



Memorandum

Memorandum No: 23-145

Date: June 21, 2023
To: Honorable Mayor and City Council
From: Ryan Henderson, Interim City Manager 
Re: 2023 Texas Association of Municipal Information Awards

The City of Anna was recently awarded six prestigious accolades from the Texas Association of Municipal Information Officers (TAMIO). The TAMI Awards recognizes excellence in municipal communications and marketing. This year there were 547 entries, surpassing the previous year's submissions of 435, demonstrating the growing prominence of the TAMI Awards to acknowledge the best of the best in municipal information.

Here are the categories in which the City of Anna secured well-deserved victories:

1st Place - Best Internal Communications (Population under 100,000)

The City of Anna sought to improve internal communication, increase employee participation in programs and ensure everyone was receiving the same information. We reached our goals with the use of an employee newsletter, text messages, quarterly all-hands meetings, a new intranet and employee engagement committee. In one year, participation in the city's wellness program went from 3% to 32%!

1st Place - Best E-Newsletter – Neighbor Notes (Population under 100,000)

In lieu of a local newspaper and media presence, the City of Anna revamped its weekly e-newsletter to provide constituents a content-rich, informative, visually appealing, and engaging news source. Since the summer of 2021, our subscriber rate has increased by 74%, and the open rate has increased by 27%.

3rd Place - Best Social Media Post – "Anna Police Busts Girl Scout Cookies" (Population under 100,000)

The Anna Police Department put their own spin on a popular trend of removing highly addictive girl scout cookies from the street. The "Anna Police Busts Girl Scout Cookies" Instagram reel reached more than 55,000 new accounts, creating plenty of laughs, friendly banter, and goodwill.

3rd Place - Best (Planned) Social Media Campaign – City of Anna LinkedIn (Population under 75,000)

The City of Anna built a strategy on LinkedIn focused on relationship-building and storytelling. On a visit to the Anna company page, you're more likely to see posts about employees' achievements than an announcement about an open position. When sharing about recruiting, there is a conscious effort to tie

in the value those positions bring to the organization and the type of person Anna would love to have join the team.

3rd Place - Video - Public Service Announcement (Marketing) – Anna Police Recruitment Video (Population under 100,000)

The City of Anna is rapidly growing, and the need for additional personnel at the Anna Police Department is increasing. How does a small fish compete with big fish like the Fort Worth Police Department and all their fancy vehicles? We tell our unique story of the opportunity to be a part of something new and to help mold our department into something extraordinary. No red tape. Just support, training, and passion for community policing.

3rd Place - Best Small Shop in Texas (2 or less team staff)

As an outer-ring suburb in Collin County, the second-fastest growing county in the nation, the City of Anna's one-person communications office works tirelessly to keep the growing community informed about city services, events, and programs and market the city as the prime location for new business and economic development. For this award entry, a social media campaign, video, e-newsletter, and a marketing plan were submitted for evaluation.

Congratulations to the City of Anna Communications Office!

- c. Taylor Lough, Assistant City Manager
- Greg Peters, Interim Assistant City Manager
- Clark McCoy, City Attorney
- Carrie Land, City Secretary
- Management Team