



# Monthly Department Report

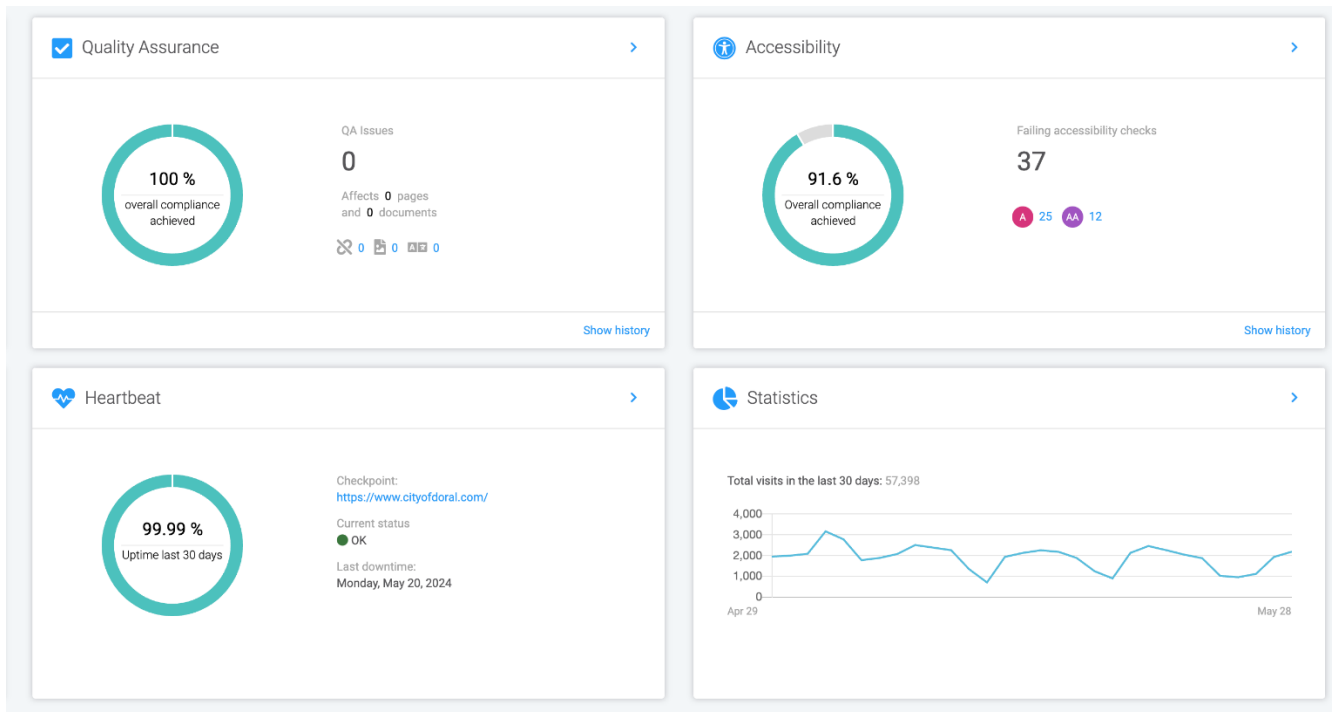
## PUBLIC AFFAIRS



**May 2024**

### **Department Stats/ Key Performance Indicators**

#### **WEBSITE**



#### **SOCIAL MEDIA**

Facebook	86	41.10	16,053	0.21	13,507	69.65	691	14.40	Hurricane Fair Promo   Hurricane Safety Campaign Arbor Day Celebrations   Cultural Arts Survey Cultural Events
Instagram	70	1.45	52,458	2.44	38,320	46.85	9,400	77.51	



