

2023 TAMI Award Winners

Cheryl A. Soward Communicator of Distinction Award

Amy Sprinkles, City of Grand Prairie

PUBLICATIONS CATEGORY

E-NEWSLETTER

Population Under 75,000

- TAMI Award – City of Anna, Neighbor Notes
- TAMI Award – City of Seabrook, The Seabrook Connection: Monthly Community Newsletter
- Award of Excellence – City of Celina, Splash & Blast Event E-Newsletter
- Award of Excellence – City of Keller, The Keller Connect
- Award of Honor – City of Lakeway, “The Lake Way”

Population Over 75,000

- TAMI Award – City of League City, City Manager’s Week in Review
- Award of Excellence – City of Irving, City Spectrum Digital
- Award of Excellence – City of Denton, Denton 50-plus eNews
- Award of Honor – City of Georgetown, Georgetown Public Library e-News

EXTERNAL NEWSLETTER OR MAGAZINE

- TAMI Award – City of Baytown, Baytown Voice
- Award of Excellence – City of Temple, The Temple Ticket – Digital Magazine
- Award of Excellence – City of Celina, Life Connected. Magazine – The Official Magazine of the City of Celina
- Award of Honor – City of Schertz, Schertz Magazine

FLYERS AND POSTERS

Population Under 100,000

- TAMI Award – City of Schertz, Schertz Fire Rescue Recruitment Flyer
- Award of Excellence – City of Cedar Hill, Scare on the Square
- Award of Honor – City of Celina, Beware! of the Square Poster
- Award of Honor – City of Horseshoe Bay, City of Horseshoe Bay Oak Wilt Prevention Campaign

Population Over 100,000

- TAMI Award – City of Carrollton, 12th Annual Festival at the Switchyard
- Award of Excellence – City of College Station, Annual Budget Infographic
- Award of Honor – City of League City, Salute to the 80s
- Award of Honor – City of San Antonio, San Antonio Migrant Center Pedestrian Safety Poster, Spanish

REPORT

Population Under 75,000

- TAMI Award – Town of Trophy Club, Trophy Club 2022 Annual Report
- Award of Excellence – City of Southlake, City of Southlake Fire Department 2022 Annual Report
- Award of Honor – City of Celina, City of Celina: 2022 Annual Report

Population Over 75,000

- TAMI Award – Town of League City, League City 2022 Annual Report
- Award of Excellence – City of Irving, Popular Annual Financial Report (PAFR) FY2020-2021
- Award of Honor – City of Cedar Park, The City of Cedar Park 2022 Year in Review

SPECIAL PUBLICATION

Population Under 75,000

- TAMI Award – City of Bellaire, Pets of Bellaire 2023 City Calendar
- TAMI Award – City of South Padre Island, 2nd Causeway Project
- Award of Excellence – City of Kerrville, City of Kerrville Parks and Recreation 2023 Activity Guide
- Award of Honor – City of Burleson, BTX 2022 Brochure

Population Over 75,000

- TAMI Award – City of Temple, Temple Public Library – Summer Reading Guide
- Award of Excellence – City of Denton, Denton Senior Magazine – Post Pandemic
- Award of Honor – City of Mansfield, Mansfield Juneteenth Banners

VIDEO CATEGORY

PUBLIC SERVICE ANNOUNCEMENT (EDUCATIONAL)

Population Under 50,000

- TAMI Award – City of Southlake, A Whole U-Turn
- Award of Excellence – City of Corinth, Corinth Police Department Recruitment Video
- Award of Excellence – City of Lakeway, Lakeway Transportation Bond
- Award of Honor – City of Hust, City of Hurst Budget Video

Population Between 50,000 and 150,000

- TAMI Award – City of Round Rock, Barbie Budget Video
- Award of Excellence – City of Pflugerville, Let's Pfetch a Ride Testimonial
- Award of Excellence – City of McAllen, Fire Won't Wait. Plan Your Escape.
- Award of Honor – City of Flower Mound, State of the Cities: Flower Moundia and Dragons
- Award of Honor – City of Baytown, A Digestible Budget Video

