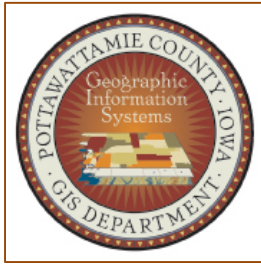


2010 GIS Photo Contest



Contest Description

Every three years Pottawattamie County captures new aerial photography of the entire county. The county, cities, developers, surveyors, realtors and public all are benefited. Within the county we use the imagery for public safety (911, Sheriff, & Emergency Management), road construction and maintenance, property line maintenance, planning and zoning, park & land management, court cases, etc... The flight window to capture this year's imagery opens approximately the last week of March and closes approximately the third week of April. This window may shift a day or two either way because weather plays a big part in capturing quality aerial photography.

Pottawattamie County citizens will have the opportunity to design a creative display on their property that will be captured in this spring's flight. The display must be left out for the duration of the flight window to guarantee it gets photographed. Displays need to be large to be seen. The imagery is high resolution at six inches per pixel. In other words, a six inch square on the ground represents one pixel of imagery. To make your display visible you'll need to think BIG! The display should be creative. Ideas include, but are certainly not limited to hay bales, mowing patterns, railroad ties, cardboard, paper-mâché, etc. placed in your yard or on your roof. Although not very creative, here is a link to an example display which is 12' x 30': <http://gis3.pottcounty.com/giswebsite/default3.aspx?pin=754319178005> (be sure to turn on the 2007 Aerial Photos). Participants may enter their name into the contest by visiting the Pottawattamie County GIS Department website (www.pottcounty.com/html/GIS_Overview.asp) or in person at 515 5th Ave, Council Bluffs, IA. Entrants must submit their name, address, phone number, email address, exact location of their display (coordinates or address), and a short description. The imagery will be available for viewing on the GIS Mapping Website (<http://gis.pottcounty.com>) in October of this year. Contest submissions must be made by October 1, 2010 to be considered for prizes.

Winners will be selected based on **Creativity and Implementation of Design**. There will be two groups of winners selected out of the entrees: **People's Choice** and by a **Judging Panel**. The winners in the People's Choice category will be decided by anyone who visits the GIS Website Mapping (<http://gis.pottcounty.com>) to view the entrees and submits their votes. Voting will begin once the new imagery is loaded onto the site and announced in the paper(s) and online. This is expected to begin in October 2010. The voting window will be for two weeks beginning after the announcement. The other set of winners will be selected by a Panel of Judges. The judges will consist of members of the GIS Department, Pottawattamie County Board of Supervisors, and the City of Council Bluffs.

Winners will be presented with awards in November 2010 and announced in the local media.

What you need to know/suggestions:

You should plan to have your display out from March 15th to the end of April. The flight window for the new photography begins in the last week of March and ends in the third week of April, but because of weather this window may shift by as much as a week. It is imperative that your display be up for a month or more to accommodate the entire flight window to include any shift in scheduling.

The new imagery will be available on the GIS Department website sometime after October 1, 2010. It takes a long time to process millions of pixels and to place them in the correct geographic location.

Please be respectful of our land. We ask that you do not destroy or tear down natural features for this contest.

Contest Rules:

- Contestant must be a resident of Pottawattamie County. This will be verified through tax records.
- The display must be made on your own property.
- The only category for the competition is “Most Creative Display”.
 - Your display will be judged based on most creative and implementation. This means that the idea has to be good and it must be executed well.
 - The people’s choice award. The public will get a chance to vote for what they believe is the most creative design. This will be done via a website to be released after the imagery is made available and ready for viewing on the GIS Website Mapping (<http://gis.pottcounty.com>). The voting will last for two weeks. The top three vote getters will receive prizes.
 - The Judging Panel Award. There will be a panel of judges handpicked to determine the winners. Only the top three winners will receive prizes. Judges will rank the top 5 picks individually and privately. Once each judge has completed their rankings all will be added together. The lowest three scores win first, second, and third.
- Prizes are as follows:
 - 1st place People’s Choice: \$150
 - 2nd place People’s Choice: \$75
 - 3rd place People’s Choice: \$25

 - 1st place Panel pick: \$150
 - 2nd place Panel pick: \$75
 - 3rd place Panel pick: \$25

 - All winners will receive a framed 8”x10” print of their display.