



City of Slidell

Dept. of Cultural & Public Affairs • Press Release for Immediate Release

Paul Bartels • pbartels@cityofslidell.org • www.slidell.la.us
P.O. Box 828, Slidell, LA 70459 • 985.646.4375 • Fax 985.646.4231

Nov. 3, 2008

Slidell still Savvy

City continues to win 3CMA recognition in the arts



Shrek animator Marty Sixkiller, at left -- City of Slidell photo

Slidell is one of only five cities in the United States – and the only one in Louisiana -- to be recognized for its arts programs in the annual 2008 Savvy Awards competition sponsored by the City-County Communications and Marketing Association, or 3CMA.

The city's Department of Cultural and Public Affairs captured second place, known as the Silver Circle, for its "Where Are They Now?" entry in the Special Events

– One-Time Event subcategory competing against cities with populations of up to 59,000.

The award was presented during the 3CMA's annual conference held in late October at Lake Tahoe, Nev. Cultural and Public Affairs Director Kim Bergeron represented Slidell at the event.

The "Where Are They Now?" focused on talented former students in St. Tammany Parish who had gone on to pursue a successful career in arts-related fields. The resulting exhibit last summer showcased painting, photography and sculpture, animation, advertising and commercial art, package design and musical performance.

The Savvy Awards recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships.

The awards "salute skilled and effective city and county professionals who have creatively planned and carried out successful innovations in communications," according to the 3CMA website. The program "also serves as an increasingly important forum for exchanging cutting-edge information and ideas among government professionals."

"We're delighted that our "Where Are They Now" celebration of the arts received such a prestigious award, and even more honored that we were one of so few cities whose contributions to the arts was recognized," Bergeron said. "This exhibit was a collaborative effort between our staff and the many artists who participated. We had a lot of fun bringing it all together, and we hope that in the process we helped to inspire the next generation of artists."

The City of Slidell is no stranger to the Savvys. This is the seventh year the city and its Department of Cultural and Public Affairs has been honored for its marketing efforts by the City-County Communications and Marketing Association.

This accomplishment hasn't gone unnoticed by 3CMA founder Pam Lillquist, who noted how impressed she is that the arts are such a vital component of everyday life in Slidell, a city of about 32,000.

Bergeron was a speaker at last year's conference. She presented a workshop featuring the city's special events. As a result of Slidell's continuing Savvy Awards success for the arts, Lillquist has invited Bergeron to write an article about the arts for inclusion in the national organization's upcoming newsletter.

“I think it’s also important to note how blessed we are to have a Mayor (Ben Morris) who recognizes the importance of the arts not only to our quality of life but also from an economic impact standpoint,” Bergeron said. “These are the things that make our city such a fantastic place to live, and a wonderful destination for visitors.”

Last year, the city captured two awards in the Savvy competition.

One of them was a first-place Savvy for “Marketing Plans and Tools – Best Use of a Promotional Item” for its “Art is Life” lapel pin project. And the Award of Excellence, third place, went to the city in the “Special Events – One-Time Event” category for its “Mystical Experience” in which the Mystical Arts of Tibet were brought to Slidell and attracted a broad audience.

In 2006, the department received a Savvy first-place honor in the category of Marketing and Tools/Community Issues for its “Slidell: The Forgotten City” campaign, which was designed to draw attention to the devastation in Slidell in the aftermath of Hurricane Katrina.

That campaign also was awarded the 3CMA President’s Award, which is presented to one entry singled out as the most outstanding marketing campaign in any category.

