

Public Affairs Department Monthly Report

March 2024

- Followers across our social media platforms (Facebook, Twitter, Instagram) have now reached 82,528 this month (Increase of 1549 followers!)

Facebook Reach has increased by 176% since prior month (43k); Instagram Reach increased by 5% since prior month (35k).

TOP POST FOR THE MONTH: Instagram post with photos update of Doral Central Park– Reach 15.1k, 2k likes, 54 comments, 568 post shares

- Design Projects – Updates to Women in Focus flyer, Doral Family Journal Cyber Security page, completion of Spring “Doral Life” newsletter, Prayer Day flyer, Parking Program flyer, standard updates to city website
- Email blasts sent to database – 9
- Visits to the website homepage – 95,898
- Certificates Produced – 3
- Proclamation Produced – 57
- Attended Commission on the Status of Women Advisory Board as liaison.
- Attended Economic Development Advisory Board as liaison.
- Attended Faith and Community Based Organizations Advisory Board Meeting for Prayer Day event discussion.
- Participated in Cyber Security Round Table Exercise
- Onboarding for new staff (Sponsorship Coordinator) – 3/1/24
- Onboarding for new staff (Marketing Specialist) – 3/11/24
- Sponsorship One-on-One Meetings with key departments
- Event/Activity Coordination & Coverage –
 - ✓ Arbor Day School Visits
 - ✓ Consular Reception & Sister Cities Art Showcase
 - ✓ Women in Focus Event
 - ✓ eMerge Americas Conference

Videos:

Published – Mayor’s March Message ENG

Published – Mayor’s March Message SPA

Published – March Calendar of Events

Published – Understanding Building Dept (#1)

Published – Scooter Safety in Doral

Published – Doral Parks Bond Update - Doral Central Park

Published – National Day of Prayer Promo

- Economic Development Division –
 - Supported 49 companies with business assistance consultations.
 - Assisted with 24 InfoDoral information requests.
 - Closed the 2024 CBO Grant cycle, met with the evaluation committee to have the applications scored, and prepared the recommendations to be presented at the April Council Meeting.
 - Administered and processed PTSA Grants, CBO Grants and Façade Grants.
 - Received the final copy of the 2024 update of the City of Doral Economic Analysis Report, completed by FIU.
 - Attended and presented at the ‘Secure Financing to Grow your Business’ event, which took place in the Idea Center at the Miami-Dade College West Campus.
 - Participated in Miami Small Business Lab Draft Blueprint review meeting with Aspen Institute Miami Action Lab Committee.
 - Distributed New Business Orientation email to all new February BTR recipients.
 - Translated the Community Economic Development Survey to Spanish and created a one-sheet informational document which has been distributed to staff in the Solution Center and placed in the waiting area.
 - Updated the Economic Development page on the website to include information on the various partners we work with and the Business Valuation program.
 - Allowed for advance calendaring of business openings pending BTR
 - Coordinated and assisted with upcoming ribbon-cutting events.
 - Administered Spend Local, Save Local registrations.
 - Printed Biannual Economic Report and Spend Local Cards.