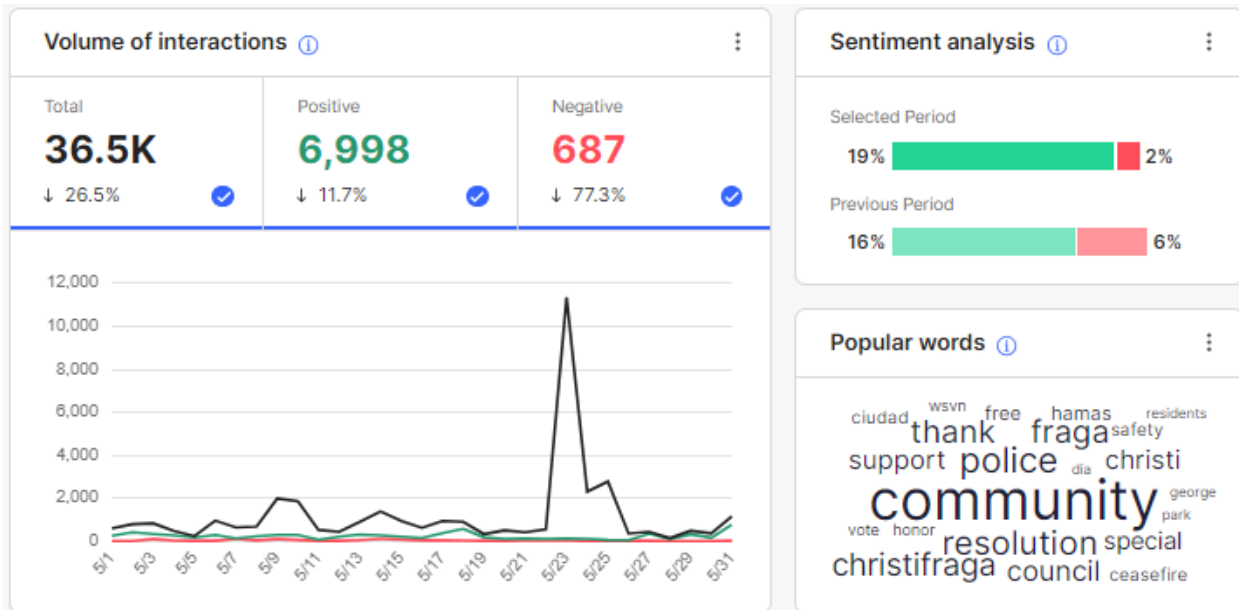
# Monthly Department Report

## PUBLIC AFFAIRS



- Followers across our social media platforms (Facebook, Twitter, Instagram) have now reached 84,595 this month (Increase of 1,895 followers!)
- TOP POST FOR THE MONTH: Instagram post announcing “Kids to Play” event– Reach 7.4k, 850 reactions, 141 post shares.

**ZENCITY** – A platform that aggregates social media discourse surrounding the City to provide sentiment and insight into what the community is saying and what they are interested in. This allows governments to understand citizen concerns, preferences, and priorities in a comprehensive and representative way.





# Monthly Department Report

PUBLIC AFFAIRS



## VIDEO PRODUCTION

- **Published**
  - Published – Mayor’s May Message ENG
  - Published – Mayor’s May Message SPA
  - Published – May Calendar of Events
  - Published – New Freebee Senior Program Promo
  - Published – Inside Doral – Aden Perry Rings
  - Published – Inside Doral – Prayer Day
  - Published – Inside Doral – Mother’s Day Event Highlight
  - Published – Inside Doral – Play Day Event Highlight
  - Published – Code Compliance Recruitment Video
  - Published – "Best of the Best" 2024 April Winner (Best Brewery)
  - Published – Understanding Building Dept: Plans Review (#3)

## Major Project Updates

- Administered and processed payment for 3 PTSA Grants, 1 CBO Grant, and 3 Façade Grants and administered 5 Façade Grant applications.
- Administered 2024 Façade Improvement Grant application cycle, presented 5 applications to Evaluation Committee meeting and prepared Council documents for June Council meeting agenda.
- Presented Biannual Report and City of Doral Economic Analysis Report with FIU Metropolitan Center’s Dr. Ned Murray at May City Council meeting.



