

Memorandum

Memorandum No: 25-122

Date: June 19, 2025
To: Honorable Mayor and City Council
From: Ryan Henderson, City Manager 
Re: Recent City Recognitions

Over the past few weeks, four departments were recognized by professional organizations for excellence and accomplishment in their areas of expertise, bringing home eleven honors for the City. These awards highlight the City's commitment to implementing best practices, fostering innovation, and having a high-performing, professional city staff.

City Secretary's Office

The Anna City Secretary's Office was recently awarded the Municipal Clerk's Office Achievement of Excellence Award by the Texas Municipal Clerks Association, Inc. (TMCA), to recognize excellence in the effective and efficient management of resources in a Municipal Clerk's Office. To achieve this designation, municipal clerks must demonstrate excellence in at least 9 out of 12 standards across the areas of government transparency, records management program, professional development, elections, Public Information Requests, and creating and maintaining a Standard Operating Procedure manual.

Human Resources

The Human Resources team attended the TMRHA Annual Conference where the team was recognized with two awards.

- Award of Honor for Human Resources Impact: The Anna Human Resources Department was recognized by this award for demonstrated outstanding leadership through innovative programs and services designed to solve municipal human resources challenges and enhance organizational culture. The City of Anna's HR Department was recognized for its impactful initiatives that have delivered measurable results and meaningful changes within the organization over the past 18 months.
- TMRHA Human Resources Professional of the Year Award: Human Resources Director, Stephanie Beitelschies, was a recipient of the TMRHA Human Resources Professional of the Year Award. The recognition highlights the crucial role HR professionals play in larger communities, ensuring businesses and organizations thrive while prioritizing employee satisfaction and well-being. Stephanie has led transformative HR innovations in the City of Anna, designing and implementing tools that enhance operations and elevate organizational culture. The TMRHA Human Resources

Professional of the Year Award is an annual recognition that celebrates HR leaders who demonstrate excellence in their field and impactful contributions to their communities.

Public Affairs

The City of Anna's Public Affairs Division was honored with multiple statewide awards at the 2025 Texas Association of Municipal Information Officers (TAMIO) Conference, recognizing outstanding work in municipal communications. In a field filled with talented professionals across Texas, our lean but highly effective team stood out for its creativity, strategy, and meaningful community impact. These accolades reflect our team's commitment to innovation, resourcefulness, and engagement grounded in a deep understanding of Anna's identity and priorities. Recognitions for the Anna Public Affairs team were as follows:

- First Place – Vertical Video (TAMI Award): The City was recognized for the elevation of government storytelling through a strategic focus on short-form video—using Instagram Reels, YouTube Shorts, and Stories. Rather than increasing content volume, Public Affairs Manager La Rue and Coordinator Waggoner focused on quality and relevance, emphasizing humor, character-driven narratives, and platform-native execution.
 - 2023: 140 Reels | 311,629 views | 36,770 engagements
 - 2024: 167 Reels | 8,041,286 views | 297,464 engagements
 - This represents a 2,480% increase in views and a 709% increase in engagement. Comments increased more than fivefold and likes rose by 419%. These results were achieved with minimal change in volume and no paid advertising, demonstrating the power of strategic, voice-driven content.
- First Place – Best Promotional Item: The City was recognized for our “Future Hero” shirts made for National Night Out, which were developed in collaboration with the community—designed by a local parent, voted on by neighbors, and proudly worn by youth throughout Anna. The shirts promoted public safety awareness while fostering neighborhood pride.
- First Place – Best Social Media Post: The City was recognized for our creative ability to raise awareness of heat safety through a humorous post with a visual metaphor: stepping outside in a Texas summer “feels like bursting into flames.” The post resonated widely, generating over 2.5 million views organically and becoming one of the most-shared government posts in Texas last year.
- First Place – Most Creative with Least Dollars: The “How Tall Are You in Peanut Butter?” campaign asked residents to imagine themselves measured in jars—and inspired them to donate 471 pounds of peanut butter to the North Texas Food Bank. The campaign provided nearly 400 meals and cost only \$79 to implement.
- Second Place – Best Logo: Our new organizational pillars—Integrity-Driven, Professionalism, Innovation, and Service-Oriented—were developed with input from employees and integrated into visual assets ranging from building murals to magnets. The branding supports both internal culture and external messaging.
- Third Place – Planned Campaign (Award of Honor): The peanut butter drive wasn't just a social post. It was a fully developed campaign, thoughtfully planned from launch to wrap-up, blending creativity with community impact.
- Third Place – Best Marketing Plan: Our annual Easter Eggstravaganza was expanded to include adaptive programming and a widely shared “Mascot Race” video campaign. The updates reinforced inclusion and made the event more engaging for families of all abilities.

Community Enhancement

The City's Community Enhancement and Compliance Division's Annual Peanut Butter and Jams competition was recently recognized as a finalist at the Neighborhoods USA Conference in the organization's annual Best Neighborhood Program in the Social category. This program recognizes city and business programs across the country that improve quality of life in their communities and neighborhoods by focusing on the social or cultural aspects of a neighborhood and activities that make neighbors feel connected and foster neighbors working together.

c: Assistant City Manager Taylor Lough
 Assistant City Manager Greg Peters
 Management Team