



Newsletter - Electronic or Print (2025-2026)

Category Description

Submit a single newsletter, ensuring that the submission reflects the quality and diversity of content that the newsletter consistently delivers.

Judges will assess criteria such as clarity and accessibility, design, visual appeal, and measurable impact.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of your newsletter, including how often it comes out, who helps produce it, readership, engagement, etc.

iMIS ID

Order #

Name

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Affiliation (Municipality/Organization)

City of Dania Beach

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Entry Title

Huddle (Internal Newsletter)

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://www.flickr.com/people/cityofdaniabeach/>

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

HUDDLE - Employee Newsletter (JULY 2024) FINAL-4.pdf

Survey Submissions 2024 Huddle.pdf

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

Produce a branded publication for all team members of which more than half work in the field, not on a computer or using email.

Easy-to-read format and layout.

Incorporate a theme that team member could relate to

Feature team members that are critical to operation and behind the scenes

Highlight internal events, celebration and collaborations

Include tips on a topic of interest or need

Incorporate gamification or activities

Include general city news.

Describe the supporting documentation submitted with this entry.

Huddle, a digest-sized, 28-page full-color publication, is produced twice a year and personally distributed to every employee, both full-time and part time (250) team members. Cost is \$1,200.

Most of the employe relations content is provided by the Human Resources team, while copywriting, editing and design are completed by one person on the Marketing and Communications team of two.

With a fun-sports themed, team approach, Huddle celebrates staff achievements, keeps employees connected and updated on all important employee (HR) and City operations and promotes a positive work environment while maintaining a modern and user-friendly design and format. It incorporates a playful tone that aligns with the sports theme (i.e., Locker Room Talk, Meet Our Team, New to the Roster, Coach's Corner, Rules of the Game, Caught on Camera, Game Day Gear and Punctuation Playbook are some of the columns.

To measure success, a survey was distributed. The comments are attached.

What is new, innovative or creative about this campaign?

Huddle isn't just an employee newsletter, it is a dynamic playbook that brings the City of Dania Beach staff together in the spirit of teamwork, celebration and engagement.

With its vibrant design and sports-themed team approach, Huddle delivers a winning combination of informative updates, employee spotlights and community news, all presented in a visually captivating format.

From its playful tone to its innovative layouts, Huddle fosters a sense of camaraderie among staff members, ensuring everyone feels like a valuable player in the city's success story.

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

Survey says, "It's a success!" To measure the success, an employee survey was sent. Survey results indicated a high level of positive feedback.

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 over 16,000 housing units. Dania Beach has a median age of approximately 42.5 years, with a diverse age distribution largely driven by a working-age population. The largest demographic segment is adults aged 25 to 64, accounting for over 57% of residents, while roughly 18% -19% of the population is 65 or older, and about 17% are under 18.

In 2023, the City 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.