



**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

# 2019

## Achievement Awards



# 2019 Achievement Awards

The Achievement Awards program has three main objectives: to recognize innovative projects, to share those projects with other municipalities, and to demonstrate the value of cities and towns.

## **Judging criteria**

- Innovation
- Efficient use of resources
- Role in the city's overall vision
- Effective use of partnerships
- Quantifiable results
- Adaptability to other hometowns

The 2019 judges include two executive directors from municipal leagues in other states as well as a retired local government professional with 30 years of South Carolina experience.



## Population Categories

*(for municipalities with less than 20,001 population)*

Use 2010 population figures from the U.S. Census to select the appropriate category.

- **1 – 1,000 population**
- **1,001 – 5,000 population**
- **5,001 – 10,000 population**
- **10,001 – 20,000 population**

Judged on written entry only.

## Subject Categories

*(open to all municipalities)*

- **Communications** (includes marketing, branding campaigns, websites, social media, e-newsletters, local access channels, etc.) *Note: There are special requirements for this category. See #7 on page 3.*
- **Economic Development – Joseph P. Riley Jr. Award** (includes community development and land-use planning)
- **Public Safety** (includes emergency, law enforcement and fire services)
- **Public Service** (anything not covered in other subject categories)
- **Public Works** (includes infrastructure projects)

Judged on written entry and oral presentation.



## Submission Rules

1. Municipalities can compete in only one category — population or subject. Municipalities with a population of 20,001 or more can only compete in a subject category.
2. The entry's submission must include all required information: entry application with complete responses to all questions, supporting materials (no more than four pages) and three digital photographs. *See the Written Entries section on page 5 for more information.*
3. Only substantially completed projects are eligible for submission.
4. Each municipality can submit only one entry.
5. Previously submitted projects that did not win may be resubmitted only one additional time. After being submitted twice, an entry is no longer eligible for submission.
6. Two or more municipalities can submit an entry together; however, they must enter the project in a subject category.
7. Only entries in the **Communications category** can submit audiovisual materials and only if the audiovisuals are part of the original communications plan or project. For example, if the plan called for a video presentation at a council meeting or on the local access channel, this video can be submitted as supporting material or shown during the oral presentation.



8. Municipalities can submit several projects grouped under a common theme. An example of a common theme is downtown revitalization. Projects under that umbrella could include installing sidewalks and seating areas, providing incentives for businesses to remodel their exteriors, burying utility lines and organizing the merchants to promote downtown.
9. Agreeing to the terms of agreement on the online application indicates your municipality's commitment to send the mayor or a councilmember to the Association's Annual Meeting Awards Breakfast on July 20, 2019, should the municipality win.
10. The judges reserve the right not to name a winner in every category.
11. Omitting an item on the application will disqualify the entry.



## Written Entries

The written entry must provide a concise program description using the award application form found at [www.masc.sc](http://www.masc.sc) (keyword: achievement award).

In addition to the application, four pages of support materials (newspaper clippings, letters from constituents or other items that help you present your entry) are allowed. **Audiovisuals, such as videos or PowerPoint presentations, are only accepted in the Communications category and only if they were part of the project.** See #7 on page 3.

Three digital photographs (no smaller than 3" x 5" and 300 dpi) depicting the project must be submitted for use in the Achievement Award video and publications. By submitting the photographs, you are granting the Municipal Association the right to use the photos in print and online. *Note: Printed photos and collages will not be accepted.*

All program description questions must be answered for the entry to be valid. Agreeing to the terms of agreement on the online application indicates your municipality's commitment to send the mayor or a councilmember to the Association's Annual Meeting Awards Breakfast on July 20, 2019, should the municipality win.

All entry materials must be submitted online by February 13.

If you are competing in a population category, judging is based entirely on your written entry.



