



# BUSINESS ADVISORY

Rancho Cucamonga Redevelopment Agency

FOR IMMEDIATE RELEASE

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## Agency Receives Top Marketing Honors

*Promotional video and tourism program garner national awards*

**Rancho Cucamonga, CA** — The Rancho Cucamonga Redevelopment Agency has received two awards from the City-County Communications and Marketing Association (3CMA) for its community marketing efforts. The awards were presented at 3CMA's 20<sup>th</sup> Anniversary Conference and Savvy Awards Program, which was attended by public sector communications and marketing professionals from throughout the United States.

The 3CMA judges honored Rancho Cucamonga with its highest accolade — the "Savvy" award — for the Agency's promotional DVD, *Living the Dream*, and selected the Agency's Tourism Marketing Program for the 3CMA "Silver Circle" award.

*Living the Dream*, a promotional DVD produced by the Redevelopment Agency in conjunction with its video production partner Showreel International, earned the top spot in the Promotional Video category for cities, counties and special districts with populations ranging from 107,000 to 250,000.



"This was a fast-paced, visually appealing video with footage of people, local shops, restaurants and businesses," commented the 3CMA judges. "The ultimate goal of conveying the message of drawing new residents and business interests was met — we want to move there!"

The 3CMA judges also selected the Redevelopment Agency's Tourism Marketing Program as one of the best economic development marketing efforts for jurisdictions with populations of up to 250,000. The Agency received the Silver Circle Award, which is 3CMA's equivalent to an Olympic Silver Medal, commenting that the Agency's efforts have put Rancho Cucamonga on the "travelers' map."



"A great mix of co-op advertising, email blasts, website marketing, travel writer connections, public relations, and strategic partnerships has helped get the word out to the travelers' market about the

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excellent location, day trip options, and attractions in this city," said the 3CMA judges.

More than 800 entries were submitted by cities, counties, and special districts from across the country for this year's 3CMA Savvy Awards competition, making it the largest number of submittals ever received in the organization's 20-year history. Judges were selected among a nationwide group of public sector communications and marketing professionals who have extensive experience in the industry.

The 3CMA organization is comprised of over 900 professionals from cities and counties representing a number of governmental disciplines and functions, and was founded on the principles of achieving the highest ideals of public service through the power of communications and marketing.

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