! NICE JOB!
<b>Award of Excellence</b> City of Cedar Rapids, Iowa	<b>Cedar Rapids State of the City 2021</b> A clean and well-organized website with great results. Nice work, and excellent video!

	Nice, clean, well-organized website. We liked how it also looked very good on mobile. Well done video, with good use of B-Roll. Good-looking and well made graphic elements. We would have liked to see more specific measurable goals.
<b>Digital Interactive - Other Media</b>	
<b>Savvy Award</b> City of Round Rock, TX	<p><b>Storm Stories</b> Round Rock has an awesome team and products.</p> <p>Round Rock ROCKS! From a former journalist and news manager I can really appreciate how this was scripted and put together. This was phenomenal and a great use of all resources when it comes to storytelling! Bravo and continue to be awesome!</p> <p>Round Rock is a great job on this entry. It was heartfelt and captivating.</p>
<b>Silver Circle Award</b> Palm Beach County, FL	<p><b>Power of Parks Podcast</b> Totally professional podcast! The intros are quick and grabs the audience. Totally impressed. Bravo!</p> <p>Job well done! Engaging and effective. Sounds like a podcast I would listen to on a normal basis. They've mastered it!</p> <p>Wow! This is awesome and engaging!</p>
<b>Award of Excellence</b> City of Winchester, VA	<p><b>Defrost: True Crime Podcast</b> Love the graphic and audio elements. The writing is superb -- leading the listener into and through the story. This entry was very impressive!!</p> <p>As a listener of true crime podcasts, I find this wonderful and love the extras! It's definitely something I would listen to on my own personal time and interested in to see what's next.</p> <p>It's professional and engaging. Love the extras!</p>
<b>Digital Interactive - Overall Website (0 – 43,000)</b>	
<b>Savvy Award</b> City of Salida, CO	<p><b>Salida Colorado</b> This new website is great! It is abundantly clear that the community was the top priority in designing this site. This site has such a great, interesting vibe that makes a visitor want to explore and learn more about the community. The site is also easy to navigate with high priority items clear and center on the homepage. Great job!</p> <p>I absolutely loved the the design of this website. The colors and graphics complement each other perfectly. It is a modern website that struck all the right cords. The site is easy to navigate and did not fall into the trap of trying to do too much.</p> <p>The City of Salida's redesign is modern and inviting. The mobile experience is noteworthy thanks to its simple and effective use of contrast and easily legible text. The desktop homepage is inviting and visually enticing. The City has done an excellent job of documenting the large amount of effort put into a website overhaul that serves their community more effectively and conveniently than ever.</p>
<b>Silver Circle Award</b>	<b>City of Wentzville Website Refresh</b>

<p>The City of Wentzville, MO</p>	<p>I love the use of several graphics on the homepage slider as it shows the special quality of Wentzville. The overall design of the site is clean and easy to follow. I like that the quick link resources remain on all the pages, so it's easy for users to get to the most requested places quickly. I also like asking for folks to sign up for the email list so that they can actively engage with residents. Great job!</p> <p>This submission does a stellar job of quantifying the need and documenting the outcome. The design of the website is inviting and makes thoughtful use of graphics and calls to action. Their organization of content and navigational menus is par excellence. Great job, Wentzville!</p>
<p><b>Award of Excellence</b> New Albany, OH</p>	<p><b>City of New Albany Website</b> I really like this new website design! The graphics, design and content make me want to move to New Albany! I love seeing authentic and uniquely New Albany photos and videos throughout the site. I think having the search feature as the main focus on the homepage allows residents to easily find what they are looking for without having to search the site. Great job!</p> <p>New Albany's use of photography creates a beautiful, welcoming environment. Clicking through their website feels like taking a stroll through their town. Their design is simple, and their use of photos creates an immersive sense of depth. New Albany has produced a stellar new website!</p>
<p><b>Digital Interactive - Overall Website (44,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Santa Clara, CA</p>	<p><b>SantaClaraCA.gov Website Redesign</b> City of Santa Clara made a compelling argument for upgrading the website, backed up by end-user early feedback and beta testing. Despite all the challenges managed, the team ensured a well-thought out strategy and stakeholder communications along the process. The new design is welcoming and easy to navigate. Congratulations!</p> <p>Great use of beta testing.</p>
<p><b>Silver Circle Award (tie)</b> City of Raleigh, NC</p>	<p><b>City of Raleigh New Website</b> This entry demonstrated good use of metrics and end user analytics to drive the decision-making process. Content on the website is concise and very accessible. The citizen survey is a good overall measure of success, but will be good to also show end-user feedback on the website project specifically.</p> <p>Nice use of the services by address feature high on the homepage, allowing the user to get customized content. Love the simplified navigation and self control by not jamming everything above the fold on the homepage. Well done!</p>
<p><b>Silver Circle Award (tie)</b> City of Arlington, TX</p>	<p><b>City of Arlington's New Website</b> One look at your new website and it makes me want to visit your community - fresh, clean navigation, and smart use of design elements in a way that adds uniqueness without detracting from functionality.</p> <p>Excellent use of user analytics to drive decision-making.</p> <p>Love the real-time city data dashboard highlighting projects on the homepage. I like how the site prioritizes several items with buttons top of the fold on the homepage.</p>

<p><b>Award of Excellence</b> City of Goodyear, AZ</p>	<p><b>City of Goodyear Website</b> The website is very beautifully designed and definitely carries the desired "vibrant" appeal. The entry was very well written and I appreciate the awareness of the national case study in planning for this website. Kudos to the design team and to the staff responsible for reducing the amount of website pages and content to what was necessary. It is a difficult process and not an easy one to navigate with internal stakeholders, so congratulations on achieving those specific outcomes.</p> <p>I really like the "I Want To..." dropdown. It's a feature seen across these entries, but Goodyear takes it a step farther with simple dropdowns and making the decisions very clear and concise vs. putting all of the options on one page and overwhelming the user.</p>
<p><b>Go Green Communication Program Efforts</b></p>	
<p><b>Savvy Award</b> The City of Santa Clarita, CA</p>	<p><b>Recycle Hero</b> A very creative campaign with colorful, eye-catching and effective messages that really WOW! Great concept and material to promote recycling. The Recycle Hero campaign did an excellent job making an otherwise boring subject matter entertaining and memorable for residents of all ages. The artwork and creativity was astounding! Great work!</p> <p>The use of Sammy as a recycle mascot makes recycling appealing to a younger audience. The art used in the campaign is consistent and has a very clear message throughout all platforms.</p> <p>I really loved this campaign and the countless number of tools, resources, and communication channels that were used to spread a consistent message to various audience groups, including children. The goal and objective were clearly outlined, and all the strategies and tactics were directed at increasing awareness on how to recycle effectively. The superhero theme was colorful, creative and resonates with people of all ages. Using the City's mascot was also a great idea.</p> <p>There are a lot of ideas and best practices from this entry that I want to borrow and use for my own City. All around great job that really brought a big ROI for not that much money. Plus, overall it really makes the City come across as a superhero as well for what they are doing to protect and preserve the environment for future generations. Very well done.</p>
<p><b>Silver Circle Award</b> Town of Queen Creek, AZ</p>	<p><b>Contactless QC Recycles Drop-off Event</b> Great use of graphics and communications effort made for what seems to be a successful event!</p> <p>What I love about this entry is that the City not only recognized an area of needed improvement, but also made the effort to make this service better for residents.</p> <p>Not all city's would take this initiative. It's easy to say "It's not a big deal," and ignore citizen complaints. It means a lot when a City government is dedicated to serving their residents and improving upon existing programs based on citizen feedback. Queen Creek listened to its residents and responded with a smart</p>

	<p>and simple solution that was effective at solving the problem and actually resulted in increased citizen participation. Great effort on all fronts.</p> <p>The use of an online registration and fast pass system streamlines the flow of traffic for the event.</p> <p>This entry was a superb example of how a communications team can come together with other departments within a city to identify a problem and quickly put together a solution that is not only effective but creative. Instead of just canceling their recycling event, like many cities would have done, the communications team created a unique solution, as well as a communications campaign, to keep residents and staff healthy while still allowing them to recycle. The "safe pass" idea was genius and I want to steal it for some of my City events that involve waiting in line.</p>
<p><b>Award of Excellence</b> City of Avondale, AZ</p>	<p><b>Avondale Mobilizes Businesses to Go Green</b> Amazing campaign with a creative aspect to target businesses. This is a wonderful idea that can be adopted by many cities around the country with little money spent, way to go!</p> <p>I love how comprehensive this campaign was in its efforts to make real and lasting eco-friendly change for the City of Avondale. By encouraging and incentivizing businesses to Go Green, the positive environmental impacts will continue to grow for years to come as more businesses join in. The "Green Business of the Year" award further encourages businesses to be innovative and committed to their eco-friendly practices. Overall, this campaign is extremely effective in creating positive, lasting change for the Avondale community. Great work!</p> <p>This outreach program is a great way for businesses to attract current and future customers that are pro-environment.</p> <p>This was a great campaign with a clear goal and objective as well as creative and innovative tactics to get the local business community involved in the city's sustainability efforts. The audience was clearly defined as were the metrics Not only was the campaign successful with measurable results--21 businesses becoming certified- but there were plenty of resources created to help the business community get engaged in sustainability efforts. Also loved that it was done in house and not much money was spent--proving effective communications does not need to involve a huge budget.</p>
<b>Graphic Design - Art (0 - 80,000)</b>	
<p><b>Savvy Award</b> City of Eureka, MO</p>	<p><b>City of Eureka – Logo</b> I liked the use of the gradient color and the river that draws the eye through the logo making it more interesting than just a text logo.</p>
<p><b>Silver Circle Award (tie)</b> City of Merriam, KS</p>	<p><b>Physical Distancing the Merriam Way</b> This was fun and inventive. The graphics and layout were very nice.</p>
<p><b>Silver Circle Award (tie)</b> City of West Hollywood, CA</p>	<p><b>VOTE West Hollywood</b> I really liked the use of color. The partnership between the governmental agency and the community artist brought a lot to the table in this campaign.</p> <p>Excellent artwork and color palette.</p>
<p><b>Award of Excellence</b></p>	<p><b>Magazine Cover: Shaker Life, Winter 2021</b></p>

City of Shaker Heights, OH	Really like the composition and use of color to make the cover pop.
<b>Graphic Design - Art (81,000 and Up)</b>	
<b>Savvy Award</b> City of Avondale, AZ	<b>Avondale Public Works Celebrates NASCAR Championship Weekend</b> Very clever, relatable and all around best use of graphics to integrate a theme and also convey an educational message about city government all wrapped up in a practical calendar that every household could use. Great job! This project idea is brilliant and worth imitating!  This is a stealable entry and that is the best honor you can receive! Fun, fresh, and makes you want to visit your Public Works Department and meet the fleet! LOVE this.  The illustrated vehicles and their corresponding characters brought the mundane subject of Public Works to life. The fun and colorful characters appeal to all ages.  The designs made all the vehicles more personable and adorable, so kudos for coming up with the concept. Nice execution of artwork by the vendor.
<b>Silver Circle Award</b> The City of Santa Clarita, CA	<b>Sammy Stories- Meet Sammy Clarita</b> Very clever and comprehensive project. Clearly a lot of work was put into the character development, story lines for the purpose of educating the city's young residents and the artwork for the story books and promotions. Great job! Sammy Clarita captured our hearts.  Just adorable, What a great way to educate the community on a city's history and capture it's attention at an event. Bravo is what I say. Perfect execution from start to finish.  Sammy the mascot came to life on the pages of the activity book to tell the history of Santa Clarita. The book's illustrations from Sammy to the city scenes were well thought out and executed. We look forward to Sammy's book signing.  There was a lot of thought behind this book's composition, graphics, and color. Kudos to the creative team who came up with the concept and the illustrator and design staff to make it a reality. This was an overall great concept to teach and entertain at the same time.
<b>Award of Excellence</b> City of Orlando, DDB/CRA, FL	<b>DTO Go: Creating Awareness of Public Restrooms</b> Bold, eye catching design with great use of color to attract attention, yet fit in with its surroundings.  Great use of creativity and boldness to draw attention to portable public bathrooms. Wrapping Port-A-Potty's may be the next new thing because I sure don't like the look of the old ones! This entry hit's the mark on all levels - A Royal Flush if you will...  When you gotta go, you gotta go to these the portable downtown restrooms wrapped in bright, contemporary graphics that make them easy to find and appeal to young DTO visitors.

