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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: REBECCA JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE**

**NOTED: CARLA LADD, CHIEF ADMINISTRATIVE OFFICER**

**RE: MARKETING AND COMMUNICATIONS AWARDS**

**DATE: June 19, 2017**

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The purpose of this Memorandum is to inform Members of Council of the recent Marketing and Communications awards that the City of Barrie's Access Barrie team received this year.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.

Entries come from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops, production companies, web and digital creators and freelancers.

The competition has grown to one of the largest of its kind in the world. A look at the winners (available at [www.hermesawards.com](http://www.hermesawards.com)), shows a range in size from individual communicators to media conglomerates and Fortune 500 companies.

The competition is so well thought of in the industry that national public relations organizations, and advertising agencies are entrants.

Hermes Creative Awards recently recognized the City of Barrie with four awards:

- The 2015 Annual Report won the highest honours, the Platinum Award.
- The Budget 101 video was awarded a Gold Award.
- Our Team Playbook and the 2017 Community and Waste Management Calendar (partnership with Environmental Services) were both awarded Honourable Mentions.

With over 6,000 entries from throughout the United States, Canada and numerous other countries in the Hermes Creative Awards 2017 competition, we were honoured to be recognized. The awards highlight the great work our staff do on a daily basis to market and communicate the many city initiatives and services.

If you have any questions, please contact Cheri Harris, Manager of Marketing and Communications at ext. 4714.