



2026 TAMI AWARDS

City Council Meeting - July 7, 2026

KRYSTAL HAYNES | DIRECTOR OF PUBLIC AFFAIRS

SCHERTZ
COMMUNITY. SERVICE. OPPORTUNITY.

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS

JULY 3-5 | AUSTIN, TX

Over 700 entries

3 Awards!



REPORT- FY 23/24 PAFR

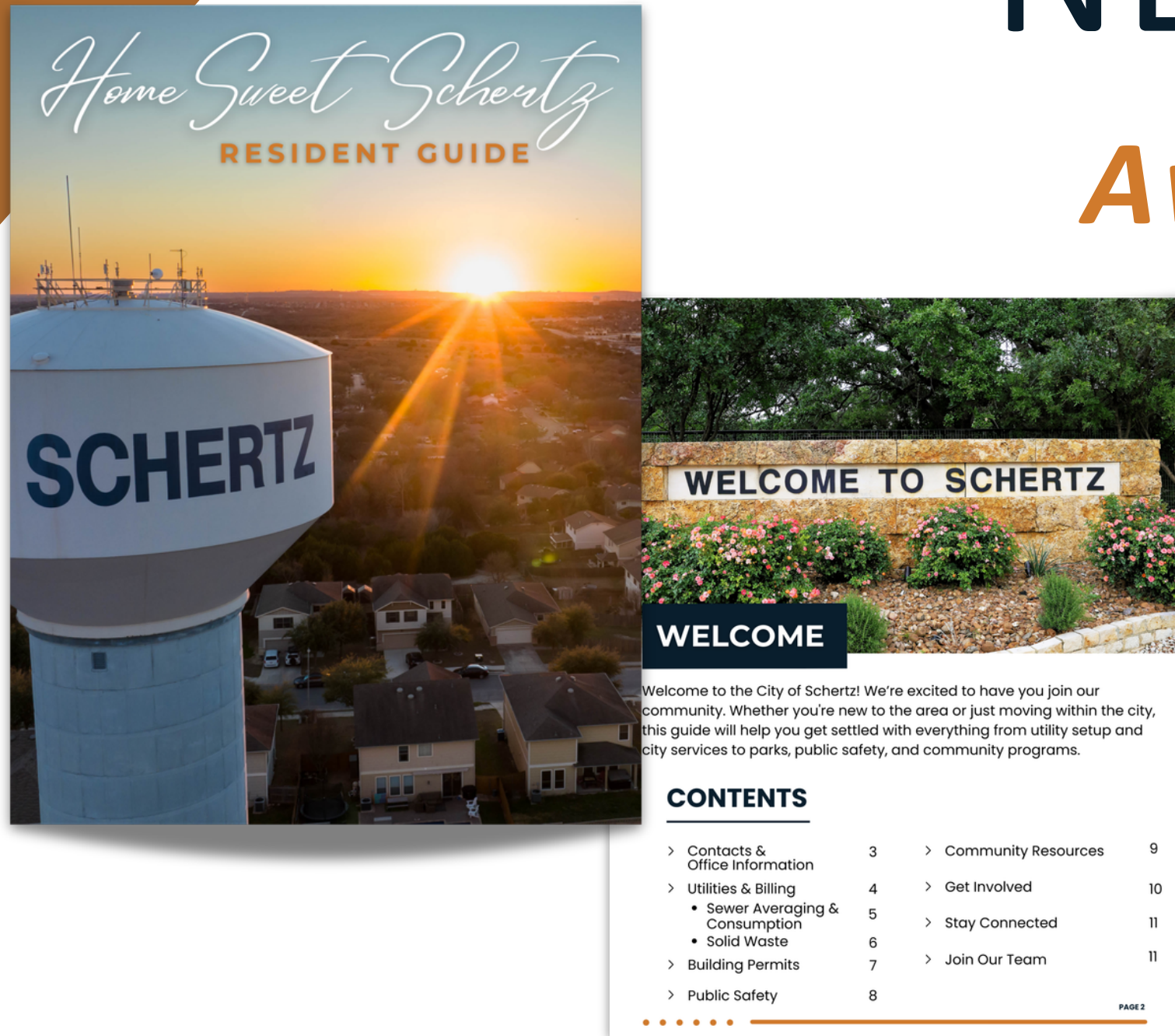
Award of Excellence - 2nd Place

- Work in collaboration with Finance
- Complements the ACFR and Budget Book, which meet professional reporting standards but are highly technical.
- PAFR makes City finances easier to understand by translating complex financial information into a clear, visual format.