	Who knew you could make portable bathrooms so attractive? The DTO Go concept is good, and the outside presentation is definitely a winner. Nice job overall!
<b>Graphic Design - Other (0 - 99,000)</b>	
<b>Savvy Award</b> The City of Wentzville, MO	<p><b>Public Hearing Notices - Wentzville's New Approach to Public Engagement</b> Absolutely love the simplicity of this campaign. This should be a standard that we all follow! Would love to see these signs all over the country.</p> <p>I can see this entry as a new standard around the country - this is one of those 'why didn't I think of that' moments. Creative, simplistic, eye-catching, informative. It doesn't get much better.</p> <p>These design concepts get an A+ in visual communications. The public meeting / hearing signs prove that less is more. Using a simple large letter and color codes quickly communicate the type of notice on a drive-by of the property. Goodbye text heavy, hard to read planning and zoning hearing signs and notices.</p> <p>A concept so simple yet very well executed. It made the various types of public hearings color-coded to make them easy to understand by the public. Loved it! It was nicely done.</p>
<b>Silver Circle Award</b> City of Tucker, GA	<p><b>Tucker Restaurant Week</b> Simple, easy to follow campaign that the entire community could follow and get involved with. Brilliant use of food photography to highlight local businesses, which is the entire focus of the campaign.</p> <p>Excellent Logo to go with the Tucker Restaurant Week campaign. Visually is meets the mark in many ways. Right off the bat you know what it is about; it's inviting; it's memorable; it's informative; it's simplistic yet bold. Great job.</p> <p>After a painful pandemic for the restaurant businesses, this Restaurant Week campaign was very complete in its marketing strategy and well funded, so kudos for great project implementation.</p>
<b>Award of Excellence</b> City of Snoqualmie, WA	<p><b>Downtown Snoqualmie Culture and History and Walking Tour Posters</b> Great way to utilize a physical location with the opportunity to provide local education to residents and visitors alike.</p> <p>Excellent Map and Walking Tour for the City; reflects charm and history while being new at the same time. Perfect for this location and project.</p> <p>The posters bring the community's history to life and a great use for this central downtown kiosk. The collaborative project gets patrons walking and spending more time in downtown.</p> <p>Very nice display of Downtown history. The poster is packed with information and is easy to read.</p>
<b>Graphic Design - Other (100,000 and Up)</b>	
<b>Savvy Award</b> City of Carmel, IN	<p><b>Midtown Selfie Mural</b> The SAAVY Awards panel was very impressed with the Midtown Selfie Mural. It was innovative and practical as well as aesthetically pleasing and visually captured the essence of the city, only to be outdone by the results the effort</p>

	has produced and brand appeal it has created for the city. The initial response of the judges was, “ we need to do that in our community!”
<b>Silver Circle Award</b> City of Carrollton, TX	<b>10th Annual Festival at the Switchyard Poster</b> Way to go City of Carrollton! Great way to showcase an award winning festival!
<b>Award of Excellence</b> Palm Beach County, FL	<b>Palm Beach County Nature Center Signage Redesign</b> Palm Beach County did a great job with this redesign!
<b>Graphic Design - Publications (0 - 80,000)</b>	
<b>Savvy Award</b> City of Temple, TX	<b>City of Temple Welcome Home</b> The layout, use of fonts, and imagery is stunning and information is conveyed in a clear, appealing way. Great work!  This is a stunning publication. The layout was clean but interesting, easy to read, and felt like a magazine you want to page through and see more. I think this project took a negative public perception and a difficult challenge, and really used communication tools to reach a new audience and spread a positive community message. I have never been to Temple, but this publication paints a clear picture and provides a beautiful brand. Great job.
<b>Silver Circle Award</b> City of Loveland, CO	<b>The Path to Pulse - Loveland Pulse Coloring Book</b> What a great way to introduce the community to a complex project! The illustrations are wonderful, and the entire product shows immense creativity. Impressive!  What a clever and creative entry! This publication used creativity, education, and connection to solve a problem and provide great service to the community. This publication successfully took a topic that most people are not engaged or educated in, and made it accessible, fun, and educational. It was especially smart to create a coloring book that may appear to be made for children, but actually teaches an adult in a simple and understandable way. Great job.
<b>Award of Excellence (tie)</b> City of Lake Oswego, Oregon	<b>2021 Dog Calendar - City of Lake Oswego</b> This is such a smart idea! It's a wonderful use of images with wide appeal to convey important information about the city. The layout is clean and professional, and the whole product is really eye-catching.
<b>Award of Excellence (tie)</b> City of Eden Prairie, MN	<b>Parks and Recreation Program Guide Redesign</b> The situation, goals, and outcomes were thoroughly and clearly explained. This is a very clever and successful solution to a common problem when budgeting for printed materials. The layout, colors, and images convey energy and positivity and are perfect for a recreation guide.
<b>Graphic Design - Publications (81,000 and Up)</b>	
<b>Savvy Award</b> Washington County Department of Land Use & Transportation, OR	<b>Building Connections FY 2019-20 Online Annual Report</b> Hats off to your internal team! Really impressive product that likely changes audience expectations from now on. I'd be interested to see how many views each video received to get an idea of what content really resonated.
<b>Silver Circle Award</b> City of Edmond, OK	<b>2021 City of Edmond Calendar</b> This is a beautiful, creative piece -- and hats-off to the internal designer! A calendar like this is indeed a great way to extend the life of a city publication well beyond almost anything else you could put in citizens' hands. I'd love to see the actual numbers behind the downloads, as well as images of how the artwork was used on the traffic control boxes.
<b>Award of Excellence</b> City of Coral Springs, FL	<b>Coral Springs Under the Sun Magazine</b> The intentional evolution of this citizen magazine is executed extremely well, and the survey data validates those efforts through readership and satisfaction.

	Coral Springs residents are lucky to receive this communications piece throughout the year.
<b>Marketing and Tools - Best Use of a Promotional Item</b>	
<b>Savvy Award</b> City of Kent, WA	<p><b>City of Kent Mask Giveaways</b></p> <p>Wow! Look at the interest in your branded masks! These masks weren't free, though, even if they were paid for with CARES Act funding. In future entries, please submit a more complete budget, including staff time. How many people used the #WeAreKent hashtag?</p> <p>What an outstanding way to generate civic pride and also turn something that became a sort of commodity into a point of positive marketing and social media engagement for the city!</p> <p>I really liked the unique approach to highlighting specific aspects of the city and community through the designs on the mask. As someone who is not a resident of Kent, WA, some of the references were lost on me, but no doubt residents felt a personal connection to the designs. It's incredible that 44,000 masks were handed out!</p>
<b>Silver Circle Award</b> City of Carrollton, TX	<p><b>10th Annual Festival at the Switchyard-Wrapped Guitar Contest</b></p> <p>I love the artwork. It's a fitting piece of memorabilia for the Switchyard. How did this contest and promotion compare to that of previous years?</p> <p>The design and use of the guitar is so eye-catching! The colors and design really evoked a certain tone for the type of event. I felt as though the use of this product was an effective promotion for this specific event, and turnout seemed to be satisfactory with good social media engagement as well.</p>
<b>Award of Excellence</b> Broward County, FL	<p><b>Powering Up Your Business Packages</b></p> <p>I have no doubt businesses were surprised to get this gift in the mail and appreciated the gesture from FPL and Broward County.</p> <p>It's great that impacted businesses benefitted from the service provided through the Powering Up Your Business initiative! It seems as though the initiative was not only successful, but had a solid return on investments as well.</p>
<b>Marketing and Tools - Best Use of Humor</b>	
<b>Savvy Award</b> City of Orlando, FL	<p><b>April Fool's Day and Lake Eola's Underwater Restaurant</b></p> <p>Great idea to get a conversation going in your community. Awesome job on the design. Really enjoyed reading the comments by residents. Excellent submission.</p> <p>Excellent use of humor during a rather dark time of information fatigue. Graphics were clever and the campaign was very well executed with great results. The overall impression left for residents was positive and by increasing your engagement, you were able to reach those who might have otherwise been shut down at that time. Well done!</p> <p>Your opportunity statement clearly outlines your goals and approach to reach those goals. I appreciate that this campaign had a double-value of increasing social media presence/exposure and educating residents (in a fun way!) about the master planning process. Results were measurable and your efforts appear to have more than paid off. Well done!</p>

<p><b>Silver Circle Award</b> City of Bristol, TN</p>	<p><b>The Covid Girls</b> As soon as the video started, I was laughing. So creative and well-executed. And absolutely LOVE the COVID girl's names. Great job!</p> <p>This entry had me smiling the entire time I read it. Such a catchy tune and a very clever rendition that felt authentic and true to the area. You should be extremely proud of this campaign and the impression it left behind. Great entry!</p> <p>I am blown away by the approach and creativity of this campaign! I love that you found a way to measure results (through social KPIs and a focus on positive engagement vs. negative), as positivity rate would not be able to be directly linked as a measure of the success of the campaign. While the challenge you were facing was not unique to your city, you took a unique approach to tackle it. Kudos!</p>
<p><b>Award of Excellence (tie)</b> Round Rock Police Department, TX</p>	<p><b>Online Reporting with Matthew MahKindaguy</b> This had me laughing! A really fun and creative way to help get an important message across and keeping the "small-town charm." I hope Mr. Mahkindaguy continues making debuts in Round Rock. Well done!</p> <p>This was absolutely hilarious! What a great way to appeal to your local targets in way that pokes fun in a playful way but also promotes your area's charm. Great execution!</p> <p>Fantastic job outlining your problem/achievement goal as well as defining measurable results to judge success. The campaign is creative and unique to your town/target audience. High praise all the way around for this one, and I look forward to recurring appearances by your local "famous" spokesperson.</p>
<p><b>Award of Excellence (tie)</b> Town of Windsor, CT</p>	<p><b>Windsor Employee Engagement Survey Promo</b> What a simple yet creative way to get buy-in from staff. And the results are incredible. Definitely considering doing something like this within our organization. Great idea!</p> <p>I laughed out loud on multiple occasions during this! What a clever way to get people comfortable taking a survey and making sure they know the impact it could have in the future. Amazing results and a truly stellar effort!</p> <p>Kudos to your team for creating an innovative concept with a tight turnaround time. The use of gifs that aligned with your VO kept the video moving quickly and also created a fun, lighthearted feel. Overall this was a great idea and implemented beautifully!</p>
<p><b>Marketing and Tools - Branding (0 - 80,000)</b></p>	
<p><b>Savvy Award</b> City of Waukee, IA</p>	<p><b>Waukee Brand Standards and Style Guide</b> What a great idea! (May have to borrow) Consistency across the board is definitely important, while some may only see it as minor details, when looking at the bigger picture it makes a difference. Well written and made good use of the budget.</p> <p>You did a great job in rehabilitating your logo. You gave your new logo "life." I enjoyed the colors and graphics. You are moving your community forward while still keeping part of the old "The key to good living."</p>

	<p>Very beautiful and modern new look. The innovative logo gives a feel of long-term value and benefit to the jurisdiction. Every detail thought out had its very own feeling of the city evolution, I think at the end this is exactly what we want for every city. Evolution, growth and prosper. Loved to see measurable statistics on the projects success.</p> <p>An excellent refresh and modernization of what was a dated logo. The brand and style guide offers a detailed look at the new city branding, and I especially liked that training sessions were conducted in order to ensure that branding stay consistent through departments. A brand and style guide is as good as the execution of the branding and the extra step in ensuring that execution is successful with training sessions is great.</p>
<p><b>Silver Circle Award</b> City of New Albany, OH</p>	<p><b>New Albany, Ohio Brand Refresh</b> Great writing overall. It's obvious a lot of time and effort went into the design and implementation and the final result was exactly what you all were going for. Kudos!</p> <p>The new logo is clean and simple. It's interesting story about your reasoning behind the fence.</p> <p>I loved the representation of each detail for the new brand and logo. Thinking of something innovative and outside the box is always a challenge, but it looks like you guys really thought it through and reached your goal as a more modern look for New Albany. Simplicity is key when trying to explain a lot of information. Loved all the information provided in the simplest way and statistics leading up to it.</p> <p>A very good refresh and rebranding. Community input is without a doubt important and I especially liked how it was put into the forefront of the decision making process. The new logo accurately represents the wants and needs of the community, as well as provides a nice modern aesthetic to an old logo that had become terribly dated. I especially liked the brand guidelines created as that amount of detail allow for consistent use of the city brand throughout all communications. This was very impressive work that deserves to be commended.</p>
<p><b>Award of Excellence</b> Mansfield Parks &amp; Recreation Department, TX</p>	<p><b>Mans Best Field Dog Park</b> I appreciated the thought and effort that went into the design. I agree that things tend to get too cartoony sometimes and I've always opted for a more professional, classic, elegant look. Great write up and great idea!</p> <p>Great idea in naming the park after one of your founders. I see how you have an instant buy in from residents to take care of the park because it belongs to them. BTW, I like your merch.</p> <p>The branding of the new dog park was effective for the target audience which is the most important factor. The message was clear, concise, and understandable. I would have loved to see some measurable statistics on the effectiveness the new dog parks branding in your area.</p>

	<p>This was very unique, creative, and a great example of thinking outside the box! The dog park name is such a great play on words and the fact the logo reflects that is a nice touch!</p>
<b>Marketing and Tools - Branding (81,000 and Up)</b>	
<p><b>Savvy Award</b> Sandy City, UT</p>	<p><b>Sandy Cityology Branding</b></p> <p>What a tremendous idea - a video library for City Government 101! The use of graphics is spot-on... I really like the video opens. The video pieces were appropriately brief but long enough to cover the subject. Hmm... I might be stealing this idea:)</p> <p>I'm still having a bit of trouble sorting everything out. I totally understand the videos, but I'm not completely sure what the attached stand-alone jpg's function are. I think it certainly a worthwhile idea...and something definitely "borrowing."</p> <p>The drawings of the buildings and the maps have a small town feel of home and connect to the target audience.</p> <p>They blend nicely into the "everyday people who are our neighbors but also contribute to our community as city employees." The views and reach statistics are impressive. That's a big chunk of your target area. A solid cross-section of employees and jobs that represent the City and its services. Really nice to think about including the crossing guard, as it shows a City service offered to its youngest and most vulnerable residents. A good way to let everyone know crossing guards are city, rather than school district employees.</p>
<p><b>Silver Circle Award</b> Avondale, AZ</p>	<p><b>AviWise for "Owl" your needs!</b></p> <p>What a cute, fun concept! You got people's attention... your branding is "spot on"... and it worked! Great job of creating a professionally branded character that defies the "boring government" stereotype! Congratulations!</p> <p>Artwork looks good. Yes, Doubling of your customer requests is a good indicator that the campaign is starting to take hold...not bad for a \$1000 budget.</p> <p>The thought and in-house attention paid to this effort is well-documented. The work to stay within existing brand fonts and colors brings in a new element that fits with what residents recognize as your own.</p>
<p><b>Award of Excellence</b> City of Raleigh, NC</p>	<p><b>City of Raleigh New Brand</b></p> <p>It's always difficult to rate the success of a rebranding project in the short term, but your data does reflect success. I believe the social media analytics are probably the most appropriate indicator. I love the new logo! And I like the adaptations for departmental use as illustrated. I'm particularly intrigued by the templated production resources you created to help maintain consistent usage. It appears you made excellent use of external resources. It appears you've made a good investment in this branding project.</p> <p>Great work and documentation supporting your entry. Getting everyone on the same page is a smart move.</p> <p>Very clean, forward-thinking and inviting. The implementation across the board was impactful and necessary for a City that had no similar imagery previously. It is indeed a brand that can be used across departments, unifying them and the many residents as one. Fine use of statistics, social media hits and otherwise, to prove the effectiveness of the campaign.</p>

