



Monthly Department Report

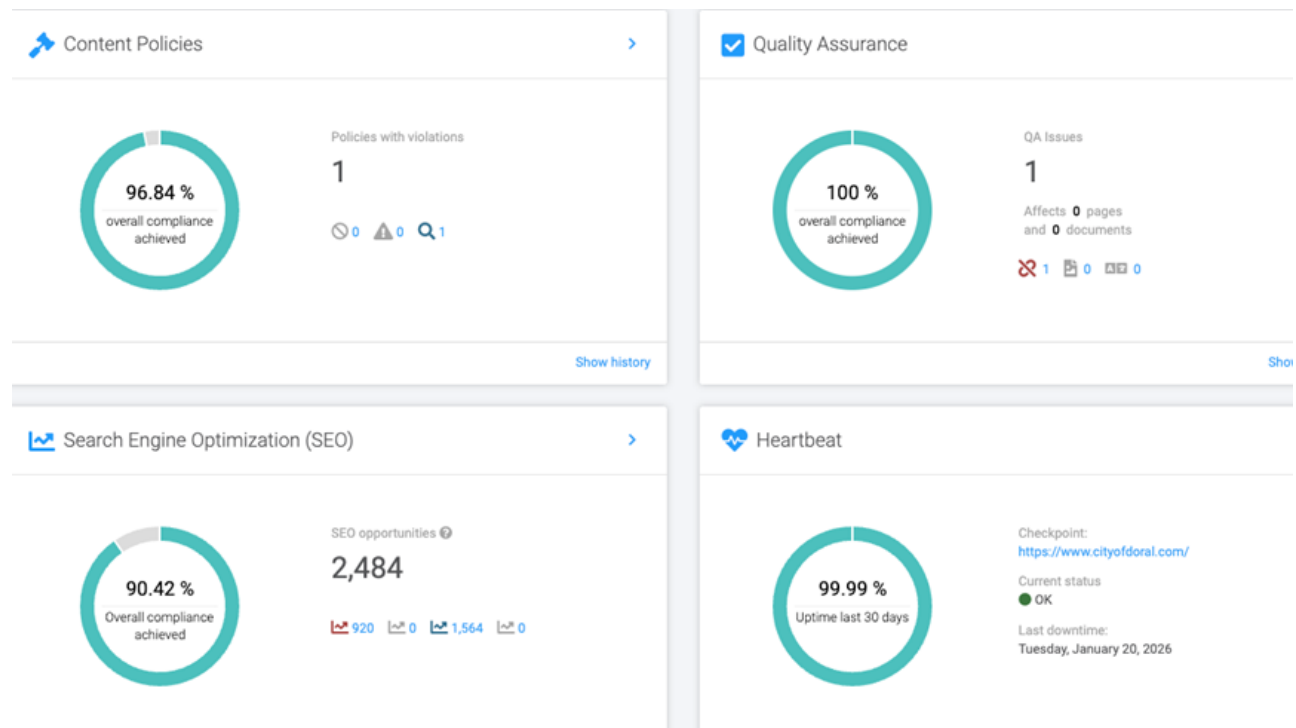
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January 2026

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We are close to 69K followers on Instagram. Our Facebook page had 44,709 views and Instagram had 1,096,593 views marking yet another month surpassing 1 million views, all from organic content.

Our top performing post on Facebook and Instagram were the Things to Do in Doral this Week (12/01) and the Holiday Celebration at the Park Recap (12/09) post. See below:

Our top performing post on Facebook and Instagram were the **Sister City Meeting with Mayor (01/28)** and the **Mayor's Statement on Venezuela (01/03)** post. See below:



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- Facebook – **Views:** 9,988 | **Interactions:** 44 | **Shares:** 1
- Instagram – **Views:** 223,578 | **Reach:** 133,906 | **Shares:** 707 | **Interactions:** 4,658

January	Facebook	30	0.00	17,200	0.15	44,709	43.61	107,003	30.66	Weekly "Things to Do in Doral this Week", Approved by Mayor & Council (Jan Meeting), Doral Life Winter Newsletter, Best of the Best Winner Announcement, Saturday's at the Market, Mayor for Winner Video, Façade Improvement Grant Promotion, DCP Water Tank Unveiling Event & Video w Mayor
	Instagram	30	0.00	68,650	0.87	1,096,593	0.98	148,491	55.90	
	Twitter			18,321						

Top content by views



Yesterday, Mayor Christine (Christi)...

Wed Jan 28, 1:10pm

33.0K Views
255 Likes
8 Comments
8 Shares



Camping Under the Stars is...

Mon Jan 12, 12:08pm

6.5K Views
11 Likes
0 Comments
1 Share



Movies at the Park returns with The Bad...

Thu Jan 22, 1:34pm

6.3K Views
11 Likes
1 Comment
10 Shares



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Top content by views



“¡Hermanos venezolanos, LA...

Sat Jan 3, 6:57am

👁 223.6K ❤ 3.6K

💬 112 📌 707

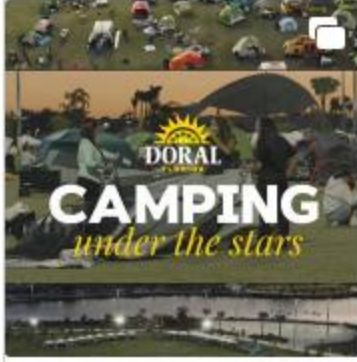


Fresh, Local & Finally Here, Doral...

Tue Jan 6, 1:42pm

👁 86.5K ❤ 3K

💬 117 📌 3.8K



Camping Under the Stars is...

