



JULY 2024

Communications Update

COMMISSION MEETING

PRESENTED BY



INTRODUCTION

Garth Solutions has proudly served as a dedicated marketing and communications consulting partner to the City of Cooper City since October 2023. Over the past eight months, our commitment has been centered on enhancing digital presence and fostering community engagement through initiatives in graphic design, social media management, and website updating.

During this period, Garth Solutions has actively worked on our scope of responsibilities, advancing initiatives in social media strategy, multimedia production, branding, and content development. This report provides an overview of the progress made and the tangible value added through our collaborative efforts with the City of Cooper City.



Our focus here is to highlight the outcomes of our current initiatives. Following this report, we look forward to engaging in a strategic planning session with you to discuss future directions and opportunities for further enhancing Cooper City's communication strategies.

An aerial photograph of a suburban neighborhood, showing a grid of streets, numerous houses with swimming pools, and a large tennis court. The image is overlaid with a semi-transparent green filter. The word "BACKGROUND" is centered in white, bold, uppercase letters, flanked by two horizontal yellow lines.

BACKGROUND

Background







-  October 10, 2023: Contract Awarded
-  November 2, 2023: Kickoff meeting with city manager and staff

Contracted Services



Graphic Design

-  Branding
-  Print/Collateral Materials
-  Presentation Development
-  Weekly E-blast



Social Media

-  Multimedia
-  Content Development



Website Updating

-  Content Development and Updating

Key Priorities Established by Management



Weekly Eblasts



Social Media



Quarterly Newsletter



Founders Day



State of the City



Key Initiatives

State of the City Presentation

Developed high impact keynote presentations

PARKS and RECREATION
Cooper City

I invite you to connect with our staff and explore possibilities for sponsoring, supporting, or contributing to year-round programs and events that touch thousands of people.

For details and a list of opportunities, call 954-434-4300 or visit the City of Cooper City's [Parks and Recreation page](#).

COMMUNITY DEVELOPMENT DEPARTMENT

Over the last year, Cooper City's commercial landscape thrives as we witness the opening of BrightStar Credit Union's headquarters, the Shoppes at Monterra Commons, and numerous new business ventures.

PARKS and RECREATION
Cooper City

Great Gatsby-themed Father-Daughter Dance

Glow in the Dark
Cooper City's pickleball community came out and packed the courts at Suedler-H. Farnham Sports Complex. The people, the courts, the fun—it was all glowing for a memorable February evening!

Egg Stravaganza
The Cooper City Egg Stravaganza on March 23, 2024, delighted residents with an egg hunt, engaging games, and a cheerful visit from Mr. and Mrs. Cottontail at Flamingo West Park.

PARKS and RECREATION
Cooper City

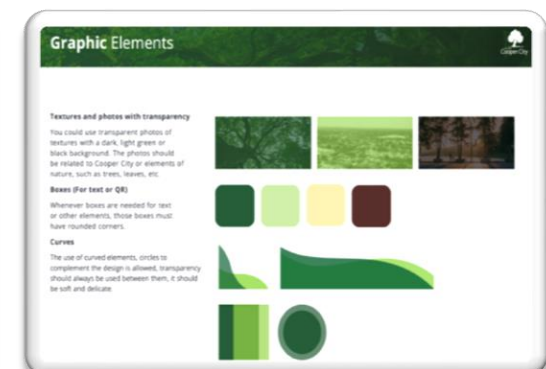
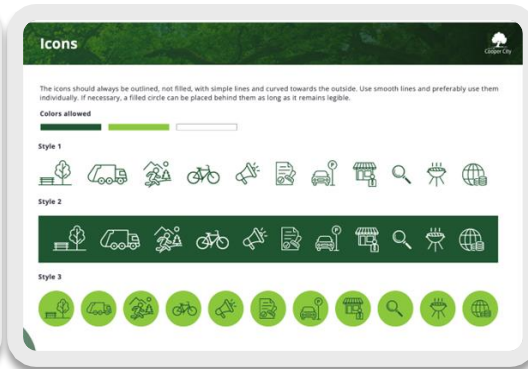
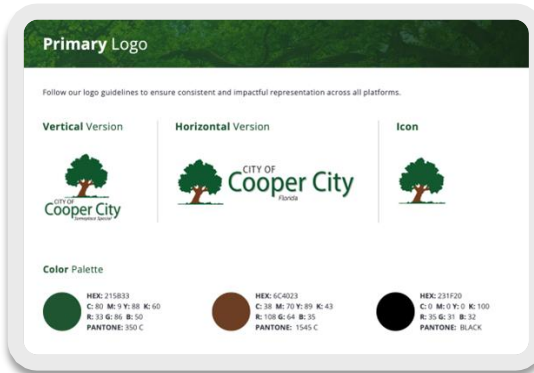
Coastal Waste and Recycling