**Marketing and Tools - Economic Development (0 – 80,000)**

<p><b>Savvy Award</b> City of Dunwoody, GA</p>	<p><b>Lifting Dunwoody Restaurants through Pandemic</b> This is an example of a municipality jumping into action to address a need in the community. Great idea and implementation. I love the picnic tables! Those are memorable icons that will illustrate your community's spirit long after the pandemic has passed.</p> <p>This was a really creative campaign that didn't break the budget to implement while still generating a lot of buzz. What's not to love about this campaign? I thought the Passport was a great idea, then you got to the tables. That's something that you now have downtown that people will love long after COVID is past us. You did all of this on a shoestring budget. You've gotten terrific media coverage that hopefully brought a lot of hungry people to your downtown. Well documented, well done project. Kudos.</p> <p>Great work to recognize/act on outdoor dining's capability to temper people's fear during the pandemic. Not only with government offering the permit, but with the matching grant incentive to help businesses provide the amenity. The table element was an especially nice touch. It furthered the feeling of home and heart in this campaign ... giving non-restaurant businesses a chance to participate donations and highlighting some solid artistic abilities. And a fantastic job in getting media to shine the light on the project and its success.</p>
<p><b>Silver Circle Award</b> City of New Albany, OH</p>	<p><b>New Albany International Business Park Virtual Tour</b> I'm impressed at your versatility and imagination. The shuttle tour video shows off your assets and your community personality (I love Ryan:)). The interactive map is quite impressive. Good job working in the video clips from the tour. I can see how your target audience would value this type of tool during the pandemic and beyond. I can't evaluate ROI because you don't give actual quantitative outcomes. But I'm very impressed with this entry!</p> <p>For \$7,000, it was certainly money well spent. The bus tour was informational, and the virtual tour is probably more effective that wheels on the ground. I was surprised to see all the big names out there. It's a clever way to get the word out. I think that it's a great tool so demonstrate how successful your city already is in bringing in big names from big data.</p> <p>The video shines true light on the available land and the detailed planning of the community. I know it's their job, but the "stars" of the video portray genuine excitement about the city they represent. The ringing endorsement comes from the big names the city has already drawn. Very smart with this kind of momentum to take the time to think of ways to bridge the pandemic. A solid, professional product, especially given the size of the community and the limited budget.</p>
<p><b>Award of Excellence</b> Village of Flossmoor, IL</p>	<p><b>Discover Flossmoor</b> The ads were attractive and told a good story. Good use of web, video, digital marketing tools. The video compelled me the most.</p> <p>The marketing materials look great and shows the city in a positive light, There was good media coverage. Regarding sales, there was a noticeable bump in sales, but sales are up about everywhere. What's important is that you've created a good campaign to promote your city.</p>

	<p>Because so many cities have tried taglines and so many seem to fall short, the effectiveness of this one really caught my attention. The three words perfectly target the direction of this campaign and the City's desired position in the region. Even the order of the words seem to match the campaign and its goals. The number of impressions reflects a solid "bang for the buck" as well.</p>
<b>Marketing and Tools - Economic Development (81,000 and Up)</b>	
<p><b>Savvy Award</b> Sandy City, UT</p>	<p><b>Shop Sandy</b> The graphics are beautiful and the entire campaign is creative approach.</p> <p>Your campaign was innovative because you decided to promote your own community your way. I liked the graphics used because you didn't single out any one business but, businesses who sell foods from pizza to cake and more. I think you just gave folks a choice to check out their favorites restaurants and businesses during the pandemic. great job.</p> <p>This was my favorite Economic Development project. Our city is even thinking about implementing this strategy to help our local sales grow. Very well thought out and designed. Also the writing was fantastic, just enough information needed to learn about the project and the outcome. Great job Sandy City!</p> <p>This was an absolutely fantastic idea that was executed phenomenally! I loved how outside the box the idea was, especially in a time when we all had to think on our feet to face the pandemic challenges. The graphics produced were simple but very well made, and I thought the style was top notch. Great job, a definite standout!</p> <p>Simple, colorful and effective!</p>
<p><b>Silver Circle Award</b> Citrus County Tourism Development Council/Citrus County Board of County Commissioners, FL</p>	<p><b>Citrus County Tourism Development Council</b> Very much enjoyed the way local businesses were highlighted and I felt it was important to tell their stories so that their challenges were fully understood. Well written overall and great outcome!</p> <p>I enjoyed the nat sound pkg/video because it showed the beautiful part of Florida that's off the beaten path. I was impressed at the end because you finally get to why you're heart is in the video. Kudos to y'all for taking the initiative and making this video inhouse. Your outcome says a lot about your success.</p> <p>The problem or challenge that was tried to overcome was very clear since the beginning. Loved that this was all created in-house.</p> <p>Very well made video, and an excellent use of the talents and skills of the people already working within an organization. The idea to interview those business owners who would be directly affected by the legislature's decisions was stellar and helped create a persuasive message in the video.</p> <p>Very effective, grassroots effort to communicate to the intended audience.</p>

<p><b>Award of Excellence</b> City of Kent, WA</p>	<p><b>Kent Valley</b> Great idea and beautiful website. Just a note, It was difficult for me to understand whether a goal was met, given the example of one inquiry. I liked the line "We make things that not only travel the world but, fly into space." Your video is inviting. I think a bit more on the community that it serves would have given us a better picture of what's in store for their employees in Kent.</p> <p>The video was great and the website looks awesome. Very innovative, new and great development. Statistics on the before and after engagement on google was very impressive 58% is a great opportunity for growth and I hope this initiative keeps businesses interested in Kent Valley,</p> <p>It's very impressive to see so many differing municipalities come together to create such a strong project. The video was extremely well produced, and served as a good guiding side to the website. I really liked the website and how clear everything was to read. The graphics were slick, modern, and gave a good look. You've all have created something that I'm sure will be a great benefit to the community.</p> <p>Beautiful campaign and spot-on to target intended audience.</p>
<b>Marketing and Tools - Govt Service (0 - 100,000)</b>	
<p><b>Savvy Award</b> City of Ferndale, MI</p>	<p><b>Telling the Story of Ferndale's Community Policing</b> This infographic on Community Policing Advancements is one every police department in the country should replicate. All materials are well done and help the public better understand their police department and the work you are doing during this divisive time.</p>
<p><b>Silver Circle Award</b> Mansfield Parks &amp; Recreation Department, TX</p>	<p><b>Park Tank</b> Wow! What a fun way to involve everyone in a department in developing new ways to solve problems or enhance services.</p>
<p><b>Award of Excellence (tie)</b> City of Duluth, MN</p>	<p><b>COVID Ref</b> This is a very clever campaign! It's very creative and I can see why others wanted to use it, too! The goal was to get more people following the COVID-19 precautions. Your social media stats are impressive, but did mask-wearing, social distancing, testing and hand-washing increase?</p>
<p><b>Award of Excellence (tie)</b> City of Avondale, AZ</p>	<p><b>AviWise is the App for that!</b> Clean rollout of a comprehensive product for all City departments. The professional and custom branding is an added bonus!</p>
<b>Marketing and Tools - Govt Service (101,000 and Up)</b>	
<p><b>Savvy Award</b> City of League City, TX</p>	<p><b>Shop Local Campaign</b> Bravo on a well thought out communications strategy to help local businesses during the pandemic. The results, along with the sales tax revenue, show the City's efforts were effective, even improving a tenuous relationship with the Chamber and countering criticism over taking a different approach for assisting the business community during COVID.</p> <p>This campaign captured the fact that sometimes with a campaign, the benefit is not always something that can be quantified. While the measured increased sales for local businesses made this project a success; The rebuilding of a relationship with the Chamber of Commerce makes this project a winner.</p>

	<p>League City's use of a popular holiday theme to promote local businesses was creative and festive. It was also a innovative way to use Covid grant money that would have lasting effects. The descriptive letter was well-written. It clearly defined the problem, outlined the strategies employed and provided anecdotal and quantitative outcomes.</p>
<p><b>Silver Circle Award</b> Arapahoe County Government, CO</p>	<p><b>Arapahoe County COVID Telephone Town Halls</b> What is old is new again as demonstrated through Arapahoe County's telephone town halls. As the numbers showed, this was a great approach for reaching the community with critical, life-safety information during the pandemic and providing a mechanism for having a two-way conversation.</p> <p>I think this entry is a great reminder that while it's easy to get caught up in the latest digital tools, blending the "old-school" with the new can yield real results. We must remember that if we want to reach people, we must meet people where they are and not where we want them to be.</p> <p>Arapahoe County's use of an automated and live phoning service and phone town halls were effective tools of providing information to their constituents in a pandemic. The technology and plan they adopted provide a template for large scale information campaigns that can be useful in a disaster, discussion of community issues, or in addressing misinformation (think, misinformation regarding the vaccine). I like how going down to basic low-tech technology (the phone), guaranteed that their message reach the most number of constituents and minimizes the usual noise if they used social media.</p>
<p><b>Award of Excellence</b> Broward County, FL</p>	<p><b>Show Your Love for Broward   Census 2020 Workforce Campaign</b> Broward County took a different and innovative approach for increasing Census 2020 response rates. As a result, the workforce showed their love for this Census campaign.</p> <p>Broward County's Show your Love for Broward campaign is a good example of successful collaboration between local government and the business community. By soliciting cooperation and buy-in to give their employees time to complete the Census, they were able to increase completion by 4.8% and outperform state numbers. It is also cost effective in the sense that one email will be able to reach the whole workforce, compared to someone knocking on doors.</p>
<p><b>Marketing and Tools – Marketing Event</b></p>	
<p><b>Savvy Award</b> City of Tucker, GA</p>	<p><b>Tucker Restaurant Week</b> Kudos for creating a new event and having it being successful during a trying year! Your marketing plan was extensive and its success definitely showed in your ROI. The assets created were bold and eye-catching. The professional foodie photos were great for providing a visual experience to viewers. I think the event was a successful way to get business to where it was needed and get residents and visitors to try new places.</p> <p>The outreach strategy and tools used in this campaign are top-notch. The marketing plan was exhaustive, and the marketing assests were professional and eye-catching. The photos made me hungry and want to visit these reastuarants! The measurable results were outstanding. Using a feedback form for the partner restaurants shows commitment to results and is a critical detail</p>

	<p>that is sometimes overlooked. I mean a restaurant that runs out of food - that says it all! Well done, City of Tucker!</p> <p>Impressive campaign! You left no stone left unturned. Smart use of professional foodie photography, clean graphic design and great promo spot. Love the survey feedback - it speaks for itself.</p> <p>I appreciate the use of several multi-media tools to market Restaurant Week. Furthermore, the business owners who participated appreciated it which appears to have translated into a good investment.</p>
<p><b>Silver Circle Award</b> City of Grand Prairie, TX</p>	<p><b>Mayor Jensen's 70 for 70</b> What a great event idea! I love how you turned a milestone birthday into something that everyone could participate in while experiencing/bettering your community. A lot of planning went into this event and it shows. Great job on finding a way for the community to get out safely during a pandemic!</p> <p>Super creative and fun campaign that shows the team's ability to retool in the face of a challenge. Impressive outreach to community partners (restaurants, schools, etc.) The project was accessible to a wide variety of ages and abilities that promoted engagement and gave people something positive to focus on during a year when we all needed it.</p> <p>What a fun, thoughtful way to celebrate! Clearly a lot of advance planning and preparation went into making this a success. The Avatar is so fun... and I'm a big fan of the Plan of Action document.</p> <p>An excellent idea to encourage activity and community service during the pandemic. 70 for 70 fits the theme very well.</p>
<p><b>Award of Excellence</b> Sandy City, UT</p>	<p><b>Sandy Secure - 6 month marketing event</b> The checklist graphics and videos are well-done and easy to understand. They clearly conveyed the crime prevention tips to residents, which as stated resulted in a decrease in crime. This campaign had its goals clearly outlined and were measurable to determine its success. I think this campaign did a great job at encouraging residents to take responsibility and engage in their community. Excellent work!</p> <p>Eye-catching design and logo. LOVED the animated lock and clicking sound! Tips provide value to residents. Creative use of RIDE acronym and identifying four categories to focus message.</p> <p>High quality, cohesive campaign. Love the clicking lock sound used in the videos. Clear and concise messaging, nicely done Sandy City.</p> <p>The messages were effective bringing up basic principles in crime prevention and using videos to help tie in the main messages. The graphics are simple, but message is clear to interpret.</p>

<b>Most Creative Activity with Least Dollars Spent (0 – 50,000)</b>	
<b>Savvy Award</b> City of West Hollywood, CA	<b>West Hollywood, This Is The Way: A Mandalorian PSA</b> Great recognition of the target audience and catering the message appropriately.  A fabulous job of utilizing pop culture to cater to the "young invincibles" during the pandemic.
<b>Silver Circle Award</b> City of Sierra Vista, AZ	<b>Save the Santas</b> This was a fantastic example of rallying the community for a tradition that many may not have realized they enjoyed so much until it was gone. The ability to get such buy-in and support for the Santas will make them even more special for everyone for years to come because the community can feel like they played a part in making the display happen.  This is a great community story that reflects what can be accomplished when people come together for a common goal.
<b>Award of Excellence</b> Town of Carrboro, NC	<b>Town Information Centers</b> A fantastic alternative for delivering information to the community. We will explore installing similar communication centers in our city.
<b>Most Creative Activity (51,000 – 130,000)</b>	
<b>Savvy Award</b> City of Cedar Rapids, IA	<b>Tell us how you would slice it! Budget Survey</b> Very creative way to put a fun spin on a traditionally "boring" topic. Excellent results in improving public perception of the survey and increasing participation.  A creative way to engage the public in the budget process and encourage positives responses.  This is a project we can all relate to! Thank you for a well thought out, innovative way to gather needed data in a positive manner.
<b>Silver Circle Award</b> City of Inglewood, CA	<b>Mask On- COVID-19 PSA</b> Incredible community involvement and creativity!  Great video to reach a wide group of people. Campaign was very successful.  What a great video! I appreciated the all-community feel with representatives from throughout your community. I think you could have included the staff and volunteer time to execute the video.
<b>Award of Excellence</b> City of Eden Prairie, MN	<b>Community Center Summer Membership Campaign</b> Excellent project! This project had a great return on investment and use of a call to action. I especially liked the inclusivity of showing different ages and levels of fitness in the images. I appreciated the detailed statistics showing how many new members were gained through the campaign.
<b>Most Creative Activity (131,000 and Up)</b>	
<b>Savvy Award</b> Boulder County Clerk & Recorder, CO	<b>High School Voter Registration Program - Engaging youth to become future voters</b> The overall strategy was good and effective.  This is an amazing effort to get very important information out to residents! Even with limited time and resources, this was a highly effective way to get the word out. The PSAs were informative and well produced. As for the logo, do not

