

Monday, October 06, 2003 - 2:49:48 PM



Online Services:

- Departments
- Team/Group Info
- Policies & Codes
- Calendar
- The Team
- Member Update
- City Mgr.'s Update
- Schools Intranet
- Schools Internet
- City Internet Site

SEARCH COMMENTS ABOUT

"City Sticker" Campaign Takes National Award

The public communications program surrounding the city's vehicle decal transition has been judged as one of the best campaigns in the nation by the City-County Communications and Marketing Association (3CMA). The "Life at the Beach Just Got a Little Easier . . . The City Sticker Is Gone!" campaign won an Award of Excellence in the large-city "Best Marketing Campaign" category of 3CMA's 2003 Savvy competition. The campaign was developed by the Media and Communications Group (MCG) for the Finance Department along with input from the Commissioner of the Revenue's Office, the City Treasurer's Office, Communications and Information Technology (ComIT), and others. Chuck Applebach of the MCG and Nancy Leavitt of Finance coordinated the program. Way to go, folks!

HOT TOPICS

- [Inclement Weather Info.](#)
- [Muhammad Trial Member Q&A \(10/06/2003\)](#)
- [Member Survey 2002](#)
- ["Community for a Lifetime"](#)
- [City Hall Security Measures](#)
- [2003-2004 United Way Campaign](#)

NEWS

MEMBER Update

- [City's Operating Condition to Change](#)
- MORE STORIES...**
- PRIOR ISSUES**

City Manager's Update

- [Social Services Staff Working 'Round the Clock To Serve Customers](#)
 - [Update on Hurricane Debris Collection and Removal](#)
 - [Councilmember Provides input on Tax Reform](#)
- MORE STORIES...**

Last Updated: 10/6/03 - © 1999 City of Virginia Beach