



Monthly Department Report

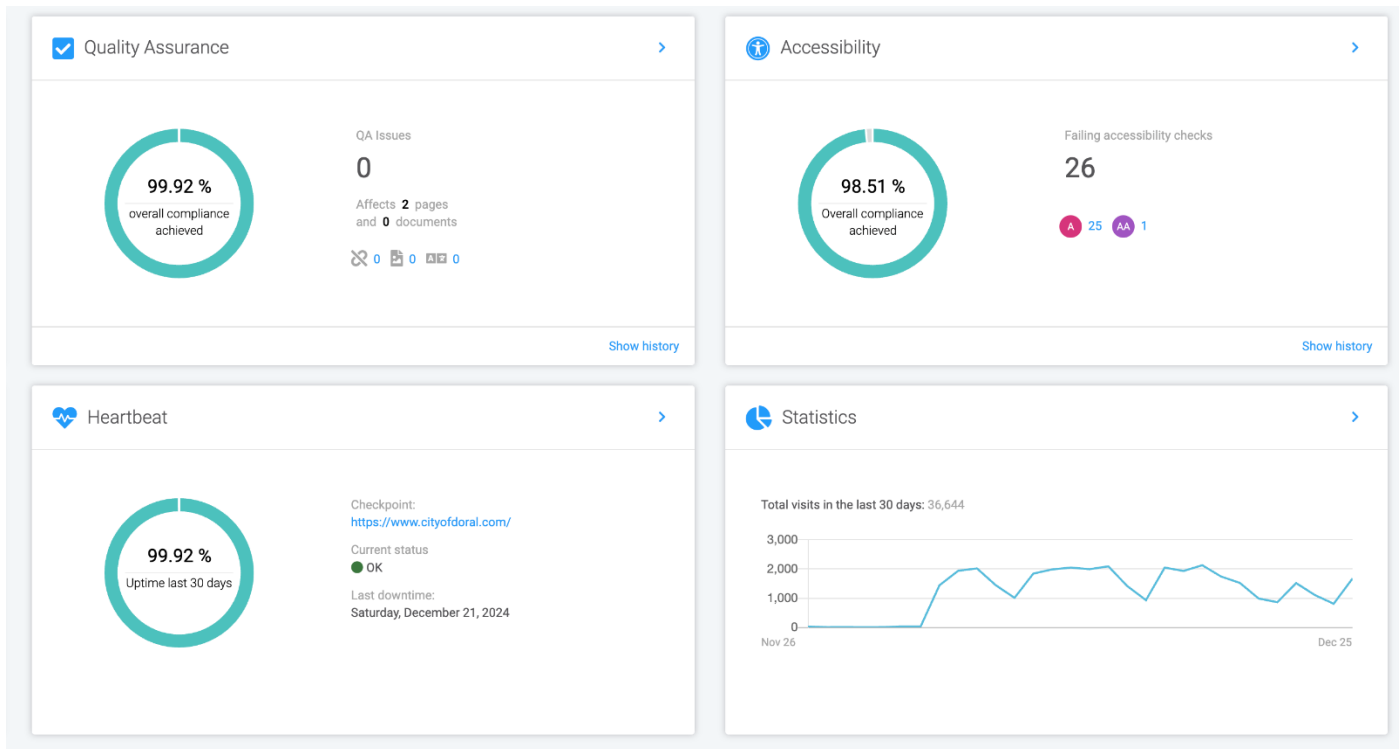
PUBLIC AFFAIRS



December 2024

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Month	Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
December	Facebook	87	1.16	16,254	0.30	87,915	51.48	17,146	32.91	Incinerator Updates, Holiday Events promo, Dori in Doral Campaign, Swearing-In & State of the City Address, Holiday Events recap posts, Mayor & Council Holiday Messages
	Instagram	82	2.50	56,941	0.93	858,343	41.46	66,338	14.38	
	Twitter			17,732						



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VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s Holiday Message ENG
 - Published – Mayor’s Holiday Message SPA
 - Published – Councilwoman/Vice Mayor Porrás Holiday Message ENG
 - Published – Councilwoman/Vice Mayor Porrás Holiday Message November Message SPA
 - Published – Councilman Pineyro Holiday Message ENG
 - Published – Councilman Pineyro Holiday Message SPA
 - Published – Councilwoman Reinoso Holiday Message ENG
 - Published – Councilwoman Reinoso Holiday Message SPA
 - Published – Councilwoman Cabral Holiday Message ENG
 - Published – Councilwoman Cabral Holiday Message SPA
 - Published – December Calendar of Events
 - Published – Inside Doral: Mayor & Council Swearing-in and State of the City 2024
 - Published – November's "Best of the Best" Winner is Shoma Bazaar Doral!
 - Published – InfoDoral How-to: Filing a Code Enforcement Complaint

Major Project Updates

- Winter Doral Digest Newsletter published (covering January 2025-March 2025)
- Material updates to reflect new Councilwoman/Vice Mayor and Councilwoman

Events

- Execution and Coverage of Council Swearing-in & State of the City Event
- Migrante Sculpture Ribbon Cutting
- Covered Parks and PD Holiday Events:
 - ✓ Shop with a Cop
 - ✓ Tree Lighting



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- ✓ Holiday Bazaar
- ✓ Miso
- ✓ Holiday Celebration in the Park
- ✓ Menorah Lighting

Sponsorships/Grants

- Sponsorship Acquired:

December 6th	Park & Tree Lighting Ceremony	\$23,000	\$10,500
December 7th	Holiday Bazaar	\$6,647	\$1,500
December 13th	Holiday Celebration at the Park	\$38,250	\$10,500
December 14th	MISO	\$6,500	\$1,500
December 17th	Storytime with Mrs. Claus	\$75	\$0
December 19th	State of the City and Council Swearing-In Ceremony	\$1,645	\$23,500
December 26th	Menorah Lighting	\$600	\$0
DECEMBER 2024		In-Kind:	Cash:
		\$ 76,717	\$ 47,500

Administration

- One-on-one meetings with Public Affairs team to identify priorities, goals and timelines for 2025 efforts.
- Produced 8 Certificates as approved.



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- Produced 0 Proclamations as approved.
- Disseminated 6 press releases:
 - ❖ Doral Voters Elect Nicole Reinoso as New Councilmember Press Release
 - ❖ Los votantes de Doral eligen a Nicole Reinoso como nuevo concejal
Comunicado de Prensa
 - ❖ Council Swearing-in Ceremony and 2024 State of the City Press Release
 - ❖ Ceremonia de Juramentación del Concejo y Estado de la Ciudad 2024
Comunicado de Prensa
 - ❖ Doral Unveils Impressive “Migrante Monument” at Doral Legacy Park Press Release
 - ❖ Doral Presenta impresionante “Monumento al Migrante” en el Doral Legacy Park Comunicado de Prensa
- Sent 9 email campaigns to City database that consisted of Weekly Digest and special communication.
- Routine updates to the City website as needed by department.