	<p>underestimate the use of a designer. Canva is a great resource, but may not have the same end product.</p> <p>Such a worthwhile venture with great results! A multi-faceted approach with innovated techniques. Wonderful program, nicely executed.</p>
<p><b>Silver Circle Award</b> Leon County Government, FL</p>	<p><b>Gator Graphic: A Guide to Social Distancing</b> Great job!</p> <p>When the speed of message delivery was of highest priority, this was a swift and successful approach to educate residents. Taking an existing graphic and tailoring it to your audience was spot on. Kudos to the designer that only needed 15 minutes to design the graphic. I am sure it made people smile in a time that many struggled to find a reason to smile.</p> <p>Well researched, and well thought out! Goals achieved.</p>
<p><b>Award of Excellence</b> City of Frisco, TX</p>	<p><b>HalGLOWeen Trick-or-Treat Trail</b> Overall, this event and submission meets all the criteria in this category very well.</p> <p>This was a wonderful community event that was planned with the help of so many generous sponsors! The decorations were amazing, and the involvement was impressive. Giving each sponsor a tent to decorate and a radio station to tune into made it a well-rounded event. The most impressive part was that this event cost \$0 to execute.</p> <p>Sounds like a fun event! Tickets sold quickly, it was well attended, and people seemed to enjoy it. The event and planning sound wonderful, but the numbers don't quite make sense.</p>
<b>Most Innovative (0 – 110,000)</b>	
<p><b>Savvy Award</b> City of New Albany, OH</p>	<p><b>New Albany International Business Park Virtual Tour</b> The virtual map is really creative and the video is fun. In your documents of achievements, I would include the comments/emails of what the multiple business leaders and economic development professionals said to show how this helped them.</p> <p>This is excellent! Entertaining, informative and innovative. Josh is a natural on camera and his counterparts gave great information. The interactive map adds an extra layer of assistance in making business decisions. Nice work!</p> <p>Wow! What a great way to bring people to your city during a pandemic when travel was basically non-existent. I love the humor in the video and also how you gave it some life by showcasing local places to grab</p>
<p><b>Silver Circle Award</b> City of Lewisville, TX</p>	<p><b>City of Lewisville, TX - Chin Community Videos</b> This was a great idea to reach the underrepresented community members. Way to think outside the box.</p> <p>I commend you for going above and beyond to create a campaign that addresses a variety of topics and reaches a huge audience! This outreach is an important step in helping your residents feel comfortable in their home city.</p>

	<p>This seems like a great example of collaboration between the community and staff to target an area where communication needed improving. I love that you made sure to get Chin actors for the videos and then made them all easy to find on a special YouTube section. Very innovative way to bridge the gap with a hard-to-reach part of your population!</p>
<p><b>Award of Excellence</b> City of Tucker, GA</p>	<p><b>Tucker Restaurant Week</b> Great use of documents of achievements.</p> <p>The sleek design is appealing and I can see why you had so much buy in, with great merchandising and digital content!</p> <p>This is such a comprehensive approach to tackling a big problem most business communities dealt with during the pandemic. The thought to include local influencers is interesting a great way to diversify the way people are getting the messaging. I am curious as to if the restaurants themselves had any "buy in" or if this was purely a City/CVB driven project. Super cool idea and it makes me want to travel for Tucker Restaurant Week!</p>
<p><b>Most Innovative (111,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Santa Clarita, CA</p>	<p><b>Santa Clarita Virtual State of the City</b> We liked the outside-the-box thinking of the virtual state-of-the-city, as well as the use of video to tell the story when the pandemic kept things closed. What helped push this entry toward the top was its change in approach from a standard SOTC to an opportunity to give back and celebrate unsung heroes in the community. We liked the retro vibe of vintage design and colors in the event branding. All in all, a solid and innovative effort with top-quality deliverables that impressed the judges.</p> <p>This was a great way to handle a SOTC, with unique graphics.</p> <p>I love the bright and fun brand that was created for this State of the City! Going virtual was an innovative way to reach the community. I foresee many agency's moving towards virtual presentations in the near future.</p> <p>The branding and graphics of this campaign is impressive. We looked over this entry as a communications team, and we all thought this one stood out for its effective messaging. The feel-good video was also a nice touch. Based on the feedback from community members and local businesses, this format was a huge success and should be revisited in future years. Nice work!</p>
<p><b>Silver Circle Award</b> City of Norfolk, VA</p>	<p><b>2019 Budget &amp; Brews</b> The team in Norfolk, Virginia, brewed up something pretty creative when they decided to find a novel approach to talking about the often dry topic of the budget. By bringing together two things people enjoy -- coffee and beer -- with city finance staff and budget numbers, Norfolk created the perfect blend of information and engagement. The deliverables were on target, but the idea was just far enough outside the box to make this entry a shining star in the category of "most innovative." Budget and Brews was a true winner in our book!</p> <p>A unique campaign with a thorough report.</p> <p>I love the brand created around Budget and Brews. What an innovative way to engage with residents.</p>

	<p>We looked over these entries as a Communications staff, and all thought Budget and Brews really stood out as fun, innovative, and effective in terms of your overall campaign goals. You took a great idea and ran with it, which included great content all around from the graphics, videos, and even the interactive components like the "Balancing Act" game. All very well thought out and executed from start to finish. Well done.</p>
<p><b>Award of Excellence</b> City of Arlington, TX</p>	<p><b>FY2020 Budget in Action Campaign</b> A very well-done video that brings the complex topic of city finance home (literally!) to residents by comparing it to the household budget. While some of the more complex charts would probably have been hard to read in public presentations -- getting the old, "I know you can't read this but..." -- the approach of humanizing this perpetually dry topic deserves kudos! A clever and well-executed approach.</p> <p>It's a nice campaign with thorough information.</p> <p>I like how you turned such a complicated document (the budget) into graphics that the average person can understand and put them where the average person goes (social media).</p> <p>The "value proposition" component to this campaign was brilliant and very relatable to anyone, even those who might not live in your city. As a video/creative specialist, I was very impressed with the production quality of the video, from the script writing to multi-angle shoots and graphics, it was all very well done, especially for an in-house production. Kudos to you all for thinking outside the box and executing in a meaningful way for your residents. Nice work!</p>
<p><b>Photography - Multi-Image Use</b></p>	
<p><b>Savvy Award</b> City of Shaker Heights, OH</p>	<p><b>The Evolution in Residential Architecture: Turning a House Into a Home</b> Fantastic storytelling, both in photographs, design, and writing. Helps provide a unique way for residents to be able to engage with the project and understand the mean behind it. The article takes things beyond a standard City publication to something out of Architectural Digest.</p>
<p><b>Silver Circle Award</b> City of Coral Springs, FL</p>	<p><b>City Employee Highlights</b> The photos posted to social and their support info were fantastic! This project and effort were thoughtfully timed with budget season and beautifully executed with striking shots of employees in their work element. Very well done.</p> <p>Great use of storytelling and photo composition. Sometimes residents can see the City as a faceless entity but this helps bring a friendly, human touch.</p>
<p><b>Award of Excellence</b> City of Round Rock, TX</p>	<p><b>Picture Perfect Parks</b> Incredible photos of beautiful parks, very well done! These shots are the quintessential images of a gorgeous spring/summer day in Texas.</p> <p>Photographs that convey an inviting, beautiful place for residents to come and enjoy the nature that awaits them in their own backyard.</p>

<b>Photography - Single-Image Use</b>	
<p><b>Savvy Award</b> City of Mont Belvieu, TX</p>	<p><b>Mont Belvieu Fire Department - Lone Star NGL Fire</b> Great shot - and then well utilized. The social media reach and and interactions were awesome, well done. Smart move to not only convey the seriousness to general audience, but then use to generate interest in volunteering.</p> <p>The story behind the photo makes this! Going from volunteer firefighter to public communications staff and taking this great photo is outstanding!</p> <p>This is an outstanding photo! It meets the described intended goal by giving the audience a clear picture of the incident and highlighting the hard work of the fire department. It was very successful in highlighting the brave firefighters and giving the audience an up-close look at the work the fire department does on a daily basis.</p>
<p><b>Silver Circle Award</b> City of Merriam, KS</p>	<p><b>Sinkhole at Sunrise</b> Excellent entry -- identified issue, set goal, used asset well, and clearly demonstrated the goal was was not only met, but exceeded. The time of day and composition made the photo engaging (which is hard to do with the subject at hand). Thank you for sharing.</p> <p>Great example of serving the public! They saw an impending problem in the community, jumped on it immediately, and used their tools and resources to help mitigate the issue.</p> <p>This photo does an excellent job of communicating to the audience that they need to avoid the area. It meets the goals and objectives by conveying the seriousness of the situation, while also showing that it was taken with care and consideration by highlighting the beauty of the sunrise.</p>
<p><b>Award of Excellence</b> City of Kent, WA</p>	<p><b>Water Tower</b> What a beautiful shot! I hope you are using this in tourism and economic development materials. Anyone looking at this photo would want to visit (or maybe even move there).</p> <p>A great scenery photo of a municipality is worth its weight in gold - I love all the different aspects - trees, mountains, homes, lake and water tower! Great composition!</p> <p>This is a beautiful photo that was clearly taken and edited with a lot of thought and care. It clearly meets the goal of highlighting the beauty of the city.</p>
<b>Printed Publications - Annual Report (0 – 90,000)</b>	
<p><b>Savvy Award</b> City of Bryan, TX</p>	<p><b>2018 Bryan Fire Department Annual Report</b> The use of photography was outstanding. It evoked a feeling and set a tone for the piece. Kudos on being able to showcase so many members of the department in one piece without making it feel crowded.</p> <p>The photography for main feature images is spot on and evokes a sense of the work a Fire Department does on behalf of their community. In addition to the photos, including names of individuals was a good way of meeting the goal to include a large number of firefighters and also personalize the report.</p>

	<p>Chock-full of information that could be overwhelming, this report was easy to read and understand. The data, organized into charts and graphs, is complimented by photographic images that are plentiful and well positioned. The photography used on the front and back cover is especially attractive and invites the reader to dive in.</p>
<p><b>Silver Circle Award</b> City of Bloomington, MN</p>	<p><b>2020 Corporate Report to the Community</b> This report is very technically proficient. Bloomington provided exactly what was offered, a corporate report for their community that educates the public and showcases their services. Design choices - even those one may not notice at first blush - help guide the reader through the piece, enhancing readability.</p> <p>The report is visually appealing, and the theme positions the information shared in a positive, forward-looking way.</p> <p>Beautiful and informative publication. This aptly themed, comprehensive community report delivers on the goals outlined.</p>
<p><b>Award of Excellence</b> Town of Flower Mound, TX</p>	<p><b>Town of Flower Mound 2019 Annual Report</b> Eye-catching and easy to read, this publication felt accessible for a wide audience of citizens. Data were simplified into digestible nuggets.</p> <p>This annual report had a clean, cohesive layout and was easy to read and comprehend. Using a mix of photos featuring residents and staff helped to make it feel relevant for any potential local reader.</p> <p>Vibrant! This publication's use of bold colors and shapes helped make it interesting. Engaging citizens through the use of a photo contest was a brilliant way to garner interest and yield beautiful artwork to feature on the cover.</p>
<p><b>Printed Publications - Annual Report (91,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Fort Collins, CO</p>	<p><b>Twenty-Four Seven   365 Magazine</b> Beautiful design, eye-catching and informative. You can be so proud of this piece. It clearly works well as a print piece and, at least at desktop widths, makes for a nice digital presentation. can tell you it has inspired us to copy some of the crucial elements. The flip book approach is very cool. In "thumbing" through the flip book, I got a little "slider" fatigue. If I were giving an employee feedback on it on our team I'd suggest saving the most dramatic delayed entrances for key pages (cover, first few, last) and speeding up the unveiling of content on most pages. How many of your digital users are on desktop these days? Our desktop user base fell below 40% this year. As a digital piece, this isn't mobile friendly, IMO. I didn't fully understand the resources used, as your response only discussed dollar costs and didn't give me any information about staff time used. Well done! Congratulations on a standout piece.</p> <p>I really like how you combined the State of the City take-home piece with the required Report to the Community in this 24/7/365 overview. Great way to save time and money. Flip book was a cool idea! What I really liked was the feature stories and the callouts at the top that refer people to the State of the City video stories. Awesome! This annual report is comprehensive - as the title says - and really showcases your thriving community and excellent services. Great work!</p>

	<p>It's no surprise to me that 97% of your survey respondents called Twenty Four Seven 365 excellent or good. This magazine has inspired and re-energized me, a government communicator of almost 10 years, for the annual report I will write next year. So many of the graphic design double trucks you put together were nothing short of brilliant. I'll be looking out for future Fort Collins reports. Truly OUTSTANDING work!</p> <p>Very well done publication and the way the stories come onto the pages is fantastic.</p>
<p><b>Silver Circle Award</b> City of Edmond, OK</p>	<p><b>City of Edmond Sustainability Reports</b> Congratulations, these are beautiful reports and make a handsome set of documents. The content, textual and visual, are top notch, and other cities would be well advised to reverse engineer the magic formula you used for their own ends. The small, easy-to-take in form factors, coupled with beautiful imagery, are breathtaking. The reports will surely be well received, but it sounds like, as of the entry submission, they hadn't been fully launched. this makes it difficult to assess the level of achievement and leaves you without much to share by way of qualitative/quantitative measures. I'm impressed that they won the hearts of other judging teams and I would like to know how the community and staff felt about them. I didn't fully understand the resources used, as your response only discussed dollar costs and didn't give me any information about staff time and other such resources.</p> <p>Who wouldn't want to learn about Energy, Land and Water after taking a glance at these beautiful reports?! You really achieved your goals with these attractive and easy-to-read publications! Well done, Edmond!</p> <p>I love the idea of using three separate booklets for land, water and energy. The clean design and striking covers made these a joy to read. I was inspired. This is something I'd want to emulate at my city. Excellent work!</p> <p>This is a great entry. Having the report style's all match with different colors setting them apart is a great idea. They all feel very modern with small word counts and large matching graphics.</p>
<p><b>Award of Excellence</b> Arapahoe County Government, CO</p>	<p><b>Arapahoe County Open Spaces Annual Report</b> The layout of this piece is absolutely lovely. It leads with beautiful and illustrative images supported by well-written, brief text. The piece is consistently eye-catching, engaging, user-friendly. This is a piece to be proud of. I'm happy to hear the piece was well received. I feel like there must be some quantitative and/or qualitative measures you could have shared to give us a more concrete sense of the project's success -- even some anecdotal email or verbal compliments etc. I didn't get a feel for the totality of resources used, as your response only discussed dollar costs and didn't give me any information about staff time and other such resources. It's OK to spend time on a project and sharing this info helps one get a sense of its true value. Congratulations on a beautiful and compelling piece! Well done.</p> <p>This is a great-looking report! I loved the large photos and minimal text on each page. Colorful and well designed! It is clear you achieved your goals. Cost effective, too. Great work, Arapahoe County!!</p>

