



# 2025 TRENDSETTER CITY ENTRY FORM

## Category:

Please check one category per entry form.  
(See award criteria for additional information.)

- Diversity/Equity/Inclusion
- Education and Workforce Development
- Infrastructure and Water
- Public Works/Environmental and Green Management
- Technology and Security
- Tourism Development/Creative Culture

## Population:

- Less than 5,000
- 5,000-20,000
- 20,000 or Greater

## Contact:

Please Print or Type:

City Name: \_\_\_\_\_

Mayor: \_\_\_\_\_

Mayor Phone: \_\_\_\_\_

Mayor Email: \_\_\_\_\_

Submitted By: \_\_\_\_\_

(The following person will be the main contact )

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Application:

- **NEW: 50-word executive overview of your program/project at the start of entry.**
- 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:

- 50-word executive summary of program/project required
- 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 finalists will be notified in September 2025.
- Finalists will be featured in *Arkansas Business*, in December of 2025, in a special Trendsetter City supplement.
- Awards will be distributed at the 2026 Municipal League Winter Conference.