

Memorandum

TO: City Council
FROM: Renee Eisenbeisz , Assistant City Manager
DATE: August 3, 2026
SUBJECT: MN Association of Government Communicators Northern Lights Award

ITEM 5.b
NUMBER:
SECTION: PROCLAMATIONS AND RECOGNITIONS

REQUESTED MOTION

INTRODUCTION

Staff will present information on the Silver Northern Lights Award the city received from the MN Association of Government Communicators (MAGC).

DISCUSSION

MAGC was formed in 1980 in an effort to create connections, engaging professional development opportunities, and a community for those working in government communications. They have been hosting the Northern Lights Awards since 1982. These awards recognize outstanding work in MN's government, educational, and nonprofit communications. The awards include 29 categories across the following topics:

- Creative achievement
- Publications: electronic or print
- Video by governmental entities
- Plans and projects
- Engagement
- Web design
- Special achievement awards

In July, the city received the Silver award in the community engagement category. The award recognized the city's June 2025 posts on overnight parking. The original post reached over 149,000 people with a 10% engagement rate. The response post from the city reached 2,700 (almost all followers of the City of Shoreview and likely, our residents) with an 11% engagement rate. The city previously won two Northern Lights Awards in 2020 for its updated logo.

RECOMMENDATION

ATTACHMENTS

[MAGC awards submission](#)