	<p>It's no mystery why readers gave this annual report rave reviews. The open space theme is beautiful. I love the large images and concise text on each page and the infographics give it that something special. Outstanding work! I am definitely using this as inspiration for my City's next annual report.</p> <p>This is a very well done publication. Not much to comment about—good work.</p>
<b>Printed Publications - Catalogs/Guides</b>	
<p><b>Savvy Award</b> City of Tucker, GA</p>	<p><b>Tucker Dining Guide</b> Excellent job -food photography is hard! It's also sometimes a challenge to get restaurants engaged in these types of promotions, you seemed to get everyone energized. A concern with a piece like this is shelf life: it can quickly become obsolete as restaurants close, new ones open, etc. However, as this was produced for the limited duration of restaurant week, not a huge issue. Well done!</p> <p>Inviting, well-designed, and easy to navigate publication. Concise entry content/descriptions is appreciated... Lets the attachments and guide speak for the entry. Include the quantity printed next time.</p> <p>Wow, I am starving for some reason! The \$2,400 spent on the photographer was well worth every penny. The photos are appetizing and gorgeous. The writing, too, is outstanding - succinct, juicy with description, and sprinkled with a fun turn of phrase here and there. This is a truly lovely publication. Bravo!</p>
<p><b>Silver Circle Award</b> City of Duluth, GA</p>	<p><b>City of Duluth's Visitors Guide</b> So much fun to read, and beautifully designed! Total creativity in the concept, particularly if music is a signature character of Duluth. Exceptional piece. Can I give more than a 5 for creativity and design?</p> <p>What an outstanding, fun publication! This brochure is "simply the best, better than all the rest."</p>
<p><b>Award of Excellence</b> City of Novi, MI</p>	<p><b>Novi's Engage Magazine and Recreation Guide</b> Wow! You've taken on quite a lot, a full-fledged magazine produced 6x/year by 2-3 people. This piece stands out in its readability and graphics.</p> <p>Kudos - producing 6 magazines a year with 3 people is something to be proud of. The June/July issue cover is clean and inviting.</p> <p>The design of the magazine is well done and attractive.</p>
<b>Printed Publications - COVID-19 PR Campaign (0 - 99,000)</b>	
<p><b>Savvy Award</b> City of Germantown, TN</p>	<p><b>GERMantown Fighting Together</b> This visually stunning campaign is community-conscious and appealing to its intended audience.</p> <p>This visually stunning campaign is community-conscious and appealing to its intended audience.</p>
<p><b>Silver Circle Award</b> City of Half Moon Bay, CA</p>	<p><b>Don't Get Crabby! Wear a Mask Please :)</b> This is a visually charming, community-conscious campaign to increase safety awareness during the Pandemic.</p> <p>Eye-catching and cute, but with enough edge conveyed to make the point. Well done!</p>

<p><b>Award of Excellence</b> City of Aspen, CO</p>	<p><b>If Covid were...</b> I saw these images shared on a local PIO Facebook group as an example for creative messaging, so I can personally speak to how influential and memorable this campaign is! Excellent use of visuals with a community-conscious perspective that speaks to its target audience. Excellent work.</p> <p>Entertaining concept, with a thought-provoking message made highly relevant to the outdoorsy population of Colorado.</p>
<p><b>Printed Publications - COVID-19 PR Campaign (100,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Bellevue, WA</p>	<p><b>It's Your City: Apart Together edition</b> This project showed a unique understanding of the needs of the city's target audience and a willingness and ability to adjust resources during a crisis to meet those needs. Excellent use of direct mailing and digital platform different languages to reach intended audiences with critical information. The insert translated in multiple languages that featured a map of local food banks was particularly resourceful during a time of great need and uncertainty. It showed the city of Bellvue understands the needs of its residents and is comitted to help meet those needs.</p> <p>I appreciate the statistics given in the "Documentation of Achievement" to show the impact of the publication on the intended audiences, something hard to do with print pieces. The layout of the publication is simple, making it easier to understand and follow for all readers. Great job providing a vital resource to those in your community and overcoming barriers to access by providing it in multiple languages and formats.</p> <p>The pandemic taught us the importance of going back to the basics in a lot of situations. Knowing your audience and their needs was critical in developing publications that communicated important safety messages. Nicely done, Bellevue.</p> <p>Great job of getting all the resources available to the community as concise as possible.</p>
<p><b>Silver Circle Award</b> City of Carmel, IN</p>	<p><b>COVID-19 Printed Campaign</b> Great use of color and photos! I like how this campaign fits nicely under the Carmel Cares umbrella. While it is hard to show measurable results for a campaign like this, I appreciate the numbers that were provided. They showed great reach into the community.</p> <p>This campaign showed creative use of a variety of promotional assets and outreach tactics. Weekly ads provide increased visibility of the campaign. Loved the "Burma Shave" style use of trail signage to get attention on the message. The "Wearing is Caring" mask message is brilliant!</p> <p>Love the combination of traditional marketing and new and different. The hand sanitizer stations are great, also appreciate the yard sign sequence. Effective use of the Carmel Cares umbrella.</p> <p>Enjoyed the use of different graphics to convey the message. Nice work on the promotional items to reinforce messages.</p>
<p><b>Award of Excellence</b></p>	<p><b>Our CR - Cedar Rapids Strong; Coming together in times of crisis</b></p>

<p>City of Cedar Rapids, IA</p>	<p>The publication is well-written and visually appealing. Kudos on turning around an entirely redone issue in 11 days. We as communicators know that isn't an easy feat, especially when news and updates surrounding the pandemic seemed to change daily. Direct mail is a great way to get information in front of residents, but I wish it was more quantifiable. Great work!</p> <p>Producing this publication in only 11 days is an incredible accomplishment, especially knowing how much pressure we were all under during those early days of the pandemic. It showed the team's ability to quickly change course under pressure and the challenge of creating a publication during a time when information was changing by the day. The visual appeal of the publication is outstanding.</p> <p>Kudos for making the hard decision to shift gears and go a different direction with this edition. It resulted in a timely, informative piece. The pictures are worth a thousand words - love the display of community support within the piece and on the back cover.</p> <p>This publication shows there is still a need and use for print media in a digital world. The magazine was able to link ongoing services with additional challenges due to the pandemic.</p>
<p><b>Printed Publications - External Publications (0 – 60,000)</b></p>	
<p><b>Savvy Award</b> City of Tucker, GA</p>	<p><b>InTucker Magazine</b> Your project to expand InTucker to a full-scale magazine format looks great! The print layout is beautiful, but where I'm really blown away is in your reworking the content for digital (website) consumption. This is a tricky thing to get right and your example will be haunting my dreams as we think about improving to your level. For a 5 on resources, tell us about how much staff time this project consumed, in addition to the dollars. I'm leaning my scoring on the print piece (the category being print publications, after all). The design, layout, use of images etc. are consistent, inviting and beautiful to look at. You take good advantage of the opportunities inherent in a print piece. Still I have to also mention that it translates beautifully to the web, where it looks good and works great on mobile as well as desktop. So many cities slap up a PDF or maybe wrap it in Issuu and call it good. High praise for going beyond that thinking. Great job, keep making great projects and keep letting us see them so we can steal some of your magic!</p> <p>Beautifully done newsletter! Great design, interesting content - a publication readers want to read! The covers are visually outstanding - no wonder you created a wall to showcase them! Nice to see a marked increase in readership. Very well done - hats of to your team for creating an outstanding publication for your residents to enjoy!!</p> <p>Beautifully done newsletter with eye-catching covers and fun feature stories!</p>
<p><b>Silver Circle Award</b> Village of Flossmoor, IL</p>	<p><b>Village of Flossmoor News</b> This is a useful and nice looking newsletter. Good work. Thanks for including resource usage for staff hours as well as dollars. It does its job well and provides access to a lot of good information, well written.</p>

	<p>What a successful redesign! It looks great! I couldn't stop reading this visually appealing newsletter. Lots of interesting content, too. Residents asked for the content they wanted and you delivered. Thanks for providing measurement for the digital format. Great job, Flossmoor!</p> <p>Before I even read the entry description, the single-color design theme with plenty of white space and photos that showcase the diverse population of Flossmoor made this newsletter a standout. It's supremely readable and contains great information--a mix of must-know things and fun features. I would say your revamp of the newsletter was a total, resounding success!</p>
<p><b>Award of Excellence</b> City of Merriam, KS</p>	<p><b>Merriam Highlights and Recreation</b> This year's redesign of the Merriam Highlights and Recreation magazine has all the hallmarks of a great project. This is a communications tool you can rightly feel proud of on many levels. Thank you for presenting your two objectives and your way of assessing your achievements relative to both of them. It can be tricky to show achievement through nicely packaged quantitative data and qualitative feedback, and you did this better than most. The decisions - paper quality, additional pages, etc. - look spot on. Well done on many levels. This is a winner!</p> <p>Your entry shows that Merriam's Highlights &amp; Recreation publication is a good source of information for residents. Thanks for including the survey that measures that. The publication looks great, the content is interesting and brief, and the photos and images enhance readability. Nice job! Keep up the great work!</p> <p>I really like the magazine-style covers with large photos and teasers to draw readers in. Great work!</p>
<p><b>Printed Publications - External Publications (61,000 and Up)</b></p>	
<p><b>Savvy Award</b> City of Eden Prairie, MN</p>	<p><b>"Life in the Prairie" Newsletter</b> Loved everything about the new layout. It is very easy to read and the visuals draw in the reader's eye. Great work and I may use some of these layouts for my City!</p> <p>Great work redirecting the reader to the website, since the website is the preferred method of getting city news.</p>
<p><b>Silver Circle Award</b> City of Austin, TX</p>	<p><b>IN THE WORKS Printed Newsletter</b> I think this piece is a great way to connect the employees with other employees in the departments. From a taxpayer perspective, is this a good use of public funds? Seems like a lot to mail the piece every two weeks to employees, I like the visuals and I'm impressed you get the Public Works employees to smile.</p> <p>The City of Austin made the right choice by unveiling a direct-mail newsletter that is specific to their Public Works department to highlight the work they accomplish and bring a sense of pride and comradery among city departments. Liked your focus on photographs and less text.</p>
<p><b>Award of Excellence</b> City of Bloomington, MN</p>	<p><b>Bloomington Briefing</b> Great use of visuals within the document. Your list of achievements were clear and concise. Excellent work in putting together this entry.</p>

	Liked your focus on providing news that is valuable to the audience, the production was a way to efficiently and effectively promote the cities programming and activities, but most importantly to produce something that is read. The most valuable goal of all is to produce something that is actually read. I'm particularly impressed with the 4,800 e-subscribers in addition to the 43,000 direct-mailed audiences. Knowing that content is valuable and read Bloomington allows reader comments and the option to submit story ideas. Great work!
<b>Printed Publications - Other (0 - 99,000)</b>	
<b>Savvy Award</b> City of Merriam, KS	<b>Merriam's Popular Annual Financial Report</b> Very easy to read. I appreciate the graphs and photos showing percentages, very helpful for visual learners.
<b>Silver Circle Award</b> City of Mont Belvieu, TX	<b>MB Link Infinity Card</b> Very unique way to grab the customer's attention and keep it. I really like how it gives the customer something to fidget with and then when the internet comes to mind, MB Link is now easily recalled.  So cool and fun to flip though!
<b>Award of Excellence</b> City of Flagstaff Water Services, AZ	<b>Flagstaff Water Services Strategic Plan 2025</b> The graphics were cute, I liked the water droplets being used as bullet points. I enjoyed looking at the photos of real employees on the job.
<b>Printed Publications - Other (100,000 and Up)</b>	
<b>Savvy Award</b> City of League City, TX	<b>League City Landmarks Coloring Book</b> Great way to make history come to life- especially w/more students at home. Good that it was downloadable.  Fun way to get the children involved!
<b>Silver Circle Award</b> City of Lewisville, TX	<b>Marco's Big Move</b> Great use of local talent and local assets to make a routine exercise more engaging.  So creative/clever! Great way to educate the children (and parents) about their community.
<b>Award of Excellence</b> Washington County Department of Land Use & Transportation, OR	<b>Promoting our Strategic Plan via an employee calendar (Internal communication)</b> So important to share info between departments! Cultivates appreciation and synergy.  Great concept and idea of a collaboration for an internal employee calendar!
<b>Residential Participation (0 – 75,000)</b>	
<b>Savvy Award</b> City of Eden Prairie, MN	<b>"Chalk Your Walk" Contest</b> This sounds like a fun and successful event. I was particularly impressed with the effort to identify a community park where kids who didn't have their own sidewalks could contribute. Great job on the earned media, too.  (+) Amazing work in a short period - indicates strong organizational skills and knowledge of resources available. (+) Using a public park allows renting household to participate without concern about landlord preferences (+) Linking city staff to the community in a positive experience (+) Great social media and images

