



Memorandum

Date: September 23, 2013
To: Bruce Glasscock, City Manager
From: Mary Vail-Grube, Director of Marketing and Community Engagement
Subject: Premiere of Plano – City of Excellence Video

The City of Plano was invited by ICMA to participate in the ICMA TV video series for 2013 in which selected cities are featured who excel in the topic areas of the annual ICMA conference. This year those included; economic development, neighborhood revitalization and community engagement, all of which are part of the strategic goals identified by the City Council.

The Marketing staff worked closely with the producers assigned by ICMA to identify key community and business leaders and to focus on showcasing all the people, places and programs that make Plano special and create the culture of excellence.

The video is being released at the ICMA Conference this week in Boston and we wanted to share with you, the City Council and the citizens of Plano. It will be shown during the Preliminary Open Meeting and aired on Plano Television on Monday evening.

We will receive all the raw files as well as final product, we are free to use and share in any way we wish to showcase Plano - City of Excellence. The video will be featured on the ICMA TV channel for one year and available on the YouTube channel and will be streamed live throughout the ICMA conference to thousands of local government professionals from around the country and the world.

We hope you enjoy this story of our City of Excellence.!