# Monthly Department Report

PUBLIC AFFAIRS



## **Events**

- National Day of Prayer: Faith leaders and community members gathered in Doral for the National Day of Prayer ceremony, reflecting on shared values and lifting their voices in unity.
- Unveiling of Aden Perry Life Safety Ring: A new public safety program has been launched in Doral to make our parks a safer place for all. In partnership with the Aden Perry Hero Life initiative, ring stations will be installed at all Doral parks with lakes.
- Coordinated and participated in SBDC AT FIU workshop, 'How to Make Your Business Bankable.'
- Participated in InterContinental Hotel Client Appreciation Breakfast.
- Presented at Mayor's Citizen's Academy.
- Presented at Canada Florida Chamber trade mission event at Beacon Council.
- Coordinated and presented at 'Capital to Grow Your Business' workshop with Prospera, The Idea Center at MDC, Platinum Business Solutions and Miami Bayside Foundation.
- Presented at Miami-Dade County Economic Development Organizations meeting at Miami International Airport.
- Coordinated and assisted with 3 upcoming ribbon-cutting events.

## **Sponsorships/Grants**

- Sponsorship book compilation complete and ready for design.
- Sponsorship Acquired:
  - Completed first four food sponsorship sessions with Mayor's Citizen's Academy
  - Secured Prayer Day food sponsorship (Value = \$1,200)
  - Secured Mother's Day Artisan Market florals (Value = \$300)



# Monthly Department Report

## PUBLIC AFFAIRS



- Secured decorations for internal, employees Mother's Day event and raffle (Value = \$2,500)
- Processed payment for three sponsorships as approved by Council.

### **Administration**

- New certificates/proclamations implemented following new Council-approved Policy. New Keys to the City were ordered.
- Attended Commission on the Status of Women Advisory Board Meeting as staff liaison.
- Attended Economic Development Advisory Board Meeting as staff liaison.

### **Other**

- Sent 12 email campaigns to City database that consisted of Weekly Digest and special communication in response to phishing/spam email circulating in the community.
- Produced 225 Certificates as approved.
- Produced three Proclamations as approved.
- Supported 71 companies with business assistance consultations.
- Assisted with 24 InfoDoral information requests.
- Administered three Spend Local, Save Local registrations.
- Routine updates to the City website as needed by department.
- Design of City Ad for USA Today (publish date is July 2024)
- Partnered with the SBDC @ FIU to promote the Santander Bank Cultivate Small Business Program to food entrepreneurs and restaurants in Doral
- Followed up with eMerge Americas conference contacts.