	This was a very well thought out and executed contest. I was impressed by the purposeful tactics used to ensure all community members are eligible to participate - like the free chalk kit giveaways.
<b>Silver Circle Award</b> City of West Hollywood, CA	<b>VOTE West Hollywood</b> You found a fun and creative solution for a very imposing problem: namely, the total restructuring of your local voting process. I would have been shaking in my boots at the prospect of communicating that during a pandemic and a heated political climate. Great job — this is another in a long line of strong Savvy entries from WeHo.  (+) Graphics are inclusive, fun, and everyone can see themselves in at least one (+) Shows a strong understanding of community identity (+) Multiple languages and abilities (+) Diverse outreach methods  Very nice campaign. I really liked how you commissioned a local artist for the graphics and that it was available in multiple languages. It really showed how you considered your audience in each strategy.
<b>Award of Excellence</b> City of Ferndale, MI	<b>Stay Home, Spruce Up Contest</b> The gamification of this annual event through the addition of the "Colin Approved" badge was an absolute masterstroke. It adds a whole dimension of humanity that spruces up an otherwise fairly standard cleanup event. Well done.  (+) This appears to be a community that embraces fun! We wish our community would embrace something called Clean the F Up! (+) Makes City employees human (+) Before and after pictures (+) Involving community member boards in awards We want a Colin.  Really unique contest that made what is a typically mundane task (yardwork) into something fun.
<b>Residential Participation (76,000 and Up)</b>	
<b>Savvy Award</b> City of Kent, WA	<b>Let's Taco-bout the Census</b> Census engagement during COVID was extremely challenging. This outreach added a light, creative and fun touch.  Making census fun!
<b>Silver Circle Award</b> City of Port St. Lucie, FL	<b>Port St. Lucie Citizen Summit</b> This city rolled with the punches. Appreciated the multi-tiered approach.  Creative way to interact with residents during the pandemic.
<b>Award of Excellence</b> Arapahoe County Government, CO	<b>Arapahoe County Open Space Master Plan Engagement</b> Great graphics, thorough. Liked the youth outreach.
<b>Social Media - Best Campaign Use (0 – 70,000)</b>	
<b>Savvy Award</b> City of Duluth, GA	<b>Discover Downtown Duluth</b> This is probably one of the most creative and unique public sector campaigns I've ever seen! Your organization made effective use of paid social media advertising, which is something that has taken a long time for governments to embrace. Great job!  This is a great way to generate tourism! The videos were fun and creative.
<b>Silver Circle Award</b>	<b>Community Center Summer Membership Campaign</b>

City of Eden Prairie, MN	<p>You made great use of paid social media marketing here by providing an ROI that was MORE than worth it. Great work!</p> <p>Your messaging is creative and witty! I would have loved to see some graphic type posts out of the short message and photos.</p>
<b>Award of Excellence</b> City of Savage, MN	<p><b>City of Savage - 2019 Scoop the Poop Campaign</b></p> <p>What an excellent way to engage your community by encouraging real, positive environmental impact! One of the best way to engage the local community is by making them part of something bigger. Also, I love the dog memes!</p> <p>This is a creative, educational campaign with clear goals and measurable outcomes. The hashtag and meme styled posts are witty and humorous. The initiative logo is well designed.</p>
<b>Social Media - Best Campaign Use (71,000 and Up)</b>	
<b>Savvy Award</b> City of Orlando, FL	<p><b>COVID-19 Mask Up, Orlando Social Media Campaign</b></p> <p>Really well written entry. Excellent documentation of success, and very clever writing on social media posts. Nice job!</p> <p>Fantastic job! Not only the decision to use locally and nationally known venues, but to also create a simple yet effective tagline to build out the wider campaign. A lighthearted, but direct (and extremely important) take to create a local conversation.</p>
<b>Silver Circle Award</b> City of Bloomington, MN	<p><b>Mask up, Bloomington!</b></p> <p>I love this concept and the execution is spot on. Great job with photo shop!</p> <p>This is a fantastic entry! A great way to get an important message across while connecting this global topic back to the local level.</p>
<b>Award of Excellence</b> City of Austin, TX	<p><b>Damaged Tree Campaign</b></p> <p>Very well written entry, good use of photos and text, excellent media reach and engagement. Nice job!</p> <p>This campaign does a good job of showing the problem to residents and getting the community to respond. Overall, an effective social media campaign to inform the public about an emerging safety threat.</p>
<b>Social Media - Best Use of Facebook (0 – 71,000)</b>	
<b>Savvy Award</b> City of Mont Belvieu, TX	<p><b>How The Grinch Stole The Parade</b></p> <p>Very creative - especially when delivering bad news. It's always flattering when another organization requests to use (in this case, edit for their use) posters or other material you have created for social media. The volume of engagement by other organizations is impressive. I have to share that a large traditional festival in our community had to be canceled due to the pandemic, and I wish the organizers had thought to do something like this as it could have prevented hundreds of questions, calls and negativity on the town's social media platforms even though it is not a town-sponsored event.</p> <p>The creativity, poise, and execution of this idea was absolutely brilliant. During a time when things are being canceled left and right, and it might even feel normal to throw out a "sorry it's canceled" post, this team went above and beyond to throw a fictional character under the bus in the best way possible. Not only was the poem beautifully written, but the graphic design/imagery was</p>

	<p>on-point. Making people laugh and smile while deliver good news is definitely a tall-task, and this was a home-run.</p> <p>I cant stress enough how impressed I am with the idea of taking a communication that would disappoint so many and morph it into something fun and engaging We are all faced with making tough decisions at some point in our careers that will inevitably disappoint the very people who's lives we strive to enrich. I love that you effectively focused the disappointment to a single point (the Grinch) which served to band your residents together through a shared villain. That you characterized that villain in a softer and more comical tone lightened the mood and did a great job distracting from the disappointing purpose of the communication. The design of your communication is very eye catching and the simplicity of it is a great fit for a Facebook post! Outstanding job!</p> <p>Clever and fun way to convey a negative message. Poem was original. Descriptive letter is to the point and very clear. Got lots of attention on Facebook. Attractive picture to capture ones attention to look further into the post.</p>
<p><b>Silver Circle Award</b> City of Eden Prairie, MN</p>	<p><b>"Chalk Your Walk" Contest</b></p> <p>The beauty of this entry was that anyone, any age, anywhere in the city could participate in this fun and safe July 4th hometown celebration.</p> <p>The "Chalk your Walk" contest was an effective way of getting residents of all ages and backgrounds to celebrate the 4th of July Holiday in a different way. Community engagement is happening on multiple levels, from contestants entering, to residents judging, to the fire department and recreation departments contributions, and even a local pizza restaurant donating to the competition. While the traditional in-person celebration could not happen, this brought joy and fun to residents in multiple ways.</p> <p>I love your creative use of Facebook to facilitate the many aspects of this project, using it as more than just a way to get a message out! I really appreciate your focus on being inclusive, from providing chalk kits to those who need them to providing canvas space for those without driveways / sidewalks! I also like how you accounted for staff time as a cost. This is an often overlooked but can easily be a giant portion of the cost of a project that requires a lot of organization and coordination between multiple participants.</p> <p>Reached entire population, all ages, groups, etc. Innovative and creative. Great community engagement and fun. Liked the video, nice touch with the fireworks at the end. Stuck to the subject, 4th of July. Liked the video, nice touch with fireworks at the end.</p>
<p><b>Award of Excellence</b> City of San Jacinto, CA</p>	<p><b>San Jacinto Live</b></p> <p>People were looking for answers to a plethora of questions during Covid and San Jacinto brought it to them - in their homes with regular live Facebook Live updates. Bravo for finding a way to stay connected with residents, remind them the city was there for them and bookending the effort with a printed newsletter sent to seniors that may not be tech savvy. You covered all the bases and the</p>

	<p>quality of the in-house productions resulted in a steady increase in viewership over the months of social distancing, confinement and uncertainty.</p> <p>Using Facebook consistently on a weekly basis to provide information to residents is a great use of the platform. However, running a full live video production every week with a clean format, relevant topics, and energized hosts is phenomenal. The reach and engagement of these live videos is extremely impressive, and with total interactions over 500,000 this shows that residents wanted this information, they were appreciative of it, and they enjoyed it. Putting together a 30-45 minute production like this every week is certainly not easy, well done!</p> <p>I really like how well organized this initiative was. The videos are clear and of high quality. You did a great job in quantifying your success through analytics and and I think you were extremely successful in providing a clear line of communication to your residents during a stressful and confusing time.</p> <p>I like the local updates, nice that it's live and a warm feeling. Comments and questions were provided by residents. They mentioned Manager has a 3 things at 3 on Thursdays....sounds interesting.</p>
<p><b>Best Use of Facebook (72,000 and Up)</b></p>	
<p><b>Savvy Award</b> Mansfield Parks &amp; Recreation Department, TX</p>	<p><b>Bluebonnet Babes</b> Mansfield should consider their goal of brightening people's day met! While it brought huge smiles, this effort also showed real impact. They used an icon of their landscape that prompts "a million photo shoots in parks across the state" (we all have those, but Bluebonnets in this case) and made it stand out among all those other photos. They cut through the noise and were able to be relevant for weeks, which is a huge feat, and their staff had fun, which is even better.</p> <p>What a fun approach to showcasing an iconic Texas flower and staff who usually works behind-the-scenes. This personal, local content clearly resonated with residents and was a staff morale booster. Adding the video was a great way to extend the longevity of the campaign.</p> <p>Kudos to all involved with this creative approach to highlighting the dedication of often overlooked front line workers. It was aptly timed and a fun way to engage with the community and garner support for the city.</p>
<p><b>Silver Circle Award</b> OC Parks, CA</p>	<p><b>OC Parks Virtual Programming</b> OC Parks utilized social media with creative, consistent messaging to not only maintain engagement with residents, but increase online engagement as marketing efforts needed to adapt to the pandemic. In particular, the virtual concert series is well-branded and a great use of online tools to highlight local artists and provide residents with an enjoyable outlet while sheltering in place.</p> <p>This strategy was well developed and implemented from beginning to end. The entry thoroughly explained why and how OC Parks transitioned from in-person to online programming. The problem was clearly outlined, the objectives were SMART, and the results impressive. Well done.</p>
<p><b>Award of Excellence</b> City of Cedar Rapids, IA</p>	<p><b>Tell us how you would slice it! Budget Survey</b> Great results were the cherry on top of this effort! As communicators, we all run into projects that we don't look forward to, and it was refreshing to see</p>

	<p>Cedar Rapids put their creativity to use and changed that for themselves when it came to the annual budget survey. They made it a positive experience for them and their community. With consistent design and excellent writing for a Facebook audience, this was a well rounded project - not matter how you slice it!</p> <p>Clean, easy to understand graphics and copy make this a solid campaign. Carrying the theme through to the graphic that details allocations helps keep the budget topic positive.</p> <p>Love this kind of pie chart! This creative approach to engaging citizens online in the budget process had all the right ingredients and gives renewed hope that it is indeed possible to temper negative comments on social media - if you have a plan and a strategy. It is clear from this entry that the comms team worked effectively to overcome a common problem that occurs when engaging with citizens via social media. Well done.</p>
<b>Social Media - Other</b>	
<p><b>Savvy Award (tie)</b> The City of Santa Clarita, CA</p>	<p><b>Saugus Strong- Instagram Tiles</b></p> <p>This campaign demonstrated a poignant way of specifically using social media to express the City's support of its community and its residents in a very difficult time. Striking the right tone is always a challenge for a local government during a tragedy. This campaign did a great job of doing so in a way that was designed for social media. The posts said all they needed to say, largely with no words and no sound. It's rare that such a series of posts can do so and be so unique at the same time.</p> <p>The tragic incident you faced had to be handled quickly with compassion and empathy. You had a targeted and well-defined audience and wisely chose Instagram as a useful way to reach the group. Thank you for including qualitative data to illustrate whether or not you were meeting your goal of preserving the emotion and power of the Saugus Strong Vigil. The tiles/grid image is gorgeous.</p> <p>In a moment of overwhelming tragedy, your community created a way to build unity and support a grieving school within your community. Feelings are hard to measure, but you were able to show the support by increase in engagement and followers. The image selected is a powerful vision of strength and peace. Colors and composition are perfect and the editing is beautiful. Great use of technology and skill to also add the video component to the feed as well. What a great way to use the algorithm to increase organic traffic. I would have loved to see the videos as well.</p> <p>I love this tile method - seems very innovative for a government social media account, and what a great way to show empathy for the community. Great use of Instagram to spread a unified, strong message of togetherness and support.</p>
<p><b>Savvy Award (tie)</b> City of McKinney, TX</p>	<p><b>Parks &amp; Recreation Country Dance Class Reel</b></p> <p>This was an excellent use of a specific element of a social media platform to increase awareness and - most importantly - enrollment. While it is sometimes challenging to point to specific cause and effect scenarios, this clever use of Instagram Reels had very concrete results and not only saved a class from cancellation, but dramatically increased its numbers from previous classes' enrollment. Nice work.</p>

	<p>Has a clear-cut objective that is easily measurable. The video was simple, fun, and successful, as evidenced by enrollment and comments received. Though not part of the social media submission per se, but nice to see the quick response to the customer having trouble registering for the dance.</p> <p>Excellent way to embrace new technology and trends, especially for an activity that may not feel super current (at least for non-Texas folks!) Short, sweet, to-the-point, and best of all, generated the results you were looking for! \$634 in program fees from a 15-second reel? Yes, please!</p> <p>Love the way you played up a popular TikTok trend! So fun, short, simple, and clearly effective! This post makes me want to stop what I'm doing and drive to Texas for the next line dancing class.</p>
<p><b>Silver Circle Award</b> City of Orlando, FL</p>	<p><b>COVID-19 Slow the Spread Parody</b> Despite so many COVID-19 posts and informational snippets in the world, Orlando found a great way to cut through the clutter and provide a way to reach a large number of new viewers with a lo-fi effort. The statistics to back up the effort's results were well documented, while the fact that much of the interaction was positive instead of negative says a lot about the unique approach to providing health reminders.</p> <p>The video is simple and quick, perfect for social media, particularly Twitter. You collected very thorough metrics to determine the success of your video, including the demographics, which helped to pinpoint the age of viewers to better know if you met your stated goal. Nice supportive data.</p> <p>Great use of a current trend to increase engagement for a younger audience across multiple channels, which can be difficult to do! I appreciate that the video is sized correctly across channels, so it looks to be made for each platform, not cross posted. Fun video that got a lot of attention!</p> <p>Love that you played off a popular TikTok trend - definitely a more fun and unique type of post coming from a government organization. Very short and to the point, and didn't have to spend much to get it done. Bravo!</p>
<p><b>Award of Excellence</b> City of Duluth, GA</p>	<p><b>City of Duluth's Instagram (@City_of_Duluth)</b> The City of Duluth has found success with its goal of focusing on drawing viewers to Instagram with eye-catching photography and other well-designed information for the platform.</p> <p>Great use of instagram to highlight your community's offerings. Your instagram shows Duluth to be dog-loving, energetic, and happening place to be. Your follower growth is impressive and content calendar/analytics very organized and purposeful. Great event attendance!</p> <p>Great job promoting events and highlighting your vibrant downtown. Love all of the colorful graphics in your posts!</p>

<b>Special Events - One-Time Event (0 - 80,000)</b>	
<b>Savvy Award</b> City of Dublin, OH	<b>St. Patrick's Day Reverse Parade</b> What a lovely way to engage the community in a time when residents are feeling a bit isolated. To be able to include 60 different parade participants is no easy feat no matter the size and population of a town. Well done, Dublin!  Absolutely spectacular. What a wonderful example of a community coming together in the times of shelter-in-place to offer a bit of fun and respite during such trying times.
<b>Silver Circle Award</b> City of Kannapolis, NC	<b>West Avenue Streetscape Opening</b> What a truly incredible community space and event. From the 5k and fountain to the stilt-walkers, this event looks like something out of a movie!!  Golf, chess, a fountain, a ribbon-cutting and a 5k? Now THAT is a special event worthy of note. Well done!
<b>Award of Excellence</b> City of Waukee, IA	<b>Triumph Park Reveal Event</b> Such a creative way to showcase the park and surrounding areas!
<b>Special Events - One-Time Event (81,000 and Up)</b>	
<b>Savvy Award</b> City of Tallahassee, FL	<b>FAMU Way - Connecting Our Community</b> Great video. like the use of specialty items at the event and the novelty street sign. Solid print and social promotional materials and coverage of the event. Great media coverage as well.  A project like this should definitely be celebrated. Kudos for for keeping the community involved throughout. Great way to show partnership with the university and carry a consistent theme throughout the materials/event.  Tallahassee's people-first approach is exactly how every project at every entity should be constructed. Their ability to listen, engage, inform and center their community at the heart of their project is incredibly impressive. To put it simply, "I'm shook."
<b>Silver Circle Award</b> The City of Santa Clarita, CA	<b>Saugus Strong Vigil</b> Incredible turn around to put this event together. From glow sticks to therapy dogs you thought of multiple elements to support the event and thus help the community support each other. Well done. The pictures show a large crowd, but I'm also curious approximately how many people attended the event.  What a beautiful tribute at the time of great loss.  This was a well-executed event within a very short timeline. It demonstrates the important role communicators play especially in times of need. Trust, love and community are three words that come to mind to describe this event.
<b>Award of Excellence</b> City of Goodyear, AZ	<b>"We Want Trader Joe's" Day</b> I realize now how much I take for granted being close to a Trader Joe's! I feel like this campaign did a great job of showing residents that the City was listening to them. Great use of video and social media. An impressive amount of local media coverage. But now I need to know, is Trader Joe's coming to Goodyear?