## Oral Presentations

If you are competing in a subject category, judging is based on both the written entry and an oral presentation. The presentation must last no more than 20 minutes. Following the presentation, 10 minutes will be allotted for judges' questions. Although this may seem like a lot of time to fill, there are ways to make your presentation interesting for the judges and easy for you to give. Be creative and have fun!

- You may use more than one presenter. However, make sure each presenter is aware that time limits are strictly enforced. Presenters can be elected officials, municipal staff, project partners or residents. Paid consultants or vendors are not allowed to be presenters.
- Use displays, such as posters and models. Visuals, such as photos or charts, can help you make a point or explain a difficult concept or process. Audiovisual aids, such as videos and PowerPoint presentations, are allowed only in the Communications category and only if the audiovisual material was part of the municipal project.

**Oral presentations will be March 4 and 5 at the Municipal Association's office in Columbia. Staff will assign presentation times after receiving all entries. The presentations are open to interested observers.**



## And the Winner is ...

Winners will receive statewide recognition and other benefits.

- Featured in a news release sent to local media outlets.
- Recognized at the Awards Breakfast on July 20 at the Municipal Association 2019 Annual Meeting at the Greenville Hyatt.
- Given four complimentary tickets to the Awards Breakfast.
- Featured in a video shown at the Awards Breakfast that can be posted to the city's website, social media accounts and used during local presentations.
- Publicized in the Municipal Association's newsletter, *Uptown*, and posted on the Association's website at [www.masc.sc](http://www.masc.sc).
- Given the winner's trophy for one year, which is then returned to the Association for next year's awards presentation.
- Given a plaque to keep permanently.
- Honored during a local awards presentation, at the request of the municipality.



## How to Enter

The fill-in-the-blank, online application provides an easy-to-use format to highlight project qualities for judging. The judges will look for projects that show innovation, efficient use of resources, effective partnerships, quantifiable results and adaptability to other hometowns.

**Complete the online application at [www.masc.sc](http://www.masc.sc) (keyword: achievement award).** You will need to complete the application form and upload your supporting materials and photos online.

The main contact person listed on the application will receive an email confirmation from the Municipal Association. **If the main contact does not receive a receipt by February 20, contact Patty Adams at 803.933.1259 or [padams@masc.sc](mailto:padams@masc.sc).**



## Submitting Your Entry

Complete your digital application by visiting [www.masc.sc](http://www.masc.sc) (keyword: achievement award).

Omitting an item will disqualify the entry.

*(Each answer must be 100 words or less.)*

1. Brief summary of project.
2. Describe the need or challenge that prompted the project.
3. Describe the planning process used to determine a solution or work plan to meet the challenge.
4. What were the goals and how well did the outcome achieve the goals?
5. How was the project funded and how were the funds used efficiently?
6. Who did you work with to achieve the goals of the project? How did the group(s) contribute?
7. How does this project promote the long-term success of the municipality and fit into its overall strategic plan?
8. What are the future plans or next steps for this project?
9. How is the approach to the project innovative?
10. What best practices can be shared with other cities after the completion of this project?



**Make sure you have included the following before submitting your entry by February 13:**

- Completed application form
- Completed responses to the 10 program description questions
- Supporting material (no more than four pages)
- Three digital photographs (no smaller than 3” x 5” and 300 dpi)

The main contact person will receive an email from the Municipal Association confirming the entry has been entered into our database. If the main contact does not receive the receipt by February 20, contact Patty Adams at 803.933.1259 or [padams@masc.sc](mailto:padams@masc.sc).

## **Submission Deadline: February 13**

- Submit your application, supporting materials and photos online at [www.masc.sc](http://www.masc.sc) (keyword: achievement awards).

**For more information, contact Meredith Houck at 803.933.1215 or [mhouck@masc.sc](mailto:mhouck@masc.sc).**

**MASC**<sup>®</sup> Municipal Association  
of South Carolina<sup>SM</sup>

PO Box 12109

Columbia, SC 29211

803.799.9574

[www.masc.sc](http://www.masc.sc)