

## Memorandum

**Memorandum No: 24-121**

**Date:** June 11, 2024  
**To:** Honorable Mayor and City Council  
**From:** Ryan Henderson, City Manager   
**Re:** 2024 TAMIO Conference Awards

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The City of Anna is proud to announce that our communications team has earned top honors at the annual Texas Association of Municipal Information Officers (TAMIO) conference in San Antonio on June 6, 2024. Anna received four awards this year, including two first-place wins, continuing our tradition of excellence in municipal communications.

Following a successful campaign in 2023, where we took home six awards at the TAMIO conference, this year's awards highlight our ongoing commitment to innovative and effective communication strategies.

The TAMIO Awards featured a record-breaking 688 entries from cities across Texas, recognizing outstanding communication in various categories, including strategic planning, social media, website, electronic reporting and video production.

Non-TAMIO members with expertise in communications and municipal government judged the awards. Anna was honored with the following accolades:

### TAMI Awards (1st Place)

- **Best Strategic Plan:** Judges commended Anna for aligning its communications goals with city council directives, providing clear policies for staff, and creating consistency in internal and external communications. They praised the unique strategic plan for its detailed information and ability to drive Anna's efforts and unify the team.
- **Best Use of Humor:** Our Blippi spoofs featuring city employees to promote the inaugural Touch-a-Truck event were a standout. The judges noted the campaign's success in engaging the community, highlighting city services, and drawing families to the event with over one million views. One judge called it "Blippin' Brilliant."

### Award of Excellence (2nd Place)

- **Best Electronic Report:** Our Monthly City Manager Report was recognized for its ability to tell the stories of our staff and community in a captivating digital format.

Award of Honor (3rd Place)

- Best Short-Form Videos: This category highlighted our effective use of short-form videos to promote city programs and events and educate the public on policies and codes.

c: Frances La Rue, Public Affairs Manager  
Taylor Lough, Assistant City Manager  
Greg Peters, Assistant City Manager  
Management Team