



Monthly Department Report

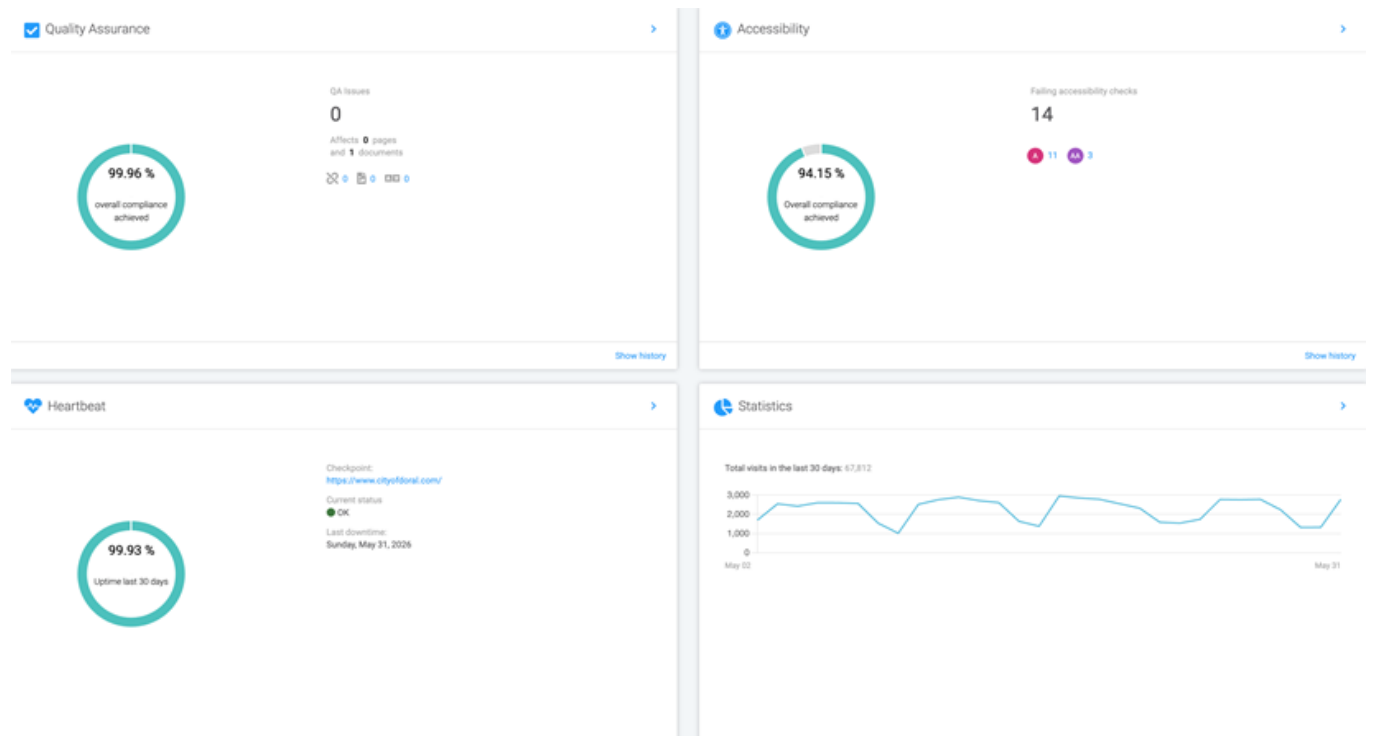
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April 2026

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We have reached 107,292 followers across the three platforms. Our Facebook page had 55,593 views and Instagram had 1,135,835 views marking yet another month surpassing 1 million views.

- Our top performing post on Facebook and Instagram were the Doral Arts & Flower Festival Event Recap (4/13/26) and the Principal of the Year Finalists Announcement (4/20/26) post. See below:
- Facebook – Views: 18,533 | Interactions: 32 | Shares: 3



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- Instagram – Views: 76,482 | Reach: 24,551 | Shares: 267 | Interactions: 1,528

Advertising Performance

- Doral Central Park (Brand / Awareness Video)**
~32K views | ~11.8K engagement | ~1.8K clicks
→ Strong overall awareness and engagement; steady traffic driven.
- Aquatics Seasonal Passes (Promotional / Conversion-Focused)**
~39K views | ~12.8K engagement | ~1.7K clicks
→ Consistent performance with strong video views and solid click-through.
- National Day of Prayer (Event / Community Messaging)**
~46K views | ~20K engagement | ~3.1K clicks | ~1.9K landing page views
→ Top-performing campaign; highest engagement and strongest traffic.