SENIOR ACTIVITIES

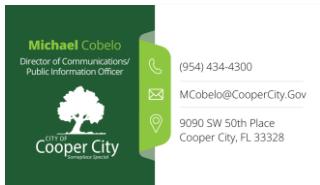
Branding

Enhanced brand visibility and uniformity across departments

Developed style guide to ensure consistent and professional branding across all Cooper City materials



Redesigned City business cards

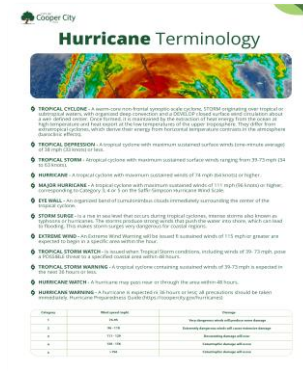


Created custom logos for events that adhere to the developed style guide



Print/Digital Collateral Materials

Crafted engaging and impactful graphic designs for print and digital collateral, ensuring compelling visual representation across all communications materials

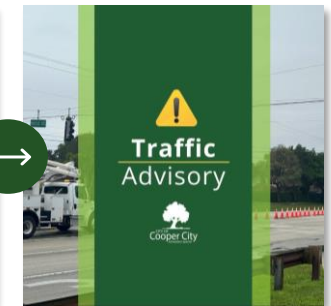
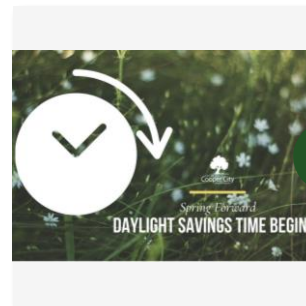


BEFORE

AFTER

BEFORE




AFTER



PRINTED NEWSLETTER MAILED TO 12K HOMES QUARTERLY

Branding and Collateral – What's Next

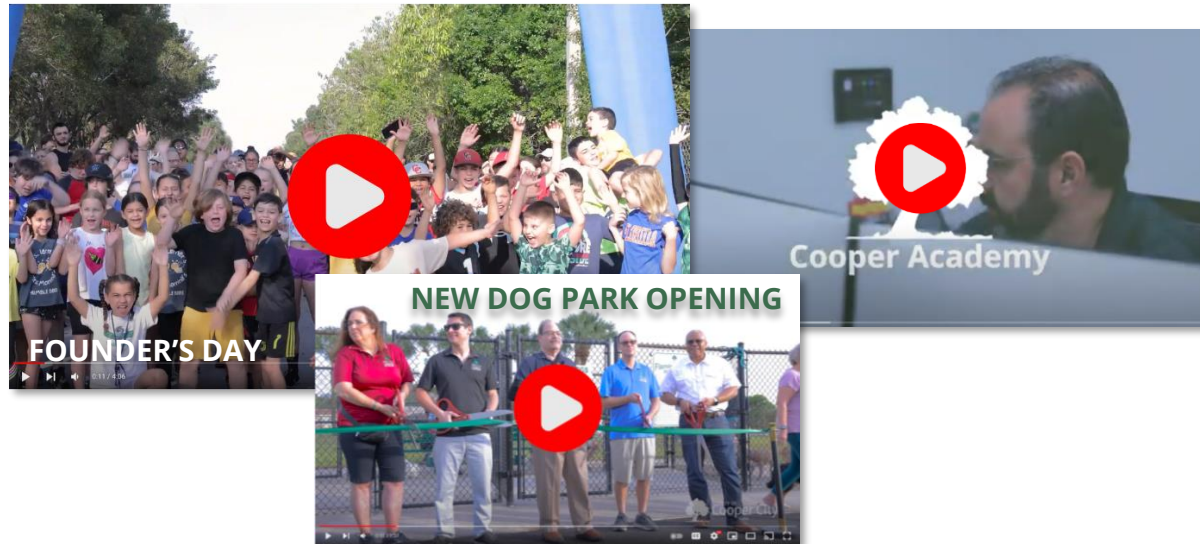
Using established brand guidelines currently being streamlined and enforced by communications, Garth Solutions will:

-  Develop standardized letter head templates for all relevant City departments
-  Create uniformed presentation templates for use by City staff
-  Standardize forms in printable and editable formats across City departments



Multimedia

Boosted community engagement through compelling city event footage, driving interaction and interest across digital platforms



EVENTS WITH
MULTIMEDIA COVERAGE



VIDEO VIEWS ACROSS ALL
PLATFORMS



STAFF HOURS



Bike Rodeo Safety & Health Fair



Senior Life Expo



Glow in the Dark Pickle Ball



Egg-Stravaganza



Eat to the Beat

Social Media

Collaborated with the communications team to develop dynamic content to improve engagement and metrics

Before Garth Solutions

March 2023 – October 2023

After Garth Solutions

November 2023 – June 2024

 **11,945** TOTAL FOLLOWERS

 **1,369** NEW FOLLOWERS

 **619,001** IMPRESSIONS

 **13,277** TOTAL FOLLOWERS  **1,332**

 **1,786** NEW FOLLOWERS  **417**

 **745,678** IMPRESSIONS  **126,667**



Social Media – What's Next

Continue to work with the city to develop engaging content.