Mon Jan 12, 12:02pm

👁 74.7K ❤ 1.2K

💬 38 📌 2.1K

VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s January Message ENG
 - Published – Mayor’s January Message SPA
 - Published – Holiday Event Series Recap
 - Published – Best of the Best – family friendly spot
 - Published – Spend Local Smartphone Repairs
 - Published – Saturdays at the Market Promo
 - Published – Mayor for a Day Recap
 - Published – Water Tank Mural Unveiling



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Press Releases

- ✓ ¡La Ciudad de Doral Da Inicio a su Serie de Eventos Navideños!
- ✓ The City of Doral Kicks Off Holiday Series of Events!
- ✓ New Doral Grant Program Offers Lifeline to Families Facing Unexpected Financial Hardship
- ✓ Nuevo Programa de Subvenciones de Doral Brinda Apoyo a Familias que Enfrentan Dificultades Financieras Inesperadas
- ✓ La Ciudad de Doral Lanza el Nuevo y Mejorado Programa de Subvenciones
- ✓ City of Doral Launches New and Improved Community-Based Organization (CBO) Grant Program Press Release

Sponsorships/Grants

- Sponsorship Acquired:

DECEMBER 2025 TOTALS			
December 6th, 2025	Holiday Celebration at the Park	\$26,100	\$5,000
December 14th, 2025	Menorah Lighting	\$750	
December 15th 2025	Silver Club Bingo Night	\$1,002	
December 16th, 20205	Storytime with Mrs. Claus	\$650	
December 20th, 2025	MISO at the Park	\$8,040	
TOTAL		\$36,542	\$5,000

Administration

- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.
- Recognitions produced
 - 4 proclamations



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- 85 certificates

Email Marketing Campaigns

In January 2026, the City of Doral sent a total of **129,280 emails** across five active campaign periods. With residents returning to routine after the holidays, campaigns saw a rebound in engagement compared to December, while maintaining excellent deliverability and strong list health.

Key Performance Highlights

- **Delivery rate:** ~99.8%, with **129,015 emails successfully delivered**, reinforcing strong sender reputation and list quality.
- **Open rate:** Approximately **11.0%**, generating **14,175 unique opens** and **20,451 total opens**.
- **Click rate:** Approximately **0.73%**, resulting in **943 unique clicks** and **1,714 total clicks**.
- **Engagement quality:** Clicks per unique open ranged between **4.1% and 9.4%** by week, showing solid interaction from engaged readers.
- **List health:** Remained strong, with:
 - **Bounce rate:** ~0.20% (265 bounces)
 - **Unsubscribe rate:** ~0.04% (50 unsubscribes)
 - **Abuse reports:** 3 total (≈0.002%)

Notable Performance Variations

- **Highest send volume** occurred during the week of **January 25–31**, accounting for the largest share of total sends for the month.
- **Open rates peaked** during **January 11–17 (17.0%)**, suggesting strong interest in mid-



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month, possibly driven by timely or high-value content.

- **Click engagement was strongest** early in the month (January 1–10), with clicks per unique open reaching nearly **9–9.4%**, indicating highly motivated readers engaging with featured links.
 - Engagement stabilized in the latter half of the month, reflecting consistent performance as audiences settled back into post-holiday routines.
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Economic Development

Launched the “Doral One Voice” framework to standardize early-stage business communications and align messaging with Planning & Zoning guidance, including structured “Before You Lease” outreach to reduce misalignment and risk for prospective businesses.

Designed the BTR Access post-licensing engagement framework, transitioning BTR issuance from a transactional process to a structured onboarding and retention model, including development of a Welcome Kit, 90-day roadmap, and enhanced new business orientation communications.

Strengthened the Façade Improvement Grant strategy by advancing impact-focused communications, processing and securing approval of a grant extension request, and reinforcing program compliance and oversight.

Closed the first cycle of the FY2025–2026 CBO Grant program, reviewed 14 applications, organized and facilitated the interdepartmental review committee (Building, Parks & Recreation, Code Compliance), and advanced 5 organizations for funding recommendation; standardized messaging and structure for the two-cycle framework.

Served on the Emergency Hardship Grant for Families (EHG4F) committee, reviewed 67 applications for the December launch, and updated the website and application platform in preparation for the January cycle.

Advanced policy review and refinement of the Doral Seeds Grant in coordination with the City Attorney’s Office in preparation for leadership review.



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Reframed the Best of the Best program from recognition-only into a structured business engagement and retention pipeline.

Developed the concept and initiated outreach for a Mayor's Executive Roundtable focused on logistics, supply chain, and heavy-asset operators to formalize executive-level business retention.

Initiated and strengthened strategic partnerships through meetings with Prospera, UniVista Insurance (sponsorship discussions), the Doral Chamber of Commerce, Miami-Dade College, and Miami-Dade County Economic Development leadership.

Advanced City positioning for eMerge Americas and initiated Expo Miami coordination to align business attraction messaging with the City's permitting and regulatory strengths.

Conducted feasibility and parking analysis for early-stage business inquiries and began development of an AI-supported Planning & Zoning pre-screening workflow to improve consistency and defensibility in regulatory interpretation.

Coordinated with the City Attorney's Office and Code Compliance leadership to reinforce compliant communication regarding home-based business BTR requirements.

Contributed to restructuring the Ribbon Cutting framework to function as an economic development checkpoint while attending and coordinating multiple ribbon cuttings with the Mayor's Office.

Continued modernization of the Spend Local, Save Local program page and explored structural improvements to participation strategy.

Distributed monthly new business lists to the Mayor and Council, responded to InfoDoral inquiries, and processed prior-cycle CBO and PTSA grant applications to maintain continuity and service responsiveness.