April	Facebook	40	14.29	17,523	0.23	55,593	5.57	143,093	40.81	School Zone Speed Cameras educational content (Posts & Videos), Principal of the Year Finalists, Micromobility Safety Videos, Doral Art & Flower Festival (Promo & Recap), "Meet the Team Monday" Campaign Kickoff, Mayor's Citizens Government Academy (Recap Posts), Building Campaign Reels, Earth Day Celebration (Promo & Recap), Weekly "Things to Do in Doral this Week"
	Instagram	43	22.86	71,500	0.06	1,135,835	4.35	139,546	1.71	
	Twitter			18,269						

Top content by views



A beautiful weekend where a...

Mon Apr 13, 1:25pm

18.5K views 28 likes
1 share



Doral, let's stand together for...

Fri Apr 10, 3:23pm

7.6K views 28 likes
2 shares



Congratulations to Tesla for their...

Wed Apr 8, 7:00pm

4.6K views 28 likes
4 shares



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Top content by views



Doral, who will be your Principal of...

Mon Apr 20, 11:10am

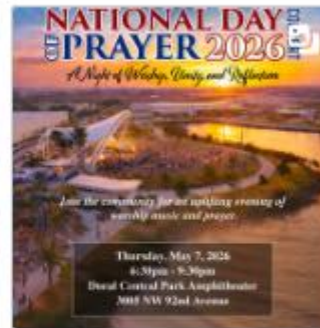
👁 76.5K ❤ 1.1K
🗳 174 ➡ 267



Know a principal who inspires? Nominate...

Tue Mar 31, 5:23pm

👁 33.4K ❤ 724
🗳 304 ➡ 257



Doral, have you marked your...

Thu Apr 23, 12:10pm

👁 31.4K ❤ 790
🗳 24 ➡ 476

Events:

- Assisted in Coordination, Execution and Coverage of Autism Flag Ceremony
- Assisted in Coordination, Execution and Coverage of Trolley Shelter Ribbon Cutting
- Covered Flower Festival

VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s April Message ENG
 - Published – Mayor’s April Message SPA
 - Published – CBO Grant spotlight: Changing Lives through Music
 - Published – Sponsor Reception
 - Published – Doral Art & Flower Festival



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- Published – Autism Flag Ceremony
- Published – PGA Tour is Back in Doral
- Published – Economic Development Spotlight

Media Outreach

- ❖ Second Annual National Day of Prayer Concert Returns to Amphitheater Press Release
- ❖ Segundo Concierto Anual del Día Nacional de Oración regresa al Anfiteatro del Doral Central Park Comunicado
- ❖ City of Doral Celebrates Completion of Citywide Trolley Shelter Project Press Release
- ❖ La Ciudad de Doral celebra la finalización del Proyecto de Refugios del Trolley Comunicado de Prensa
- ❖ Ads published in Doral Family Journal and Doral First

Sponsorships/Grants

- Sponsorship Acquired:

APRIL 2026 TOTALS			
DATE	EVENT	In-Kind	Cash
April 16th, 2026	Vicente Fernandez Cultural Night	\$5,750	
April 22nd, 2026	Earth Day Celebration	\$500	\$400
April 25th, 2026	Silver Club - Appreciation Ceremony	\$1,000	
TOTAL		\$7,250	\$400



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Administration

- ✓ Completed and launched the Invitation to Negotiate (ITN) for the Doral Central Park Naming Rights Partnership in coordination with Procurement.
- ✓ Collaborated with Parks & Recreation and the Mayor's Office on planning, promotion, and event preparation for the National Day of Prayer.
- ✓ Partnered with the Mayor's Office to execute the Mayor for a Day program, including communications and promotional support.
- ✓ Completed the design and production of new patriotic and PGA-themed light pole banner campaigns.
- ✓ Coordinated Telemundo's production at Doral Central Park in support of National Water Safety Month awareness efforts.
- ✓ Assisted Parks & Recreation with the rebranding and promotion of the Hurricane Preparedness Fair into a broader community engagement event.
- ✓ Completed strategic branding and design initiatives, including the America250 logo package and the EMERGE conference booth backdrop.
- ✓ Provided ongoing website updates, content management, and digital support for City departments and initiatives.

