The Trendsetter City program is designed to honor cities who are leaders in innovative programs and initiatives for improvement and growth. Being a Trendsetter City is an honor that speaks to the commitment by city leadership and its citizens, and creates a great economic development selling point.

Winners will be recognized in the following categories:

Categories:

- **Public Safety** (Recognize cities/towns being proactive and innovative to improve public safety. Can include cross training of departments, programs that lowered insurance rates, improving crime-prone districts, citizens police academy, school DARE, etc)
- **Infrastructure/Water** (Recognize cities/towns who have found innovative ways to preserve existing infrastructure and minimize repair costs or time including underground utilities, streets, etc; protecting public waterways; wastewater treatment innovation; etc)
- **Education/Workforce Development** (Recognize unique programs that are improving graduation rates; raising the education standards in K-12; programs that are developing a more qualified workforce for employers. Programs can be a public/private partnership and do not have to be a municipally led program. The quality of a city is determined by its citizens)
- **Wellness and Fitness** (Recognize city lead programs to improve the wellness of city employees and/or its citizens. Can include (and not limited to) creation of walkable space, community gardens, development of parks, etc)
- **Tourism Development/Creative Culture** (Recognize cities/towns who are building unique venues, attractions, museums, etc to not only attract tourism but also improve the quality of life of citizens)
• **Environmental/ Green Management Practices:** (Recognize cities/towns for their efforts to preserve or improve their environment. It can include LEED; recycling; air quality; energy use, etc)

The competition is divided into three population categories to allow cities to compete with other cities of comparable size. The population categories are: cities less than 5,000 population, 5,000-20,000 population and more than 20,000.

**Application Information:**

- Each city can submit one award application in each award category.
- Entries must describe programs or projects brought to conclusion or showing significant results between July 2015 and July 2019.
- An official entry application must be submitted for each project.
- **Entry Forms must be received in the Arkansas Business office by 5:00 p.m. August 9, 2019** or be postmarked on or before that date. Entry forms should be submitted to:
  - Alex Howland
  - Arkansas Business Publishing Group
  - 114 Scott Street
  - Little Rock, AR 72201
  - Or emailed to - AHowland@abpg.com
  - Or faxed to – Alex Howland at 501-375-7933

- The entry must include all required information, such as completed entry form, a concise description of the project or program, and adhere to the space requirement of four pages double-spaced for the written description and no more than four pages of supporting material.
- If a city submits entries in multiple categories the page limit applies to each category individually.
2019 Trendsetter City Entry Form:

Please Check One Category Per Entry Form: (see award criteria for additional information)

___ Public Safety
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____

___ Infrastructure/Water
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____

___ Education/Workforce Development
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____

___ Wellness and Fitness
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____

___ Tourism Development/Creative Culture
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____

___ Environmental/Green Management Practices
Submitted by: __________________________________________
Name of City Nominated: __________________________________________
Population Category: (Please select one)
less than 5,000____ 5,000-20,000____ 20,000 or greater____
Contact Person
(The following person will be the main contact if your city is selected as a finalist in this category)

Please Print or Type:

Name ____________________________________________________________

Title ____________________________________________________________

Department ________________________________________________________

Address ___________________________________________________________

Telephone Number _________________________ Fax Number ________________

Email Address _____________________________________________________

Application:

• Please type (or print in black ink) up to four pages of double spaced text to describe your entry
• Be clear, specific and concise, using the award criteria to support the project or program that you are entering
• Submit no more than four pages of support materials for your project, these may include newspaper clippings, photographs, letters from constituents, etc.

Things to include in your narrative:

• Clearly explain the current and future benefits of the program/project.
• Could other cities convert the program/project to meet their needs?
• How were the original goals for the program/project established?
• How does the program/project operate, including financing and staffing?
• Is the program/project the first of its kind, or have you changed an existing program in a new and different way?
• How well has the program/project achieved its objectives? (Objectives and accomplishments/results should be clearly stated within this entry)
• Did you partner with other groups to achieve your goals? Please explain the partnership.
• What is the program/project current and long-term value to the community?
• How has the community supported the program/project?
• Simple explanation of how your program/project works.
• Has the program/project saved your community money?
• Is your narrative neat and easy to read?
Judging Process:

- All entries will be screened by Arkansas Business Publishing Group staff for completeness. Any entry deemed not complete will be excluded from final judging.
- Final judging will be conducted by an independent panel of judges with considerable experience in the area of city government and program/project management.
- Judges will be asked to look for the following in each entry:
  - Is the application complete and are the necessary items enclosed?
  - Is the program/project innovative?
  - Did the program/project achieve its goal?
  - What is the long-term value to the city?
  - Can the program/project be adapted for other cities?

Recognized Cities:

- All finalist will be notified in September 2019.
- Finalist will be featured in Arkansas Business, in December of 2019 in a special Trendsetter Cities supplement.
- Awards will be distributed at the 2020 Municipal League Winter Conference.
- PINNACLE AWARD: (only 1) Each winning or honorable mention city in the above categories will be eligible to compete for the Pinnacle Award. The city whose programs/initiatives are truly innovative, represent a commitment to progress and an example for other municipalities to follow.