“Keep Coop in the Loop”
podcast.

Facebook Live

Instagram Broadcast Channel

Cooper City TikTok

Business Spotlight

Interactive Content

Community Involvement
Campaigns/Partnerships

Weekly E-Blast

Redesigned templates to enhance both readability and user engagement



Before Garth Solutions

March 2023 – October 2023

After Garth Solutions

November 2023 – June 2024

 **218,310 OPENS**

 **224,230 OPENS**
↑ 4,920

 **6,822 AVG. WEEKLY OPENS**

 **7,007 AVG. WEEKLY OPENS**
↑ 185

Website Updates

Actively supporting the city by regularly updating website content to ensure relevance and accuracy

CITY OF Cooper City Florida

Home | I Want To... | Government | Departments | Businesses | Residents

Public Meetings & Notices Calendar

Please scroll below our Meetings Calendar for a calendar of our City's upcoming activities and programs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
3	4	5	6	7	8	
	Recreation Advisory Board Meeting		City of Cooper City Florida's Decision Panel Meeting Special Municipal Meetings - Code Enforcement Violations Special Municipal Meetings - Building Department Violations Cooper City Police Officer's Retirement Plan Meeting			
9	10	11	12	13	14	15
		Commission Janet Rubel-Rothman City Commission Regular Meeting	CANCELLED - Senior Citizens Advisory Board Meeting			
16	17	18	19	20	21	22
				Notice to Processors Decision Panel RPT 2024-1 U/LT 3rd 8th Street Cabinet Rejuvenation		
23	24	25	26	27	28	29
			Education Advisory Board Meeting	Board/Plan/Resolutions Presentation Board Meeting	Non-Membership Professional Meeting DR RPT 2024-1 U/LT 3rd 8th Street Cabinet Rejuvenation	
30	1	2	3	4	5	6

See All Items

Activities & Programs Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
	Senior Instructors, Classes Tae Chi	Senior Instructors, Tutor Tae Chi	Active Adults - Line Dancing Lessons	Active Adults - Monthly Bookings Breakfast Tae Chi Active Adults - Line Dancing Lessons		Katech's One, Fashion, Dishes
9	10	11	12	13	14	15
	Senior Instructors, Classes Whitina Club	Senior Instructors, Tutor Tae Chi	Active Adults - Line Dancing Lessons	Senior Instructors Tae Chi Active Adults - Line Dancing Lessons		Houses of Hobbies, Walk, Cross-Cut
16	17	18	19	20	21	22
	Senior Instructors, Classes Whitina Club	Senior Instructors, Tutor Tae Chi	Active Adults - Line Dancing Lessons	Senior Instructors Tae Chi Active Adults - Line Dancing Lessons	Eat to the Beat	
23	24	25	26	27	28	29
	Senior Instructors, Classes Whitina Club	Senior Instructors, Tutor Tae Chi	Active Adults - Line Dancing Lessons	Senior Instructors Tae Chi Active Adults - Line Dancing Lessons		
30	1	2	3	4	5	6

More Events

CALENDAR OF EVENTS

CITY OF Cooper City Florida

Home | I Want To... | Government | Departments | Businesses | Residents

Eat to the Beat

Friday, June 21, 2024 at 6:30 PM to 9:00 PM

Come join us at the Suelien H. Fardelmann Sports Complex for a night filled with food, music and fun!

COST: Free to Attend
BAND: Samantha Russett Band
FOOD OPTION: Wide variety of local Food Trucks (Additional Cost)

For more information, contact the Cooper City Parks and Recreation Department at 854-434-4300.
Address: Suelien H. Fardelmann Sports Complex
 10300 Stirling Road
 Cooper City, FL 33026

Official Website of Cooper City Florida - All Rights Reserved
 9990 SW 50th Place Cooper City, FL 33333
 954-434-4300 | CooperCityHall@CooperCity.gov
[Contact Us](#) | [Site Map](#)
[Legal Disclaimer](#) | [Website Policy](#)
[Accessibility Statement](#)
[Social Media Disclaimers or Guidelines](#)
 Government Websites by Callias

EVENT PAGES

Website – What's Next

Collaborating with communications to streamline user experience and enhance engagement



**Optimized
Content**




**Improved
Functionality**




**Visual
Enhancement**



Quality Control

 Garth Solutions will primarily focus on optimizing future website content to enhance engagement with residents and users.

 Additionally, Garth Solutions will support the City and its vendors by providing consultation on other website improvement areas.

Summary - Key Future/Ongoing Initiatives

Garth Solutions will continue to collaborate with the communications department to:



Develop dynamic content to boost public interest and engagement



Create a framework to enhance future website accessibility and use



Explore and launch new channels to expand public engagement



Enhance media relations to publicize City initiatives, human interest stories, and special events



QUESTIONS?

