

Communications & Marketing Past Awards

Awards for 2013

Texas Association of Telecommunications Officers and Advisors (TATOA)

- Second Place
Documentary Video
Together We Serve - Habitat for Humanity

City-County Communications & Marketing Association (3CMA)

- 3CMA Silver Circle
TV and Video
Promotional video - It Just Keeps Getting Better

City-County Communications & Marketing Association (3CMA)

- 3CMA Savvy Award of Excellence
Digital Interactive - Overall Website
City of McKinney Website

City-County Communications & Marketing Association (3CMA)

- Savvy Award of Excellence
Special Events - One-time event
City of McKinney Best Places to Live Campaign

Texas Association of Municipal Information Officers (TAMIO)

- TAMI Award Winner
Print - Annual Report
City of McKinney 2012 Annual Report "Best Places to Live"

Awards for 2012

Texas Association of Telecommunications Officers & Advisors

- Public Health/Public Safety Video 1st Place
McKinney Vision: Click It or Ticket

Texas Association of Telecommunications Officers & Advisors

- Profile of an Organization or Department Video 2nd Place
McKinney Vision: Are You Connected?

City-County Communications & Marketing Association (3CMA)

- 3CMA Savvy Award of Excellence
Printed Publications – Reports, Population Group 81,000+
City of McKinney 2011 Annual Report "A Connected City"

Texas Association of Municipal Information Officers (TAMI)

- TAMI Award Winner
Cable – PSA
Click It or Ticket PSA

TAMI Award Finalist

- Cable – Special or One Time Program
“Are You Connected?”

Awards for 2011

IABC Southern Region

Silver Quill Award of Merit

- City of McKinney Communications and Marketing Electronic and Digital Communication
- City of McKinney Website

Silver Quill Award of Merit

- City of McKinney Communications and Marketing Special Event, Bike the Bricks

City - County Communications & Marketing Association

3CMA Savvy Award

- Digital Interactive - Electronic Newsletter

3CMS Savvy Award of Excellence

- Printed Publications – Annual Report, Population Group 82,000+
- City of McKinney 2010 Annual Report "A Unique Perspective"

Texas Association of Municipal Information Officers (TAMI)

TAMI Award Winner

- Print - Annual Report
- City of McKinney 2010 Annual Report “A Unique Perspective”
- TAMI Award Winner

TAMI Award Winner

- Marketing Plan / Campaign
- City of McKinney Best Place to Live Campaign
- TAMI Award Winner

Silver Star

- Technological Services – Electronic Newsletter
- City of McKinney Electronic Newsletter
- Silver Star

Hermes Creative Awards

Hermes Platinum Award

- Web Site Overall

- City of McKinney Website

Hermes Gold Award

- Social Media Site
- City of McKinney Facebook

Awards for 2010

City - County Communications and Marketing Association

3CMA Savvy Award of Excellence

- Printed Publications - Annual Report, Population Group 54,000-122,000
- City of McKinney 2009 Annual Report, "Building a Sustainable McKinney"

Texas Association of Municipal Information Officers (TAMI) 2010 Programming Award

- TAMI Special Audience (Operating Budget under \$250,000)
- City of McKinney, "Building a Sustainable McKinney"

TAMI Award Winner

- Print - Annual Report
- City of McKinney 2009 Annual Report, "Building a Sustainable McKinney"

TAMI 3rd Place Winner

- Best Special Event
- 2009 City of McKinney Oktoberfest

Comptroller Leadership Circle Award

McKinney's Finance Department has been awarded the GOLD Leadership Circle Award by the Texas State Comptroller's Office. The award is for enhancing the level of fiscal accountability and transparency to our taxpayers by publishing the city's budgets, financial reports and check registers online. Three levels of award can be earned: bronze, silver or gold. McKinney has earned the highest ranking, a gold level. Approximately only 30 other cities obtained this level of award.

Awards for 2009

City - County Communications and Marketing Association (3CMA)

- 3CMA Savvy Award-winner
- Printed Publications - Annual Report, Population Group 54,000-122,000
- City of McKinney 2008 Annual Report, "Leading With Vision"

3CMA Savvy Award Winner

- Printed Publications - Catalogs, Population Group 15,000 – 270,000
- City of McKinney, TX - Parks, Recreation and Open Space Activity Guide

3CMA Silver Circle Award Winner

- Printed Publications - External Newsletter, Population Group 105,000 - 1,300,000
- City of McKinney, TX - McKinneyInfo

3CMA Award of Excellence Winner

- Regularly Scheduled Program - Population Group 28,000 - 133,000
- City of McKinney, TX - McKinney Community News

Texas Association of Telecommunications Officers & Advisors

Interview / Talk Show 3rd Place

- McKinney Vision: Meet the Council

Texas Association of Municipal Information Officers

2nd Place TAMI Award Winner

- Best Special Event - 2008 Red, White and BOOM!

Texas Public Relations Association

2009 Silver Spur / Best of Texas Competition

- Best of Texas Merit
- Annual Report, "A Natural Progression: Leading with Vision"

Awards for 2008

MarCom

Platinum Award Winner

- City of McKinney Parks and Recreation Guide – Fall Issue
- Design / Program Guide category

Gold Award Winner

- City of McKinney Red, White and BOOM!
- Marketing / Promotion Campaign / Special Events

Honorable Mention

- City Limits Discovering McKinney
- Video / Film / Government

IABC

Dallas IABC Quill Award of Excellence

- City of McKinney Communications and Marketing
- Publications: Annuals Reports: "On Your Mark, Get Set... Grow"

Dallas IABC Quill Award of Excellence

- McKinney Communications and Marketing
- Publications: Newsletters "McKinney Info.Mag"

Videographer Award

Award of Distinction

- McKinney, Texas: Unique By Nature

City - County Communications and Marketing Association

3CMA Savvy Award winner

- Printed Publications - Annual Report, Population Group 101,600 - 220,000
- City of McKinney 2007 Annual Report "On your Mark, Ready, Set ... Grow"

3CMA Savvy Award Winner

- Printed Publications - External Newsletter, Population Group 110,000 - 1,400,000
- McKinneyInfo.mag

Texas Association of Municipal Information Officers

TAMI Award Winner

- Print - Annual Report (Population > 65,000)
- City of McKinney 2007 Annual Report, "On your Mark, Ready, Set ... Grow"

TAMI Award Winner

- Print – External Newsletter (Population >75,000)
- McKinneyInfo.mag

Texas Public Relations Association

Silver Spur / Best of Texas Competition

- Best of Texas Merit Newsletter
- McKinneyInfo.mag

Hermes Creative Awards

Hermes Platinum Award

- Publications - Annual Report
- City of McKinney 2007 Annual Report, "On your Mark, Ready, Set ... Grow"