



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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Entry Title

The Pinnacle- December 2025

Social Media

www.facebook.com/cityofpbg; www.x.com/cityofpbg; www.instagram.com/cityofpbg

Video Link (YouTube or Vimeo)

<https://myemail.constantcontact.com/The-Pinnacle---December-2025-E-News.html?soid=1141774976579&aid=-5I7iH4j6Ro>

Supporting Documentation

The Pinnacle- December 2025- Constant Contact Analytics.pdf

The Pinnacle- December 2025- Social Media Analytics.pdf

The Pinnacle - December 2025.pdf

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

The Pinnacle e-newsletter serves as a monthly communications vehicle designed to keep residents and community stakeholders informed about City news, events, services, and programs. The newsletter aims to provide timely, relevant information in an accessible format that supports civic engagement, transparency, and community connection. In addition to routine updates, The Pinnacle highlights events, safety tips, volunteer opportunities, and public service reminders that impact the daily lives of our community.

Each issue features a survey question, offering subscribers an interactive and engaging way to connect with the content. In this section, we reveal the results of the previous month's survey so that readers enjoy a shared experience. The safety sections include tips and information that are delivered by city personnel and include personable headshots and quotes to create a connection between our readers and those who serve them.

The City Rewind section adds a touch of F.O.M.O. as readers see vibrant photographs from events they may have missed. Or, if they attended, a link to download high-resolution photographs of their choice. The target audience for The Pinnacle includes Palm Beach Gardens residents, community partners, local businesses, and seasonal visitors who rely on the newsletter for updates about municipal operations, community events, and critical services. By delivering content through Constant Contact, the newsletter reaches a broad cross-section of the community, from long-time subscribers to new residents, as well as individuals who may not access City information through other channels. Links continually drive traffic to our website and other City resources.

Describe the supporting documentation submitted with this entry.

Attached are the December 2025 edition of The Pinnacle e-newsletter, analytics data for the issue that demonstrate the newsletter's reach and performance relative to industry benchmarks, and social media analytics for posts where the link for this edition was shared.

What is new, innovative or creative about this campaign?

The December 2025 edition of The Pinnacle continues to build on the creative evolution of the newsletter by offering a dynamic blend of practical information, community engagement opportunities, and seasonal

content that resonates with readers. We take special consideration with the length and content included in the newsletter to avoid “reader fatigue”. What sets this issue apart is its thoughtful curation of content tied directly to community priorities during the holiday season, including:

- A community survey component that invites readers to participate and share feedback, reinforcing two-way communication.
- Event highlights such as the Holiday Joy Drive and Tree Lighting Celebration, supporting local engagement and community spirit.
- Safety-focused communications, including holiday decoration tips and e-bike safety guidance, presented in a resident-centered tone.
- A construction update section that provides context and transparency around ongoing infrastructure improvements.

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

The success of the December 2025 issue was measured using Constant Contact analytics, which provide actionable insight into subscriber behavior. Key performance indicators for this issue include:

- Open Rate: 1276 (57.3%) – Industry Average (37%)
- Engagement on Key Links: 123 (5.5%)- Industry Average (1%)

These metrics demonstrate strong performance relative to industry benchmarks (government category), where open rates of 35-40% are considered exceptional. When compared to the industry average, the December issue maintains and reinforces a high level of engagement. By tracking links clicked, we gain insight into which content categories, such as community events, safety topics, and City services, resonate most with our audience. These data points help inform future content decisions and ensure we are delivering value to our subscribers.

Beyond digital analytics, resident interactions through surveys further indicate heightened interest and responsiveness to newsletter content. The newsletter’s performance reinforces its role as a primary news source for City information and demonstrates measurable success in connecting with the 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 Pinnacle e-newsletter is produced 100% in-house by a four-person communications team, which regularly develops, designs, and distributes content to a growing subscriber base of over 2,294 residents and stakeholders. Beyond email distribution, content is also shared across the City’s social media platforms, further extending the newsletter’s visibility.

For newsletter design and distribution, the City utilizes the following tools and resources:

- Constant Contact for distribution and analytics, which enables tracking of open rates, click behavior, and other engagement metrics at an annual cost of \$1,440.
- Canva Pro for graphic design and layout, enhancing visual clarity and brand consistency at a yearly cost of \$120.

Despite the modest budget, our in-house capabilities, combined with strategic investment in analytics and design tools, have significantly increased our communication effectiveness. These resources allow us to continually refine content and presentation based on data, ensuring The Pinnacle remains a high-impact, community-centered publication.