

ELGL LESLIE B. KNOPE AWARD

For the Best Public Library
in America

A BRIEF HISTORY



Laura Savage, nominator



Engaging Local Government Leaders is a professional association full of innovative local government leaders with a passion for connecting, communicating and educating.

The key characteristics of who they are and how they work to strengthen local government are:

Authentic
Transparent
Inclusive

LET THE RACE BEGIN

Round of 32

- Pueblo City-County Library District, Pueblo, CO
- Jonathan Bourne Public Library, Bourne, MA

(1) Pueblo, CO - 99%

(26) Bourne, MA - 1%

Sweetums 16

(1) Pueblo, CO

(8) Upper St. Clair, PA

Pueblo, CO	1,106	55%
Upper St. Clair, PA	899	45%

Eagleton 8



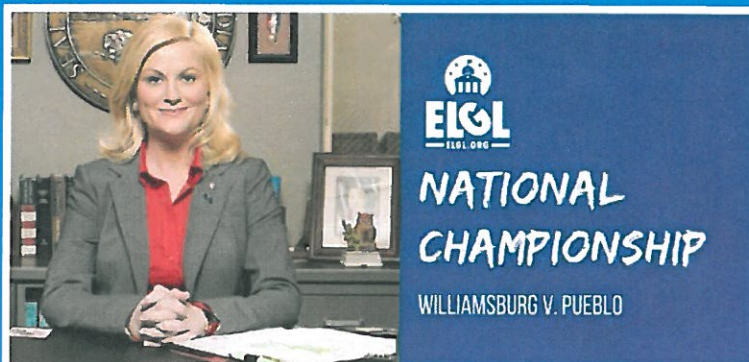
Pueblo 2,289 votes (55%) vs. State College 1,838 votes (45%)

Final 4

Pueblo, CO v. Lawrence, KS

Pueblo, CO = 5,271, 50.76%
Lawrence, KS = 5,113, 49.24%
Total = 10,384

THE FINAL SHOWDOWN



National Championship: Williamsburg v. Pueblo

FEBRUARY 26, 2018 BY ELGL

SOCIAL MEDIA PROMOTIONS

FACEBOOK

- January 21-March 2 (just under six weeks)
- \$5,082.69 spent on facebook promotions
- 24,811 clicks (.21 per click)
- 505,650 people reached (.01 per view)

	Boosted Post Hooray for Pueblo and for Colorado! We beat o... <small>Promoted by Midori Clark on 02/19/2018</small> <small>Completed</small>	85,244 <small>People Reached</small>	2,628 <small>Link Clicks</small>	\$577.06 <small>Spent of \$500.00</small>
View Results				

SOCIAL MEDIA PROMOTIONS

TWITTER

- First time PCCLD has actively managed a campaign on Twitter
- \$127.87
- 21,087 impressions (.006 per impression)
- 12,727 Tweet engagements (.01 per engagement)

THE RESULT: LOTS OF LOVE FROM THE COMMUNITY AND STAFF, CIVIC PRIDE