# Monthly Department Report

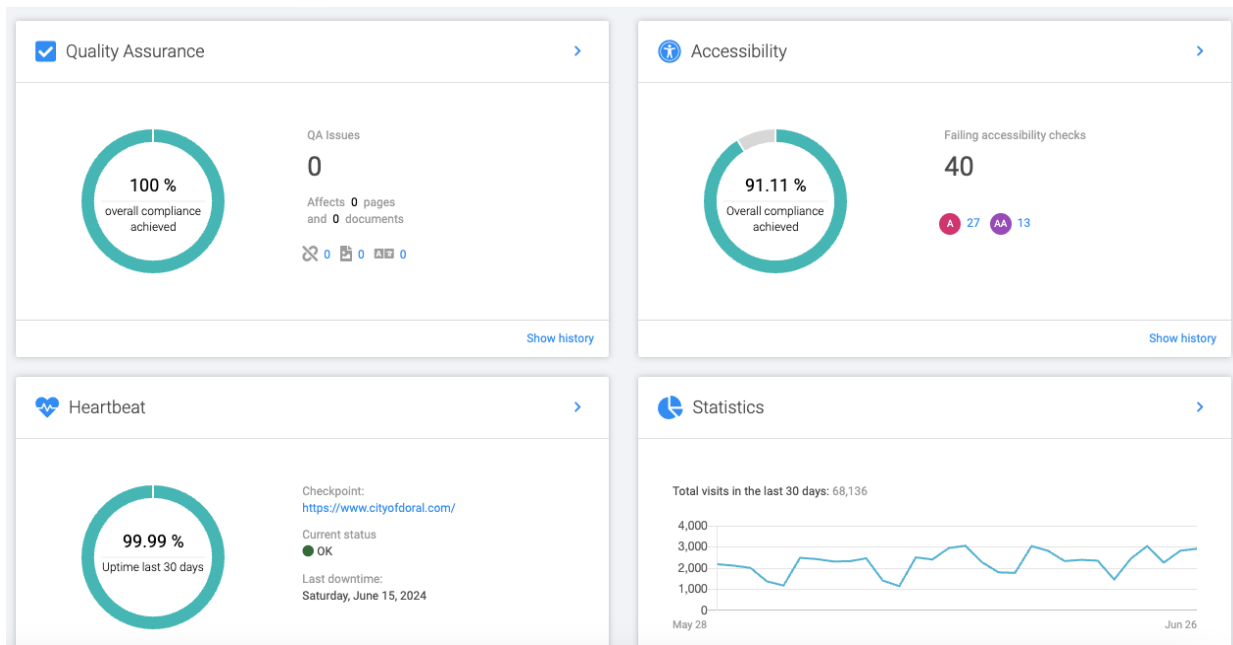
## PUBLIC AFFAIRS



**June 2024**

### Department Stats/ Key Performance Indicators

#### WEBSITE



#### SOCIAL MEDIA

Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
Facebook	90	4.65	16,053	0.00	15,453	14.41	695	0.58	Update I Senior Freebee Program Building Safety Week I Code Compliance Week Polystyrene Ban
Instagram	72	2.86	52,458	0.00	53,000	38.31	9,700	3.19	