	<p>This takes creativity to a new level, especially for City government. Loved learning about the lengths you went to to let residents know they were being heard and share in their desire to bring a Trader Joe's to the community. Impressive ROI.</p> <p>This is the most creative and fun campaign I've ever come across!</p>
<b>Special Events - Recurring Events (0 - 99,000)</b>	
<p><b>Savvy Award</b> City of Bloomington, MN</p>	<p><b>2021 State of the City</b> Clear, concise and well-thought-out plan and execution. Goals were clearly defined and the results (including actual analytics) were easy to find and understand. Very nice end product and use of internal resources.</p> <p>I love that the elements of the "A Year Like No Other" were able to be used by other departments and projects. That made this entry cross-departmental and cross-functional (maybe it should've been up for MORE Savvys!). Very well planned, executed, and impactful.</p> <p>So many of us had to pivot during COVID, but you found a way to rally your troops to create a meaningful State of the City that reached so many, and kept your work relevant to the community. Very well done!</p>
<p><b>Silver Circle Award</b> City of Mansfield TX</p>	<p><b>Mansfield Veterans Parade and Salute</b> Through the chaos caused by COVID-19, seeing people and organizations respond with creativity and passion has been amazing to witness. This project is a prime example of that willingness to rise up during times of trouble. Excellent idea and even better execution.</p> <p>A wonderful way to recognize veterans and showcase them within the community.</p> <p>This whole concept was so beautiful, and so well executed. As a community with a Veterans Memorial, we, too had to pivot and create a new way of honoring our veterans during COVID restrictions, so I understand the importance AND the sensitive nature of it. The components of your virtual parade, delivery of care packages, the USB drive, etc. were such great touches, and it CLEARLY made a difference to veterans and their families. The feedback you received was outstanding. Very well done, Mansfield - WE SALUTE YOU!</p>
<p><b>Award of Excellence</b> City of Charlottesville, VA</p>	<p><b>Charlottesville's 2020 Grand Illumination Holiday Concert Special</b> Having to plan and execute a brand-new event in the face of a pandemic is no easy task. This submission did an outstanding job of pivoting to a pre-recorded program instead of an in-person one. Very detailed submission, which helps define the work and success of the program.</p> <p>The streaming and television special is a nice addition to keep for future events.</p> <p>Excellent entry, and also an excellent event! You did a fantastic job of turning an in-person event into a HIGHLY attended and rated virtual event. Lots of us had to do the same, but you set the bar VERY high. Our communities were HUNGRY for events like this in 2020, and you gave them such a gift. The budget breakdown and supplemental materials you included with your entry were outstanding - great package!</p>

<b>Special Events - Recurring Events (100,000 and Up)</b>	
<b>Savvy Award</b> City of San Antonio, TX	<b>City of San Antonio Solid Waste Management Department Homeschool Expos</b> Everything about this idea and the execution was top notch. The graphical representations are second to none. The fact that you prioritized a group that can often be forgotten (home schoolers) is to be commended.  Love every bit of this!  Loved this! I really enjoyed the commercial, very comical and creative. It's great because it is kid geared which makes it easier to get families out to the event.
<b>Silver Circle Award</b> OC Parks, CA	<b>OC Parks Drive-In Movies</b> This is a super creative way to bring the community together - as much as was possible during COVID-19. It's certain that these movies are events that residents young and old will carry with them in their memories for years to come. Well done!  From start to finish, this event was well thought out and executed.
<b>Award of Excellence</b> City of McKinney, TX	<b>Tacos with Cops</b> I love this idea!! In our municipality we do "Coffee with a Cop", but tacos are undefeated! What a wonderful way to entice people to start a dialogue with their partners in local law enforcement!  What a clever way to connect the community with the PD.  Really great graphics. I love this idea because it is a very unique way to connect the community with local police.
<b>Video - Education and Training (0 – 50,000)</b>	
<b>Savvy Award</b> City of Farmers Branch, TX	<b>City Council Leadership Orientation 2021</b> Very entertaining and informative, great way to introduce the council to the organization.  This video does a great job of packaging key information into an easily digestible format for new councilmembers. Knock on wood that it doesn't need to be updated too often!
<b>Silver Circle Award</b> City of New Albany, OH	<b>New Albany History: Vietnam War Hero Mike Butsko</b> Really moving video and well-written entry. Goals were measurable and documentation of achievement showed success. Nice job.  Very well done and a touching tribute to Mr. Butsko. Excellent use of graphics, images and sound with the interview to connect with the viewer emotionally.
<b>Award of Excellence</b> City of Edina, MN	<b>TIF is the Essential Ingredient</b> Interesting take on a complicated topic. Good use of audio and animation.  An interesting way to break down a complicated concept! Animation was certainly the way to go to connect the dots for the viewer. Great job!
<b>Video - Education and Training (51,000 – 175,000)</b>	
<b>Savvy Award</b> City of Weston, FL	<b>RECYCLING RIGHT</b> I smiled the whole way through. Loved the hand gestures. Extra points for crossing the line of corny/schmaltzy and using it to enhance humor and make the clip memorable. I can imagine residents sharing this with each other just for

	<p>fun. Excellent example of a mixture of in-house and vendor talents to achieve a PR goal. Sounds like you got a very nice ROI on this project.</p> <p>This video was extremely creative and enticing. I enjoyed how simply the solution was presented and the involvement of the community. The length of the video was exactly where it needed to be in order not to lose interest and it in fact leaves me wanting to see more productions, meaning this likely created a positive social media following for the city from its residents.</p> <p>This entry grabbed my attention from the first 10 seconds and held it. This was a very effective use of humor that pivots on the shared cultural experience of the game show and "rooting for the next contestant". A very creative way to educate with the goal of changing behavior. Kudos for featuring community members.</p>
<p><b>Silver Circle Award</b> Sandy City, UT</p>	<p><b>Sandy Cityology Video Series</b> Stellar effort in humanizing the staff. These really come off as genuine, authentic. Pleasing mix of B-roll that highlights the beauty of the city. Impressive graphics. Wonderful mix of people seen. Smart promotional gameplan with the finished products. Overall, just a great series.</p> <p>The purpose of this video was in itself - an amazing idea! I really enjoyed how the City of Sandy, presented different departments and positions in individual videos. The language was personable and easy to follow. The people highlighted were relatable and passionate about their position. The lengths of the video were exactly where they needed to be. The graphics were quick and smooth. This was by far one of my favorite video series, amazing work.</p> <p>I was very impressed with the use of the motion graphics that kick off each episode of the series: highlighting departmental/division responsibility by zooming in on the city graphic was an effective mechanism to tie together the diverse subjects presented in the series. It was a good choice to feature a mix of seasoned employees, newer employees, and volunteers in the series.</p>
<p><b>Award of Excellence</b> City of Fort Collins, CO</p>	<p><b>Halligan Water Supply Project Video</b> This was really well done and totally understandable even for those who don't live in the Fort Collins area. The visuals were outstanding, especially the use of drone footage and graphics overlaid on top of still shots. The woman watering plants and the youngster drinking from a fountain reminds us that this is all about water delivery to residents. One of the highlights was the explanation of the long-term planning process ... so many residents don't get that and you did a nice job with the timeline.</p> <p>Excellent point about the lower engagement during the public comment period. Bravo for keeping this in-house. The video was very informative. It provided a great explanation on the topic of discussion. The video shots were great! There was a variety of camera angles used.</p> <p>Technically and aesthetically impressive. Effectively meets project goals of streamlining the messaging shared by multiple parties by providing a single source to concisely convey goals and ongoing milestones for the water supply project.</p>

Video - Education and Training (176,000 and Up)	
<p><b>Savvy Award</b> Zone 7 Water Agency, CA</p>	<p><b>Flood Ready Freddy Preparedness Campaign</b> Love the cute mascot. The pace was engaging and easy to follow.</p> <p>Fun, informative and concise series of videos and messages - creatively presented in a format that is accessible and pleasing to all ages. Some of these spots would help even those not in a flood zone, as they address general emergency preparedness strategies that are more broadly applicable, so I learned a few things, too! Based on results data provided, it appears that reach per dollar was very effective. Budget excellent, clear and well-defined.</p>
<p><b>Silver Circle Award</b> City of Arlington, TX</p>	<p><b>City of Arlington's FY2020 Operating Budget Breakdown</b> Very creative way to break down a budget for the average Jane or Joe who might actually retain some of the comparisons after watching this! Good Job!</p> <p>Excellent video and associated materials. Creative, informative and professional, this video has me wanting to move to Arlington! Clearly, the video would instill confidence in the City by its residents and business owners. Write-up was also clear and points are well written and well defined. Presentation of reach data is clear, relevant and impressive. A very nice balance of concept (the grocery store analogy), messaging, graphic execution, and video quality. I have no constructive criticism!</p>
<p><b>Award of Excellence</b> City of St. Petersburg, FL</p>	<p><b>St. Pete's Good Neighbor Guide - Sewer Smarts</b> Love the "so easy a kid could do it!" Nice graphics. Easy to follow. Clear concept and delivery.</p> <p>This is a wonderful piece - informative, engaging and appealing to all ages; this gal is darling! Instills confidence in St. Petersburg's commitment to quality operations and collaboration with residents and businesses in the city. A nice balance of in-person action and graphic overlay and animation. I learned a few things, also - and I'm in California! Thank you for a really good video and submission.</p>
Video - Interview/Talk Show/News Programming	
<p><b>Savvy Award</b> Village of Homewood, IL</p>	<p><b>Video Series: And Now for Something Completely Homewood</b> These short videos, with fun, quirky little graphics to open the video, tell a great story of this community. It's wonderful when you can get non-employees to tell great stories about your company. This does the trick.</p> <p>This series is super fun. I really enjoyed getting to know about Homewood in short, concise little videos.</p> <p>This was a great way to show a different side of Homewood and to attract more visitors to the area! The videos were short, and edited well, perfect for today's bite-sized media consumption. From raising chickens to giving a tour of the farmer's market, this series was fun to watch and a great way to showcase the "alternative aspects of everyday life" in Homewood.</p>
<p><b>Silver Circle Award</b> City of Edina, MN</p>	<p><b>Beyond the Badge</b> This is outstanding. What a way to show the human side of the officers and firefighters in your community. And clearly people want to hear about these human interest stories. The truth is in the viewership.</p>

	<p>While I was expecting to watch vignettes of specific public safety personnel based on the description, I was so happy to see the connection between the personnel and the community whom they serve. Given that this project receives sponsorship, it's obvious that the community and employees value this series.</p> <p>What a wonderful and thoughtful series. The shots were do slickly done, and the stories were not only compelling, but were stitched together perfectly. This is a great way to humanize town departments that may not always get attention for their empathy.</p>
<p><b>Award of Excellence</b> City of McKinney, TX</p>	<p><b>McKinney Stories – George Webb</b></p> <p>What a touching story that is told beautifully. Every shot of this video is beautiful, well lit, captivating, and helps tell the story. The production value is top notch and doesn't get in the way of the story you're trying to tell. When people are actually searching for your video (and that's the top source of viewers), and you get those kinds of results, you've done something right.</p> <p>I love this idea. Not just the video but also naming things after living legends. The quality of this project is top notch - I wonder if it was all in-house or grant-funded. As more buildings are named after living legends, I would love to see how more of these great videos!</p> <p>It was great to see the community come together for this video. Although it was to celebrate the life and influence of a long-time resident, it was wonderful to see residents of all ages celebrate with Mr. Webb, and to see his reaction at having a park named after him. The crisp overhead shots of the park were also inspiring.</p>
<p><b>Video - One-Time Special Programming (0 – 39,999)</b></p>	
<p><b>Savvy Award</b> Town of Fuquay-Varina, NC</p>	<p><b>Elves Invade Fuquay-Varina</b></p> <p>Such a creative and fun way to engage with the community during the holiday season in the midst of a pandemic! The production quality of the video is outstanding, and the results impressive. Well done!</p> <p>What a jolly good way to keep the spirit of your community high in a time of uncertainty. It sounds like the expectation is for the City to provide family friendly holiday options and this was a great way for you to spread a positive message to the masses, letting them know that there would still be plenty of opportunities for cheer.</p> <p>Such a fantastic idea, and an adorable video! Love that you kept it short for kids' attention span. Would be interested to know more about how it was distributed. Overall, great job!!!</p>
<p><b>Silver Circle Award</b> City of Marion, IA</p>	<p><b>The Power of COMMUNITY</b></p> <p>Wonderful way to document how your community persevered through the pandemic and the devastating storm. Nicely done!</p> <p>Well-shot videos that makes it feel like anyone would be welcome in Marion. The camera work and engaging content show how strong Marionites have been through the pandemic and natural disaster the community had to endure. Nice job featuring impactful statements from residents, business owners and leaders throughout the community.</p>