Population Over 150,000

- TAMI Award – City of Plano, Every Story Matters
- Award of Excellence – City of Arlington, FY2023 Budget Video
- Award of Honor – Hidalgo County, Teen Mental Wellness Day

- Award of Honor – City of Frisco, Hike & Bike Trails presented by Children’s Health video series

PUBLIC SERVICE ANNOUNCEMENT (MARKETING)

Population Under 100,000

- TAMI Award – City of Bedford, First with Mayor Mike
- TAMI Award – City of Southlake, Southlake Police Are Hiring – George Strait Tribute
- Award of Excellence – Town of Flower Mound, Summer Reading 2022
- Award of Honor – City of Anna, Anna Police Department
- Award of Honor – City of Bryan, Reindeer on the Run PSA

Population 100,000-200,000

- TAMI Award – City of Carrollton, 12th Annual Festival at the Switchyard
- Award of Excellence – City of League City, The Grinch Visits League City Animal Care
- Award of Honor – City of McAllen, Operation Find Curby

Population Over 200,000

- TAMI Award – City of Garland, Veronica on the Go
- Award of Excellence – City of Corpus Christi, Games of Texas
- Award of Honor – City of Amarillo, Amarillo State of the City Trailer – “Let’s Grow”

REGULAR OR RECURRING PROGRAM

Population Under 100,000

- TAMI Award – City of Jacksonville, City Council Minute
- Award of Excellence – City of Bedford, Beyond the Fence
- Award of Honor – City of Granbury, Foodie Trial Tour

Population Over 100,000

- TAMI Award – City of Round Rock, Places in Time
- Award of Excellence – City of Arlington, Arlington Dream Chapters
- Award of Honor – City of Corpus Christi, Hispanic Heritage

SPECIAL OR ONE-TIME PROGRAM

Population Under 50,000

- TAMI Award – City of Hutto, Hippo Loose in Hutto: The Legend of Hutto, Texas
- Award of Excellence – City of Burleson, BTX-Mas: Holiday in Burleson
- Award of Honor – City of Brownwood, I.S.E.R.V.E. Award Recipients

Population Under 50,000-200,000

- TAMI Award – Town of Flower Mound, Half a Milli, Let’s Get Silly

- Award of Excellence – City of Round Rock, Round Rock Community Comes Together in Tornado Aftermath
- Award of Honor – City of Cedar Park, Cedar Park’s Thriving Community and Economy

Population Over 200,000

- TAMI Award – City of Arlington, Journey to Baseball Town
- Award of Excellence – Hidalgo County, Hidalgo County supports National Deaf Awareness Month
- Award of Honor – City of Irving, A Day With Irving’s Solid Waste Services Crew

BEST USE OF SHORT-FORM VIDEO

Population Under 100,000

- TAMI Award – City of Bedford, Keepin’ it Reel in Bedford
- Award of Excellence – City of Trophy Club, Fourth of July Celebration Shorties
- Award of Honor – City of New Braunfels, City of New Braunfels TikTok

Population Over 100,000

- TAMI Award – City of McKinney, City of McKinney Reels
- Award of Excellence – City of Round Rock, A Reel-y Good Year
- Award of Honor – City of Austin, Service Sleuths

BEST USE OF HUMOR

- TAMI Award – City of Garland, Downtown Parking
- Award of Excellence – City of Bedford, First with Mayor Mike
- Award of Honor – Town of Abilene, No Dumping, No Doubt

SOCIAL MEDIA CATEGORY

BEST SOCIAL MEDIA POST

Population Under 100,000

- TAMI Award – City of Belton, PD Oath: “I will defend the lives of the innocent...”
- Award of Excellence – City of Canyon, “Can’t Flush This” Spotify Playlist
- Award of Honor – City of Anna, Anna PD Bust Girl Scout Cookies
- Award of Honor – City of Prosper, Pretreated vs. Non-pretreated Roadways Social Post

Population Over 100,000

- TAMI Award – City of Carrollton, How to Pronounce Carrollton
- Award of Excellence – City of McKinney, That McKinney Feeling
- Award of Honor – City of Wichita Falls, Meet Judah

