CIFA 2020 Workshop
Iowa’s Water Tower Contest

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ENTER TO WIN A ONE-OF-A-KIND WATER TOWER FOR YOUR HOMETOWN!

IT'S IN THE WATER

INVESTING IN IOWA'S WATER
www.iowasrf.com
Water Tower Contest

• Communities submitted 2-minute videos
• Had to have a “water” theme
  – “it’s in the water”
• People voted for their favorite video on our Facebook page
• Local artist worked with winning communities on design
ENTER TO WIN A ONE-OF-A-KIND WATER TOWER FOR YOUR HOMETOWN!
It's IN THE WATER

When a group shares a certain attribute, people often use the expression: **IT MUST BE IN THE WATER**! So tell us, what is that special "It factor" that sets your hometown apart. Enter our HOMETOWN PRIDE-A-THON by submitting a video (no longer than two minutes) that demonstrates your answer for a chance to win BIG.

If the voters like "what's in the water," we'll transform your water tower to be as inspiring as your town.

**SUBMISSION DEADLINE:**
**SEPTEMBER 30, 2019**
Water Tower Contest

• 24 entries
• Total budget for campaign was $25,000
• SRF was not responsible for maintenance, insurance or preparation of tower
• Design had to include SRF logo
• Originally planned on a wrap but ended up painting the design on the tower
INVESTING IN IOWA’S WATER
www.iowasrf.com
North Liberty

https://vimeo.com/361402533
Twenty-four Iowa communities have showcased their special "it factor" that sets them apart for a chance to win a one-of-a-kind water tower that is as inspiring as their town!

NOW IT'S FOR THE VOTERS TO DECIDE IF THEY LIKE "WHAT'S IN THE WATER"!

The community's video with the most votes on Oct. 11 at 5:00 p.m. CT will have their water tower transformed to be as inspiring as their town by Iowa artist Laura Palmer.

A maximum of one vote per Facebook profile per 24 hour period is allowed.
Water Tower Contest

• Muscatine Power and Water won
  – Different icons representing Muscatine were developed by artist
  – Muscatine P&W posted them on their website
  – Community got to vote on their favorites
 WHICH ICONS SAY “MUSCATINE” TO YOU?

VOTE FOR UP TO FIVE (5) ICONS BY LETTER

* 2. Based on the images with letters shown in the above image, please vote for up to 5 images you’d most like to see represented on the Muscatine Water Tower. Note: other iconic images of Muscatine not shown here will be included in the final wrap unveiling later this year.

☐ A  ☐ E  ☐ I
☐ B  ☐ F  ☐ J