

**Memorandum**

**Memorandum No: 23-157**

**Date:** September 19, 2023  
**To:** Honorable Mayor and City Council  
**From:** Ryan Henderson, Interim City Manager   
**Re:** Savvy Awards – Neighbor Notes Recognition

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Staff is pleased to announce that the City of Anna has received the "Silver Circle Award" from the City-County Communications & Marketing Association's (3CMA) Savvy Awards program for our weekly newsletter, Neighbor Notes. Receiving this award honors our team's hard work in sharing news and progress in Anna.

Through Neighbor Notes we have aimed to create a content-rich, visually appealing, and informative newsletter that would cover city notices, current events, programs, volunteer opportunities, media stories, and city council agendas. We also wanted to ensure that each edition felt fresh and exclusive to our subscribers. Our newsletter objectives included:

- **Enhancing the newsletter's content:** We strived to offer engaging content that couldn't be found elsewhere.
- **Growing our subscriber base and open rate:** We aimed to increase both the number of subscribers and the percentage of recipients who opened and read our newsletter.

Enhancements included weekly title updates, changing header images, and adding a special "Anna in the News" section to highlight community stories and media relations success. Exclusive content is created for the e-newsletter too. Content that isn't posted to social media ensures that the e-newsletter is worth the open click.

Our efforts have paid off. Since the summer of 2021, our subscriber count has grown by an impressive 74%, reaching more than 12,200 contacts. To put that into context, nearly every household in Anna has at least one reader now. To achieve this growth, we promoted the newsletter on social media and utilized our Utility Billing contact list.

We work hard to keep every edition interesting and new. As a result, our open rate is 44.5%, which is higher than other government newsletters.

The Silver Circle Award shows our commitment to sharing information and improving communication in our community and we look forward to our newsletter's continued success.

c: Frances La Rue, Communications Manager  
Taylor Lough, Assistant City Manager  
Greg Peters, Interim Assistant City Manager  
Management Team