BEST SOCIAL MEDIA CAMPAIGN (UNPLANNED)

- TAMI Award – City of Southlake, Winter Storm 2023 in Southlake, Texas
- TAMI Award – City of Prosper, Town of Prosper 2023 Winter Storm Social Communications Campaign
- Award of Excellence – City of Addison, When Life Hands you Grapefruits, Make Grapefruit Radler
- Award of Excellence – City of Round Rock, Round Rock Tornado Response
- Award of Honor – City of Keller, Councilman Barker & the Dallas Air Show Collision

BEST SOCIAL MEDIA CAMPAIGN (PLANNED)

Population Under 75,000

- TAMI Award – City of Bedford, Generations Park at Boys Ranch
- Award of Excellence – City of Pflugerville, Celebrity posts and star power drive engagement to Pflugerville’s Parks and Open Space Master Plan
- Award of Honor – City of Anna, City of Ana LinkedIn
- Award of Honor – City of Hutto, City of Hutto Small Business Week Instagram Series

Population Over 75,000

- TAMI Award – City of Round Rock, The Next Chapter: Round Rock Builds New Public Library
- Award of Excellence – City of Arlington, Hispanic Heritage Month Campaign
- Award of Honor – City of McKinney, Unique By _____

WEBSITES CATEGORY

OVERALL CITY WEBSITE

- TAMI Award – City of Cedar Park, CedarParkTexas.gov
- TAMI Award – City of Bedford, City of Bedford Website
- Award of Excellence – City of New Braunfels, Website Redesign and New Domain
- Award of Honor – City of Prosper, New Town of Prosper Website (ProsperTX.gov)

ISSUE-SPECIFIC WEBSITE

- TAMI Award – City of Round Rock, Downtown Round Rock Website Refresh
- Award of Excellence – City of Bryan, Bryan + College Station Public Library System Website Redesign
- Award of Honor – City of Temple, Discover Temple Website Redesign
- Award of Honor – City of Mansfield, Mansfield2022.com

MARKETING CATEGORY

BEST MARKETING PLAN OR CAMPAIGN

Population Under 100,000

- TAMI Award – City of Denison, City of Denison Sesquicentennial Celebration
- Award of Excellence – City of Boerne, Bond Marketing Campaign
- Award of Excellence – City of Pflugerville, Pflugerville Parks and Open Space Master Plan
- Award of Honor – City of Mansfield, 100 Hours of PLAY

Population Over 100,000

- TAMI Award – City of League City, Spring Migration Celebration
- Award of Excellence – City of Plano, Annual Budget Outreach and Education
- Award of Honor – City of North Texas municipal Water District, Bois d’Arc Lake – The gift of water and continuing legacy of service

MOST CREATIVE WITH LEAST DOLLARS

- TAMI Award – City of Arlington, 12 Days Before Christmas at the Arlington Animal Shelter
- Award of Excellence – City of Canyon, “Can’t Flush This” Spotify Playlist
- Award of Honor – City of Lake Jackson, Holidays in Lake Jackson

BEST USE OF PROMOTIONAL ITEM

- TAMI Award – City of Southlake, Southlake Policemon Cards
- Award of Excellence – City of McKinney, Water Bottle Stickers
- Award of Honor – City of Burleson, BTX Buddy
- Award of Honor – City of Plano, Future Water Tower Workers

INTERNAL COMMUNICATIONS CATEGORY

Population Under 100,000

- TAMI Award – City of Anna, Anna Internal Communications
- Award of Excellence – City of San Marcos, Listening and Responding: San Marcos Employee Engagement Survey
- Award of Honor – City of Lakeway, Lakeway Employee Appreciation Program (LEAP)

Population Over 100,000

- TAMI Award – City of Round Rock, Nick Does It: Police Fitness Qualifications
- TAMI Award – City of Carrollton, Future Public Employee Day
- Award of Excellence – City of Arlington, On the Clock
- Award of Honor – City of McKinney, Employee Website Redesign

