



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

Michael Rojas

Affiliation (Municipality/Organization)

City of Sunny Isles Beach

Primary Contact Email

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Primary Contact Phone

(305) 792-1893

Population
22,903

Team Size
7

Entry Title
Sunny Isles Beach Annual Report 2025

Social Media
@CityofSIB

Video Link (YouTube or Vimeo)

Supporting Documentation
Annual Report 2025-Accessible.pdf

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

Our Annual Report is designed to give residents an overview of the City's accomplishments by highlighting key projects, services, and initiatives from each department over the past year. Rather than attempting to document all day-to-day operations, it focuses on select success stories and supporting statistics that together provide a meaningful snapshot of the scope and impact of departmental work. The primary target audience is City residents, with secondary audiences including local businesses, community partners, and elected officials who use the report to understand how City resources are being used to serve the community.

Describe the supporting documentation submitted with this entry.

The supporting documentation for this entry is the City's 2025 Annual Report, provided in its digital format as published on our website. The report is also produced as a professionally printed booklet that is distributed at City facilities and available at Commission Meetings, ensuring it is easily accessible to residents, visitors, and community partners.

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

This Annual Report is new and creative in the way it turns what could be dense operational data into a clear, visual story about the City's work. A cornerstone of this approach is our in-house team's exceptional photography, capturing authentic, high-impact moments from projects across all City departments throughout 2025. It prioritizes images, icons, and infographics over lengthy narrative, using pie charts, bar graphs, and other visuals—many with three-year trend data—to show departmental accomplishments, resource allocation, and service levels at a glance. The report also goes beyond traditional financial and project highlights by visualizing event attendance, program registrations, and customer service feedback, giving readers an immediate sense of how residents interact with City services. By designing the report to be quickly scannable, visually appealing, and easy to share both digitally and in print, it invites broader engagement from residents, businesses, community partners, and elected officials.

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

Our primary goal for this Annual Report was to transform departmental data and accomplishments into a cohesive, visually driven story about the City's work over the past year. Success was defined by how effectively we organized complex information, showcased all City departments, and delivered clear, easy-to-grasp visuals in place of dense narrative. Internally, we evaluated the report through reviews with department directors and leadership, confirming that key initiatives, metrics, and three-year trends were accurately and compellingly presented. As external engagement data becomes available, we will use it to refine future editions, but the main achievement of this year's report is the successful shift to a storytelling format that makes City operations more understandable and accessible to our community.

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.

This Annual Report was a true collaborative effort, with the City Manager's Office and each City Department taking an active role in shaping a document that truly reflects our achievements and keeps residents informed. Despite our Communications team's heavy workload, we dedicated significant time and energy to ensure the report was both engaging and informative, focusing on the use of images and infographics rather than large blocks of text.

While our city is small (population 22,903), our residents demand exceptional service, and our City Departments consistently deliver at a high level, often without the recognition they deserve. This Annual Report not only highlights our accomplishments but also brings attention to the important work done every day to maintain and improve our community. It serves as a positive and transparent reflection of our ongoing commitment to addressing the issues that matter most to our residents.