SPECIAL PUBLICATION - NEW RESIDENT GUIDE

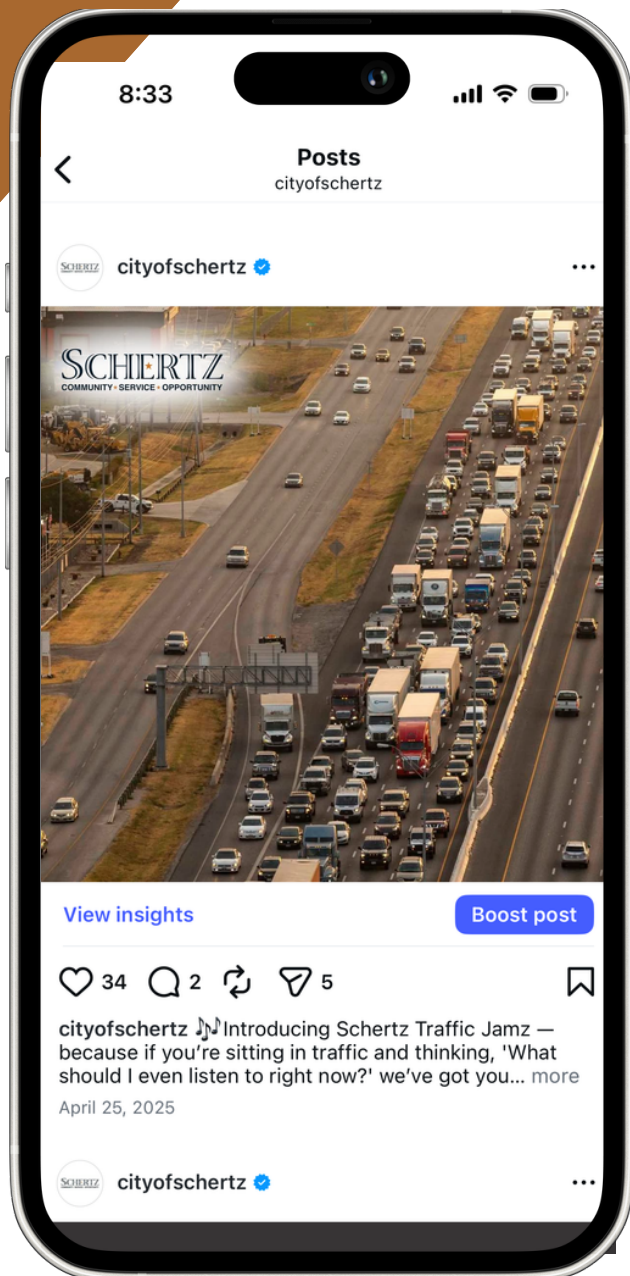
Award of Excellence - 2nd Place



- Worked in collaboration with UB
- Reimagined the new resident welcome packet to create a stronger first impression for new residents.
- Expanded beyond utility information to introduce residents to City services, programs, and resources.
- Transformed a text-heavy document into the visually engaging Home Sweet Schertz Resident Guide.

BEST SOCIAL MEDIA POST - SCHERTZ TRAFFIC JAMZ

Award of Excellence - 2nd Place



- Turned routine traffic updates into engaging content by pairing construction information with a themed Spotify playlist.
- Made important roadway updates more relatable and shareable through humor and pop culture.
- Increased visibility and improved public sentiment around a typically frustrating topic.



COMMENTS & QUESTIONS

