



## Magazine - Electronic or Print (2025-2026)

### Category Description

Submit a single issue of your municipal or county magazine from the last 24 months. The publication can be any size.

Judges will assess criteria such as aesthetic appeal, readability and the effective use of layout and typography.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your magazine, including a timeline for production, the number of staff responsible for magazine content, distribution numbers, etc. Pictures or a video not exceeding two minutes will also be accepted.

### Name of Individual Submitting Entry

Nannette Rodriguez

### Affiliation (Municipality/Organization)

City of Dania Beach

### Primary Contact Email

narodriguez@daniabeachfl.gov

### Primary Contact Phone

(954) 560-1653

### Entry Title

Pioneer, Fall 2025

**Social Media**

<https://www.facebook.com/cityofdaniabeach/>, <https://www.instagram.com/daniabeachfl/> ,  
<https://www.youtube.com/@DaniaBeachTV> . , <https://x.com/DaniaBeachFL> ,  
[https://nextdoor.com/city/feed/?feed\\_filter=my\\_agency](https://nextdoor.com/city/feed/?feed_filter=my_agency) , <https://www.flickr.com/people/cityofdaniabeach/>

**Video Link (YouTube or Vimeo)****Supporting Documentation**

PIONEER Newsletter Fall 2025.pdf

BCC Mail Manager - PS Form 3602-R ( 67053-C-of-Dania-Beach-Pioneer-Newsletter ).pdf

Pioneer Fall 2025 Outline.pdf

Solo Printing City of Dania Beach 86325 Prebill.pdf

CORE Flyer v2.pdf

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

City Goals:

Enhance external communications to build transparency.

Build a positive brand image.

Produce a printed publication that will be mailed directly to each household and available at various distribution points.

Align content with the City's Strategic Plan initiatives, programs and projects.

Tailor content to address community interests and concerns.

Use visual communications strategies to communicate content.

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

Link to Fall 2025 Edition:

<https://daniabeachfl.gov/DocumentCenter/View/18815/PIONEER-Newsletter-Fall-2025?bidId=>

Printed 16,000 (\$6,330.29)

Mailed to 15,477 households (\$6,588.58)

Dropped issues at six community centers, City Hall and the county public library that serves the community.

Distributed at C.O.R.E. (Community Outreach Resident Engagement) Conversations (community meetings) held throughout the city.

**What is new, innovative or creative about this campaign?**

Let's start with print is not dead. When we launched this publication in the fall of 2023, it was the first-ever direct mailed communication from the municipality in its 120-year history. What was first to be an annual direct-mail publication became a bi-annual one due to its success in enhancing communication channels and building community trust.

Relying solely on digital communications that is segmented more and more by interest grouped audiences and platforms makes public communications more challenging. So, we needed to go back to the key principals of communications that include using simple, direct language, avoiding jargon/metaphors, practicing empathetic active listening, utilizing multiple formats for accessibility and providing opportunities for feedback.

Pioneer is a format that is accessible to all households no matter their demographic or interest. ADA compliant version is posted online, and other accessible formats would be made available upon request.

Using concerns and comments received through various channels (public meetings, calls, emails, entries in our Ask Dania Beach app and posts on social media, we make sure content addresses common rhetoric.

Accordingly, page 2 creatively communicates financial information, and the inside spread (pages 7 and 8) uniquely and visually communicates the complexities and layers of local government responsibilities -- as all fingers usually point to the municipality for help or blame.

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

Community Impact: Beyond quantitative metrics of distribution, we also assess the qualitative impact of the newsletter on the community. This includes monitoring any changes in community sentiment, increased awareness of city initiatives, and the fostering of a sense of community among residents. By providing a platform for all residents to stay informed and involved, the newsletter plays a crucial role in strengthening community bonds and promoting unity and understanding. At meetings and on social media, we now hear residents referring to information in Pioneer where they learned of something new and where one can receive answers. Residents get excited when they receive it in the mail and call their elected officials to thank them.

Participation in City Initiatives: We track the level of participation in city initiatives and events promoted through the newsletter to measure its effectiveness in driving community engagement and involvement. For the 2025/2026 event season, all of our events have sold out in advance. Also, registration in recreation programs has increased significantly.

Innovative and Creative Techniques: Pioneer distinguishes itself through its innovative design elements and content strategies. By continuously exploring new ways to engage residents and deliver information, we ensure that each newsletter remains fresh, relevant and appealing to our diverse 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.**

The City of Dania Beach was incorporated in 1904 as Broward's first city. The 8.1 square-mile coastal city is located immediately south of the Fort Lauderdale-Hollywood International Airport, Port Everglades and the Broward County Convention Center.

Dania Beach operates under a commission-city manager form of government. The city manager is the chief executive officer and is responsible for executing the policies and programs adopted by the City Commission.

The Fiscal Year 2026 general fund budget is \$98.9M and the total adopted budget is \$156.9M. The City has approximately 250 team members and contracts with Broward Sheriff's Office for law enforcement and fire rescue.

The city's population is approximately 33,000 with a median household income of \$51,000 and approximately 16,000 households. The median age is approximately 42.5 years. The largest demographic segment is adults aged 25 to 64, accounting for over 57% of residents, while roughly 18% to 19% of the population is 65 or older, and about 17% are under 18.

In 2023, the City of Dania Beach created its first-ever Marketing and Communications Division with a staff of two that began to audit, enhance and augment communication efforts to the public using best practices.