



PRESS RELEASE — June 11, 2013

Communications: 972-624-3156

City's video wins first-place TAMI award

THE COLONY, Texas — A marketing video produced by the City of The Colony titled, “THE Lake, THE Golf, THE Fun,” earned a first-place trophy for Best Special or One-Time Program at the annual TAMI Awards on Friday in College Station.

The TAMI Awards is the leading recognition program in Texas honoring excellence for municipal communication strategies. The award is presented by the Texas Association of Municipal Information Officers (TAMIO), which is an affiliate of the Texas Municipal League and includes members from municipal, county, and other related agencies and organizations.

The award-winning video is a little more than 5 minutes long, and aims to feature the city's diverse activities and year-round events. It first aired on March 6, 2013, and may be viewed online at the city's Youtube channel, youtube.com/CityofTheColonyTX.

“This project was rewarding, as it not only shows potential visitors what we have to offer but also helped our residents see our city from a tourist's perspective,” said Diane Baxter, director of communications and tourism for The Colony. “There are wonderful amenities here, and the future of The Colony with the planned new developments will just make it an even more inviting place to live, work, and play.”

In supporting materials for the award entry, Baxter noted that her goal was to produce a video that would clearly articulate the city's message and tell a story from beginning to end while also giving the residents something they would be proud of and eager to share.

Comments from judges included praise for the use of natural sound, the storyline, and editing, all of which provided the viewer with “a clear, personal message of what to expect from this community for recreation,” wrote one of the judges.

Producing the video required the help of Steve Miller, a 2008 Emmy award-winning writer, director, and editor. But to stay within budget, local businesses offered free access, goods, and services, while a variety of volunteers, including family members, gave of their personal time to help make the vision come true.

The Colony's award-winning video was entered in the Special or One-Time Program category for cities with populations under 90,000. Other finalists were the City of Cedar Park for a historical video titled, "40 Years and Beyond Surveillance," and the City of Sugar Land's EDC video, "State of the City."

Of the 10 entries meeting the criteria, the majority came from cities with larger populations than The Colony (37,653). Only Highland Village (15,602) and Granbury (8,049) were smaller. League City (84,856) was the largest entrant, followed by Sugar Land (81,700) and Edinburg (77,458). Nearby Flower Mound (67,019) also submitted an entry.

Winners of TAMI Awards are selected by a group of non-TAMIO members with expertise in the topic areas for which each award is available. Both TAMIO members and non-members are eligible to submit entries. Entries may be submitted by any city or county government or division, or any government support agency involved in providing local services (for example, transportation authorities, public utilities, and regional councils of government). TAMIO accommodates local government organizations of all sizes and budget classes by judging entries in different population categories.

Awards are presented to finalists during TAMIO's annual conference, which this year was held June 4-7 at the Hilton Conference Center in College Station. Since its inception in 2002, the TAMI Awards have served to recognize outstanding municipal government achievements in communications, marketing, and constituent relationships. The program also serves as a forum for exchanging information and ideas among government professionals.

For more information, call Baxter at 972-624-3104.

###