	Great job on this, I love that that you found a way to create the two-way engagement you would've had at an in-person event. Your entry is well thought out and strategic. Great job!!!
<b>Award of Excellence</b> City of Duluth, GA	<p><b>Carpool Karaoke</b></p> <p>Outstanding job of channeling James Corden's Carpool Karaoke. The mayor's ability to juggle the conversations, singing and driving is impressive! Nice mix of music choices and participants, and the dialogue among them was entertaining. A high-quality production and very well done!</p> <p>The video was really fun! It's tough to figure out a way to measure the success of a goal of making something fun, but this video put a smile on my face from the start. The music selection and camera angles keep the viewer engaged throughout the video. The length of the video is perfect. This is a very creative way to inform the public about city happenings. Nice work!</p> <p>Such a cute and creative idea! Would like to know more about your target audience, and what messages you were aiming to convey. It's great entertainment, but need to know a little more about the strategy behind it.</p>
<b>Video - One-Time Special Programming (40,000 - 80,000)</b>	
<b>Savvy Award</b> Village of Downers Grove, IL	<p><b>Virtual Night At The Fire House</b></p> <p>The Fire Fashion Show had an entire judging team enthralled. Hilarious! Great use of humor and graphics. We loved this video. Also enjoyed the others especially the fire extinguisher one. Good use of graphics and texts to explain how to use the extinguisher. I find this just as engaging as an in-person event, which is so difficult to do through a video.</p>
<b>Silver Circle Award</b> Mansfield Parks & Recreation Department, TX	<p><b>Stuck in the Tube</b></p> <p>Love, love, love this video. The humorous tone and dramatic flair of your employee was too much. Really enjoyed the video and the message you were working to convey shines thru. I also love that this had a lasting impact and residents still remember him as being the "stuck in the tube" employee! What a great way to showcase the way your parks and recreation staff and their dedication to the job.</p>
<b>Award of Excellence</b> Town of Flower Mound, TX	<p><b>FMTV Crib</b></p> <p>This was fun, creative and a great way to combine showing off a new building and explaining city services.</p>
<b>Video - One-Time Special Programming (81,000 – 150,000)</b>	
<b>Savvy Award</b> City of Round Rock, TX	<p><b>Future-Focused Budget Video</b></p> <p>Excellent use of graphics and transitions. Great stylistic choice to blur the background when using text. Made it easy to read and great to follow along!</p> <p>Very creative video. Loved the use of the water tower and the roundabout for the pie charts. Kudos to Sara for the same wardrobe multiple days in a row, and to Ethan for building the dolly?</p> <p>Incredibly creative! The transitions, graphics and charts were amazing, particularly the use of landmarks as pie charts. And, kudos to the staff with the homemade dolly! I'm a filming manager at my city, and that's impressive.</p>
<b>Silver Circle Award</b> City of Kent, WA	<p><b>Shop with a Cop 2019</b></p>

	<p>Amazing voiceover and narration by the Assistant Chief. Adorable use of scripted scenes mixed with actual event footage. The fun had by all truly came through in the video and story telling.</p> <p>Such a cute video that had a great balance of humor, passion and spirit. Excellent job!</p> <p>The subject matter was just so cute, and they really accomplished their goals of highlighting the program &amp; humanizing the department. I think I liked the unscripted parts best! The Asst. Chief had great presence.</p>
<p><b>Award of Excellence</b> City of Carrollton, TX</p>	<p><b>Public Works Apprentice Program</b> The voiceover actor sounded like Mike Rowe from Dirty Jobs. Great use of transitions and real footage.</p> <p>Loved the camera angles - the go pro style shot and drone were great. I also thought it was a good length for the intended audience! They got their point across and made public works look great. Also, kudos on including captions!</p>
<p><b>Video - One-Time Special Programming (151,000 and Up)</b></p>	
<p><b>Savvy Award</b> Delaware County Board of Commissioners, OH</p>	<p><b>Guided Tour of the Delaware County Historic Courthouse</b> A wonderful video! It's hard to make these types of building remodels interesting, but the cinematography was spectacular and engaging.</p> <p>Love the innovation! I felt like I was in the building, which I guess is the goal!</p> <p>The imagery and tone and music all flowed together well and worked to create an enjoyable romp through the historic courthouse. Clear, interesting, and well explored.</p>
<p><b>Silver Circle Award</b> City of Overland Park, KS</p>	<p><b>100 Years of Service: Overland Park Fire Department</b> What a wonderful tribute to the roots of your Fire Department! This is a historical piece that should serve to educate folks about this piece of Overland Park's history for years to come.</p> <p>Excellent intertwining of archived photos and videos and present-day interviews.</p> <p>A very thorough and complete story of the Fire Department using a good combination of old and new footage, personal interviews, and archive photography.</p>
<p><b>Award of Excellence (tie)</b> City of Mobile, AL</p>	<p><b>State of the City 2020</b> Damn. I mean, daaaamn. This is a great video. The composition is great, the content is great, everything is truly top notch. The City of Mobile should be so proud of this!</p> <p>By providing clarity within messaging, telling a complete story, using beautifully shot footage and images, and underneath a moving narration and music bed, the City of Mobile's State of the City 2020 is a quality success. Well edited and compelling, the video shares the heart of the city and the lives of the community.</p>

<p><b>Award of Excellence (tie)</b> City of St. Petersburg, FL</p>	<p><b>St. Pete Fire Rescue Recruitment Video</b> This is an incredibly successful attempt at shining a light on the work of the St. Pete Fire and Rescue team. What a wonderful marketing piece to attract new members to the team. Well done and well executed!</p> <p>The piece was engaging and very welcoming - exactly what one would want out of a recruitment video. Personalities, work ethos, and character were all on display and the viewer had a clear sense of the great work being done by the department and the courageous team members.</p>
<p><b>Video - Promotional Video (0 – 48,000)</b></p>	
<p><b>Savvy Award</b> Town of Fuquay-Varina, NC</p>	<p><b>2020 Fuquay-Varina State of the Town</b> This is an extremely clever and engaging way to relay a city's accomplishments during the pandemic. The overall production quality is extremely high, including the script writing, videography, editing and sound design. The producing and directing are top notch. The actors were perfectly cast as "2020" and "2021". Watching this video was enjoyable even though it was feeding me information. A fun and imaginative way to do a State of the Town video.</p> <p>Very clever way to convey this information in a fun tone while adding some laughs in as well.</p> <p>This was the video I've been waiting for... didn't know when it would come, or who produced it, but this is far and above better than anything else I was asked to judge this year. I produce a State of the City every year and know exactly how challenging it can be to make this subject compelling. And then 2020 only compounded that problem... Instead of using the pandemic as an excuse to produce a simple and easy video (totally acceptable and understandable) you guys dug in and produced something really impressive. All angles of production are nailed here... writing, boarding, acting, directing, lighting, camera work, audio, editing... full cylinders. Great work. Well done by all involved.</p>
<p><b>Silver Circle Award</b> City of Edina, MN</p>	<p><b>Public Art Profiles</b> These are wonderful videos showcasing the City of Edina's art and its creators. Technically, everything in these videos are well done. The videography is always good, combining a number of different close-ups, medium and wide shots, as well as some drone, aerial work. The editing/pacing is great...great use of nat breaks when possible and the story's are well told. The music choices are also really good, each one different and enhancing the artist and their work.</p> <p>Really nice, well told stories. Cinematography is great... edit and music work well together with the interviews and B-Roll shots. This was well done.</p>
<p><b>Award of Excellence</b> City of Wentzville, MO</p>	<p><b>Wentzville Economic Development Video</b> Well done video promoting the City of Wentzville. Clear and concise script. Good choice of music - upbeat and inviting. Great videography, combining aerials and ground shots, always referencing or matching the script's message and showcasing Wentzville in a positive way.</p> <p>Nicely produced and well executed with good clean V.O. Well done video. I don't have a whole lot of constructive criticism here... the footage was really well done... the graphics were slick, simple, and cool.</p>

	The voice was great though, I'll give him that! Great B-Roll on the ground and in the air. Seems to me all goals were met and a great video for all to watch and use. Well done.
<b>Video - Promotional Video (49,000 – 130,000)</b>	
<b>Savvy Award</b> Village of Downers Grove, IL	<b>A Bee's Eye View</b> This video is an adorable and fun way to talk about a normal subject. The sense of humor gave the audience a buzz.
<b>Silver Circle Award</b> City of Round Rock, TX	<b>"This is what we signed up for"</b> Wow, Round Rock. Way to hit us in the feels. Love the video and the sentiment. Really nice job featuring the every day of Public Service.
<b>Award of Excellence</b> Town of Chapel Hill, NC	<b>Chapel Hill Fire, Now Hiring</b> Nicely done Chapel Hill. Inspiring, educational and fun. The music is pumping and the people are real and you can tell they love their jobs.
<b>Video - Promotional Video (131,000 and Up)</b>	
<b>Savvy Award</b> City of San Antonio Solid Waste Management Department, TX	<b>City of San Antonio Solid Waste Management Department and San Antonio Spurs Commercial</b> Technically speaking this was a great spot. Clean, professional, innovative, everything you would expect from a paid advertisement. I thought the concept was creative and quickly got across the idea of what trash goes where.  For starters, short video but you can't argue with impact. Short treatment with quality graphic work to get an important community message across. This type of project is not easy to put together. It takes animation expertise and thoughtful storyboarding to match the message. It took expertise and ability to develop.  Nice short video that gets the point across in a fun way.
<b>Silver Circle Award</b> Delaware County Board of Commissioners, OH	<b>Delaware County: It's Still Where You Should Be</b> The mixture of visuals and the heartfelt music really works for this type of 'tourism' video. It really leaves you with the warm and fuzzies. It never lost focus from beginning to end and never felt like it went too long. Well shot, well edited all around good story telling.  Masterfully shot with editing techniques and videography. High quality editing and video work.  I really liked this video.
<b>Award of Excellence</b> City of Coral Springs, FL	<b>CSPD Telecommunications Recruiting Video</b> This piece has a lot going for it. It's well shot, creative, well written, clean and professional. I really like what you've done here.
<b>Video - Public Service Announcement (0 - 100,000)</b>	
<b>Savvy Award</b> Town of Fuquay-Varina, NC	<b>Dash Says Take the Census</b> A fun approach to encouraging your residents to participate in the Census. Job well done!
<b>Silver Circle Award</b> City of Southlake, TX	<b>Don't Drive With Your Hazards On</b> A great way to educate residents about keeping everyone safe!
<b>Award of Excellence</b> City of Johnson City, TN	<b>MPCC Knocks Out COVID-19</b> Great way to reach so many, and with the metrics to back it up!
<b>Video - Public Service Announcement (101,000 and Up)</b>	
<b>Savvy Award</b> City of Inglewood, CA	<b>Mask On- COVID-19 PSA</b>

	<p>Not only was this video creative, fun and educational, but it was also a very appropriate choice given the demographic of the area. You managed to capture important information and condense it into a video that got the point across AND made me smile! Gimme six feet...that social distancing!</p> <p>This PSA is fun, creative - and catchy! The video shows that - the possibilities are endless when a community comes together for the greater good. City pride at it's finest. I watch this video and see talent in all areas! Great job in making a controversial topic fun. You certainly hit the mark on this one.</p>
<p><b>Silver Circle Award</b> Athens-Clarke County Unified Government, GA</p>	<p><b>Stay Strong, Athens. We'll See You Soon.</b> You were able to create a connection with the community by presenting a message of hope and connectedness. You were clearly successful in that endeavor! This is a creative spin on the Stay Home messaging. It's emotional, yet educational. The video does a good job of highlighting the culture of its residents while encouraging COVID-19 precautions and hope.</p>
<p><b>Award of Excellence</b> City of Arlington, TX</p>	<p><b>Arlington Family COVID-19 PSA</b> This project made very effective use of emotional appeal, to bring the impact of COVID-19 "home." It also looks like the message was very well received far and wide! Great work!  What a life-changing PSA - in English and Spanish. I like your use of a real family and real story to provide caution in gathering for the holidays. It's a hard message to sell, but this PSA did the job well. A true success in reach with no budget!</p>
<p><b>Video - Regularly Scheduled Programming (0 - 80,000)</b></p>	
<p><b>Savvy Award Winner</b> Town of Flower Mound, TX</p>	<p><b>Flower Mound Public Works Spotlight Series</b> The featured talent spoke from the heart about his work. The music, tone, pace and flow the video were spot on. This is a promotional video to be proud of. Excellent work!  Quality video. Excellent presentation of the department!!</p>
<p><b>Silver Circle Award</b> City of New Albany, OH</p>	<p><b>Explore New Albany</b> The focus on local businesses is great. Good variety shown. Professionally produced. Inviting close-ups of the featured food entice people to visit. The quality is strong throughout each of the 5 episodes. Nice work on showcasing New Albany.  Enjoyed the idea. Thought it was well written out and looked even better on video. Good job!</p>
<p><b>Award of Excellence</b> City of Coconut Creek, FL</p>	<p><b>CreekTALK Kids</b> These short videos were well produced and informative. Activities were practical, easy on the budget, and just great reminders of all the nonscreen entertainment we have at our disposal with a good book, binoculars and a backyard. Reminds me of the 80s when I grew up. Love how simple pleasures are highlighted with parents who are doing a good job involving their kids in a worthwhile and productive task. Thank you for all your hard work on this project.  Enjoyed the use of children to help other connect. Excellent video quality.</p>

**Video - Regularly Scheduled Programming (81,000 and Up)**

<b>Savvy Award</b> City of Bryan, TX	<b>The Good Life</b> Clearly defined goals and objectives were met. Nice work!
<b>Silver Circle Award</b> City of Arlington, TX	<b>Arlington: American Dream City Video Chapters</b> Arlington does it again! Using local residents to help share their experience is a win/win!
<b>Award of Excellence</b> City of Round Rock, TX	<b>Street Cred</b> The numbers tell the story – way to go, Round Rock!