



## Annual Report - Print or Digital (2025-2026)

### Category Description

*(This category is exclusive to municipalities only.)*

Submit a single annual report produced within the last two fiscal years.

Reports will be judged on criteria such as aesthetics, innovation, clarity/accessibility, and comprehensiveness.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of the report's goals and objectives, as well as the production process, target audience, and overall impact. Pictures or a video not exceeding two minutes will also be accepted.

### Name of Individual Submitting Entry

Christine Parkinson

### Affiliation (Municipality/Organization)

City of Coral Springs

### Primary Contact Email

cparkinson@coralsprings.gov

### Primary Contact Phone

(954) 344-1197

**Population**  
134,000

**Team Size**  
16

**Entry Title**  
Coral Springs 360

**Social Media**  
[www.coralssprings.gov/socialmedia](http://www.coralssprings.gov/socialmedia)

**Video Link (YouTube or Vimeo)**

**Supporting Documentation**  
360 2025-Issuu.pdf  
Screenshot 2026-02-05 at 10.58.05 AM.png  
City Managers Accomplishments FY2025.pdf  
011326 CS360 Magazine Cover Animation.mp4

**What are the goals and objectives of the annual report (include target audience)?**

Return to reporting annually back to stakeholders about city accomplishments and projects on the horizon. Seek to differentiate an annual publication from the regular Under the Sun magazine, while providing a cohesive document reporting .

**Describe the supporting documentation submitted with this entry.**

PDF of Coral Springs 360 – This 20-page publication is also hosted in flipbook style on the city website and with a special landing page, allowing readers to get more information on budget and strategy – [www.CoralSprings.gov/360](http://www.CoralSprings.gov/360)

Social post promotion with animated cover – In advance of hitting mailboxes, the issue is previewed and promoted via social media. Since this is a new publication, followers could know to look for the copy in their mail and that it was produced by the city.

City Manager’s Accomplishments – This internal document was produced in fall 2025 to serve as a comprehensive report to the City Commission, showcasing department accomplishments and milestones achieved from the city’s strategic and business plans. The information was too detailed for a citywide mailing.

**What is new, innovative or creative about this annual report?**

This full-circle view is organized by strategic priorities to align with our city’s planning and budget focus areas. The content is a curated version of a longer, more detailed overview of accomplishments from 2025 that serves as an internal report from the City Manager to the Commission. Staff used facts, figures and updates provided across all city departments to determine the most impactful and visible projects to include in the highly visual report, mailed to every home (including apartments) and businesses – more than 50,000 copies.

Modern graphics and intentional use of in-house photography throughout give the important content a reader-pleasing viewpoint with the matching visuals to drive home the value residents receive for their tax dollars. The use of aerial imagery also gives readers a new perspective on how their city looks in detail, and from a wider angle – one they don’t get to see every day.

**Describe how the annual report was successful (include your evaluation process and metrics).**

After several years of not producing an annual report-style document, communications satisfaction numbers were not rebounding to pre-COVID numbers. With the dominance of social media, discourse can feel at its peak, when in many cases the silent majority is still paying attention. The City of Coral Springs has maintained a multi-faceted communications strategy, choosing not to abandon print, but to continue to use mailed items as a guaranteed way to push information to our 134,000 residents and 7,000 business owners. This first-ever report was timed to hit mailboxes just before our citywide annual survey, and initial results show that the 360 publication is a new vital part of our eclectic comms toolbox, with a 7% increase in satisfaction with city communications reported in recent polling (January 2026 90% compared to 83% in FY2025, with FY2024 showing 76%).

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.**

The content is produced entirely in-house, with a team of 16 core communications and marketing professionals. Four team members are the primary writing and design staff for the publication, with support from photography and website team members.

With a mailing list of 50,000+, we use our Under the Sun magazine, and now an annual "Coral Springs 360" report to report back to residents on everything accomplished in the past year. With a community of 134,000 residents, the publications are the only true communications piece that reaches all stakeholders equally. The 20-page publication cost \$20,628 for 52,360 total copies, plus \$12,268 in postage for 50,846 residences and businesses. The final cost is 74 cents per household, and the funding is already approved as part of the city's regular annual budget for citywide printing and mailing.