



Bloomington 2014 State of the City Receives National Award

“The Art of Creating Community” Earns First-Place Honors

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Bloomington, MN—Bloomington’s 2014 State of the City: The Art of Creating Community again took center stage, but this time in the national spotlight. The event received the City-County Communications and Marketing Association’s (3CMA) prestigious first-place Savvy award at the organization’s national communications conference held in Minneapolis the first week of September.

Bloomington received the first-place award in the category of special events. Carmel, IN took the second-place award for its Art of Wine 2013 - Carmel Arts & Design District and the third-place award went to Farmers Branch, TX for its Liberty Fest 2013.

“What a great way to make a state of the city fun!” the contest judges said. “And an excellent way to reinvent a city staple and involve the community.”

The 2014 State of the City, presented by Mayor Gene Winstead and City Manager Mark Bernhardson, garnered rave reviews from attendees following the event held in March. The Art of Creating Community theme celebrated the best of Bloomington and the art of creating a place “where people have all of the things they love.” Attendees heard about placemaking in South Loop, new developments underway, the City’s excellent financial position, the 2013 community

survey results and the dedicated people and collaborations that contribute to the high quality of life in Bloomington.

The City also received recognition from 3CMA for its printed communications to residents and businesses in the community. The *Briefing*, the City's external newsletter, received a second-place award in the category of printed publications. Judges commented on how well the stories were written, noting the nice use of photos and great design.

The 3CMA Savvy awards recognize the best in local government achievements in communications, public-sector marketing and citizen-government relationships. This year's 3CMA awards contest drew more than 600 entries from around the country. The winning entries have created best practices in communications and have served as the benchmark for all local government communication efforts.

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