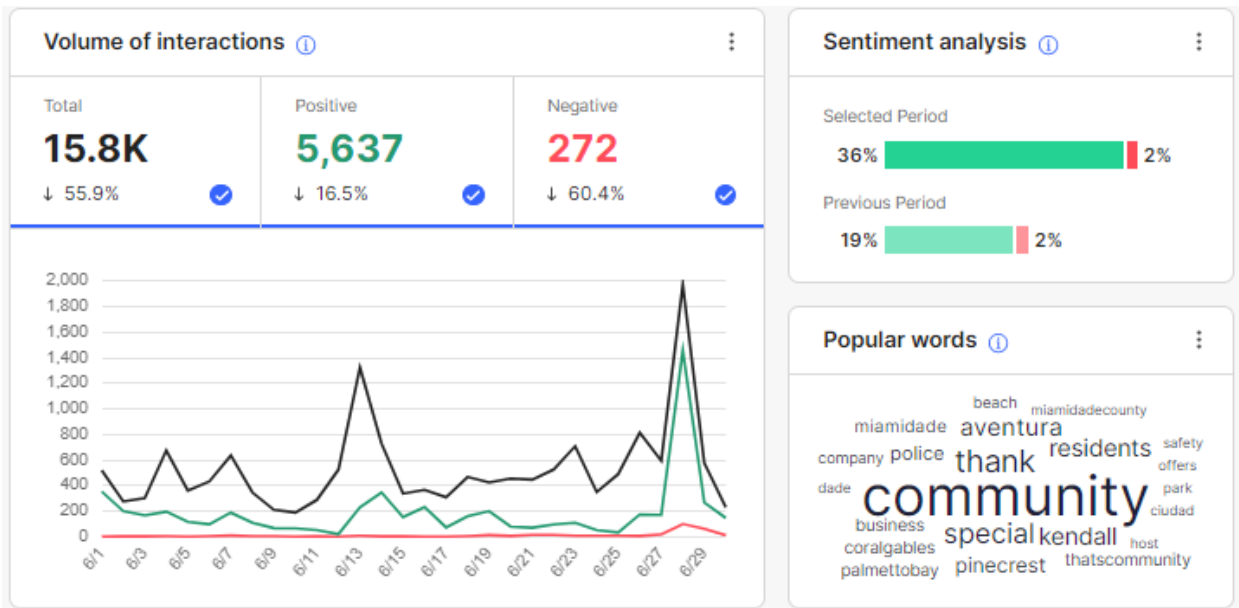
# Monthly Department Report

## PUBLIC AFFAIRS



- Followers across our social media platforms (Facebook, Twitter, Instagram) have now reached 84,595 this month (Increase of 1 follower)
- TOP POST FOR THE MONTH: Instagram post announcing 4<sup>th</sup> of July event– Reach 10.3k, 735k reactions, 346 post shares.

**ZENCITY** – A platform that aggregates social media discourse surrounding the City to provide sentiment and insight into what the community is saying and what they are interested in. This allows governments to understand citizen concerns, preferences, and priorities in a comprehensive and representative way.





# Monthly Department Report

PUBLIC AFFAIRS



## VIDEO PRODUCTION

- **Published**
  - Published – Building Dept Must- haves(#4)
  - Published – Paws & Claws
  - Published – "Best of the Best" 2024 May Winner (Best Tacos -Chabella)
  - Published – Spend Local, Save Local – MJ Aesthetic Med Spa
  - Published – Mayor’s June Message ENG
  - Published – Mayor’s June Message SPA
  - Published – June Calendar of Events
  - Published –Inside Doral – Hurricane Fair
  - Published –Doral Parks Bond DCP Update

## Major Project Updates

- Initiated review of Doral Comprehensive Plan, Economic Sub-Element draft with Planning/Zoning.
- Administered and processed payment for 3 PTSA Grants, 1 CBO Grant, and 3 Façade Grants and administered 5 Façade Grant applications.

## Events

- Covered the Hurricane Safety Fair.
- Participated in World Trade Center’s State of the Ports - World Trade Month Tabletop Business Expo.
- Participated as speaker in Florida Foreign Trade Association Trade Mission from Dominican Republic 2024 and issued certificates at World Trade Center Welcome Reception.
- Participated in Tech in the City roundtable discussion at AmePower.
- Participated as judge in The Idea Center at Miami Dade College 2024 Cohort Pitch Competition and Graduation Ceremony.



# Monthly Department Report

PUBLIC AFFAIRS



- Sponsored and presented at Beacon Council's SelectUSA 2024 Miami Spinoff foreign direct investment event.
- Attended Evento Café El Salvador at Salvadoran Consulate.
- Sponsored and supported Prospera's Stand Up Doral For Small Business Program.
- Supported implementation of summer entrepreneurial education pilot program for high school students at The Idea Center at Miami Dade College.
- Administered one ribbon-cutting event.

## **Sponsorships/Grants**

- Completed last four food sponsorship sessions with Mayor's Citizen's Academy (Value = \$4,000)
- Hurricane Safety Fair Sponsors (Value = \$7,830)
- Secured raffle items for internal, employees Father's Day event (Value = \$150)
- Secured drinks for Improv Comedy Show (Value = \$1,000)
- Secured drinks for Tango Show (Value = \$ 735)
- Processed payment for four sponsorships as approved by Council.

## **Administration**

- Administered 2024 Façade Improvement Grant awardee approval by Doral Mayor and City Council and distributed Façade Grant agreements.
- Completed press release for FIU Metropolitan Center's City of Doral Economic Analysis Report.

## **Other**

- Sent five email campaigns to City database that consisted of Weekly Digest and special communication.



# Monthly Department Report

PUBLIC AFFAIRS



- Produced 124 Certificates as approved.
- Produced three Proclamations as approved.
- Supported 44 companies with business assistance consultations.
- Administered 3 Spend Local, Save Local registrations.
- Routine updates to the City website as needed by department.