

**Subject:** Platinum 2020 Communications Individual Achievement Award**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2020-0170, Platinum 2020 Communications Individual Achievement Award, for information.**

**Background:**

Marc MacDonald, the Town of Pelham's Communications and Public Relations Specialist, has been an integral part of the Town of Pelham team since 2017. Essentially a department of one and the critical source for communications and public relations for the Town of Pelham, Mr. MacDonald serves as writer, photographer, web editor, graphic designer, speechwriter, and social media manager, along with addressing many other day-to-day public relations and communications needs.

The creativity and polished approach he lends to corporate communications has resulted in continual improvement to Pelham's communications efforts, elevating the corporate image to a new standard. The look and feel of the corporate advertisements, digital and print newsletter, communications templates, and business card design encapsulates the corporate brand into a suite of professional communications tools.

As Council is aware, recently MarCom awards were presented to the Town of Pelham, including a Platinum Award for the Town's "Moving Forward: A Framework for Reopening During COVID-19" operations and communications plan, and a Gold standard award for the Town's Annual Report.

Previously, the Town was awarded MarCom and AVA Digital Goad Award for the Town's redesigned website, which Mr. MacDonald was tasked with leading and executing. Recognizing these achievements, other Niagara municipalities have reached out to Pelham to determine how Pelham has been able to attain its communication success with such limited resources. Mr. MacDonald also secured a Hermes Creative Gold Award for Pelham's corporate communications plan, which he

researched, wrote, and designed. While these awards provide a public acknowledgment for the high standard of public relations and communications initiatives he has spearheaded on behalf of the Town of Pelham, he continually demonstrates a strong code of ethics, creativity, and professionalism.

For these reasons, Marc MacDonald was nominated for a MarCom Individual Achievement Award and recently, the Town was informed of the Platinum Award standing. MarCom Awards honour excellence in marketing and communication, administered by the Association of Marketing and Communication Professionals (AMCP), an international organization founded in 1995. While this particular award recognizes individual achievements, Mr. MacDonald attributes this honour to the entire Town of Pelham team, noting the collaboration that is achieved for the various project undertakings.

**Analysis:**

This report is for information purposes only.

**Financial Considerations:** None

**Alternatives Reviewed:**

Not applicable

**Strategic Plan Relationship: Strong Organization**

Mr. MacDonald is an integral part of the Town of Pelham team and is commended on this achievement of a Platinum MarCom Award.

**Consultation:** none

**Other Pertinent Reports/Attachments:**

An official certificate and platinum statue award are forthcoming.

**Prepared and Recommended by:**

Nancy J. Bozzato, Dipl.M.M., AMCT  
Town Clerk

**Prepared and Submitted by:**

David Cribbs, BA, MA, JD, MPA  
Chief Administrative Officer