Email Marketing Campaigns

In April 2026, the City of Doral executed a high-volume communications strategy across newsletters, event promotions, business programming, and special announcements. Campaigns maintained strong deliverability and consistent audience engagement, with several event-driven emails generating notable spikes in interaction. Overall performance reflects steady resident engagement, with higher responsiveness tied to event-based and entertainment-focused content.

Key Performance Highlights

- **Delivery rate:** ~99.5% overall, with the majority of campaigns delivering at or above 99.8%, maintaining strong sender reputation.
- **Open rate:** Generally ranged between **11%–13.5%**, with several campaigns exceeding 15% and a peak of **22.9%** on a targeted send.



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- **Click rate:** Averaged between **0.5%–1.1%**, with top campaigns reaching **1.2%–1.4%**, indicating strong interest in select content.
 - **Engagement quality:** Clicks per unique open varied widely, with top campaigns exceeding **18%–22%**, showing highly engaged readers when content resonated.
 - **List health:** Remained stable across all sends:
 - Bounce rates typically under **0.2%** (with one outlier campaign)
 - Unsubscribes remained low, generally between **0.01%–0.05%**
 - Abuse reports were negligible
-

Notable Performance Variations

- **Consistent Baseline Performance (April 1–7):**

Recurring communications, including the *Doral Weekly Newsletter* and *Doral Insider*, maintained steady open and click rates, establishing a reliable engagement baseline for the month.

- **Strong Mid-Month Engagement (April 13–21):**

Audience interaction increased significantly, driven by highly targeted campaigns such as *Start and Scale Academy* and the *Community Meeting* announcement. These messages achieved open rates between 12.5% and 15.6%, demonstrating strong interest in business development and civic engagement opportunities.

- **Event Promotions Drove Click Activity (April 20–27):**

Major event-related campaigns, including *ELVIS CRESPO DORAL AMP*, *PGA Doral Tickets*, and the weekly newsletters, generated the highest levels of audience interaction. Click-through rates peaked at approximately 1.2%, reinforcing that entertainment and ticketed events remain among the strongest drivers of engagement.

Economic Development

- **Doral Seeds – Program Development Advanced**

Advanced development of the Doral Seeds Business Grant Program through coordination with the Mayor’s Office, Public Affairs, Constituent Services, and Economic Development, establishing implementation priorities and operational framework.

- **Business Support & Retention – Outreach Expanded**

Strengthened business retention efforts through coordination with the Licensing Division,



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resulting in 149 business outreach contacts and 25 scheduled business meetings while supporting ongoing business recognition initiatives.

- **Business Engagement – Industry Partnerships Strengthened**

Advanced strategic engagement with key business sectors through the Start & Scale Academy partnership with Miami Dade College and participation in the Doral Hotels Alliance Executive Roundtable, supporting workforce development, tourism, and major event readiness initiatives.

- **FIFA & Major Events Readiness – Business Opportunities Identified**

Supported early FIFA-related economic development efforts through identification of local business opportunities and preparation of outreach and promotional strategies to maximize community participation.

- **Regional Partnerships – Economic Development Presence Expanded**

Represented the City at key regional conferences and forums, including eMerge Americas and the State of the Ports Conference, strengthening relationships and advancing Doral's visibility within innovation, trade, tourism, and economic development networks.

- **Strategic Partnerships – Entrepreneur Resources Enhanced**

Expanded collaboration with Prospera and regional partners to connect entrepreneurs and small businesses with educational programming, startup resources, and business development support.

- **Tourism & Visitor Economy Initiatives – Opportunities Advanced**

Continued collaboration with the Greater Miami Convention & Visitors Bureau to explore expanded partnership opportunities and evaluate concepts to strengthen Doral's visitor experience and tourism infrastructure.

- **City Grant Programs – Stakeholder Engagement Maintained**

Facilitated pre-application meetings with prospective grant applicants and maintained outreach efforts related to the CBO, PTSA, and Façade Grant Programs while coordinating grant administration activities.