SPECIAL EVENTS CATEGORY

BEST ONE-TIME SPECIAL EVENT

Population Under 75,000

- TAMI Award – City of Denison, City of Denison’s Sesquicentennial Celebration
- Award of Excellence – City of Burleson, Painting Workshops with Steve Ross (son of Bob Ross)
- Award of Honor – City of Pflugerville, I Painted it My Selfie Day

Population Over 75,000

- TAMI Award – City of Hidalgo County, Hidalgo County’s Cooking Schools for Emergencies
- TAMI Award – City of Garland, Grand Opening at The Boneyard in Garland
- Award of Excellence – City of Plano, Community Day at Plano’s Fire Training Facility
- Award of Honor – City of San Antonio, San Antonio Walk, Bike and Roll to School Day

BEST RECURRING SPECIAL EVENT

- TAMI Award – City of Carrollton, 12th annual Festival at the Switchyard
- Award of Excellence – City of Frisco, 2022 Frisco Freedom Fest
- Award of Honor – City of Lake Jackson, Holidays in Lake Jackson

BEST MEDIA RELATIONS CATEGORY

- TAMI Award – City of McKinney, Historic Silo Mural Project
- Award of Excellence – City of Keller, Councilman Barker & the Dallas Air Show Collision
- Award of Honor – City of Arlington, Bakari Williams Protocol Media Relations
- Award of Honor – City of San Marcos, Updating our Approach to Media Relations

BEST USE OF PHOTOGRAPHY CATEGORY

Population Over 50,000

- TAMI Award – City of Round Rock, Red, White and You! Round Rock Independence Day Photography
- Award of Excellence – City of Bryan, City of Bryan: Employees at Work
- Award of Honor – City of McAllen, Multi-agency Tree Planting Collaboration to Beautify McAllen

Population Under 50,000

- TAMI Award – City of Bedford, Bedford: A Place to Call Home
- Award of Excellence – City of Burleson, Documenting BTX
- Award of Honor – City of Hurst, Northeast Fire Department Association (NEFDA) Mass Causality Incident Training

COMMUNICATIONS PLANNING CATEGORY

BEST STRATEGIC PLAN

- TAMI Award – City of Murphy, The Corridor at Murphy Strategic Plan
- TAMI Award – City of Boerne, The Boerne Family Tree – City Rebranding
- Award of Excellence – City of Bedford, City of Bedford Strategic Communications Plan
- Award of Honor – City of San Marcos, Building Trust and Encouraging Participation: Planning for the National Community Survey

DIVERSITY, EQUITY & INCLUSION (DE&I) OUTREACH/CAMPAIGN

- TAMI Award – City of Arlington, Hispanic Heritage Month Campaign
- Award of Excellence – City of McAllen, Iniciativa de Plantación de Árboles Keep McAllen Beautiful
- Award of Excellence – City of Amarillo, Woman, Infant, and Children (WIC) Campaign
- Award of Honor – City of Abilene, Closed Captioning Ain't Cuttin' It
- Award of Honor – City of Fort Worth, CDFU Friendly Fort Worth Initiative

INNOVATION CATEGORY

- TAMI Award – City of Denton, Triple Play – A Brew for Better Parks
- Award of Excellence – City of Canyon, “Can’t Flush This” Spotify Playlist
- Award of Honor – City of Murphy, Southfork Trade Days/The Corridor Flyer

CRISIS COMMUNICATION RESPONSE CATEGORY

- TAMI Award – City of Round Rock, Round Rock Tornado Response
- Award of Excellence – City of Bee Cave, City of Bee Cave Response to Winter Storm Mara
- Award of Honor – City of Georgetown, City of Georgetown Water Treatment Plant Emergency
- Award of Honor – City of Lakeway, Winter Storm Mara Response in Lakeway

BEST SMALL SHOP CATEGORY

- TAMI Award – City of Murphy, City of Murphy Annual Report
- Award of Excellence – City of Belton, Belton – Taming Bison, Taking an Oath, and Planning for the Future
- Award of Honor – City of Anna, City of Anna Small Shop