



Monthly Department Report

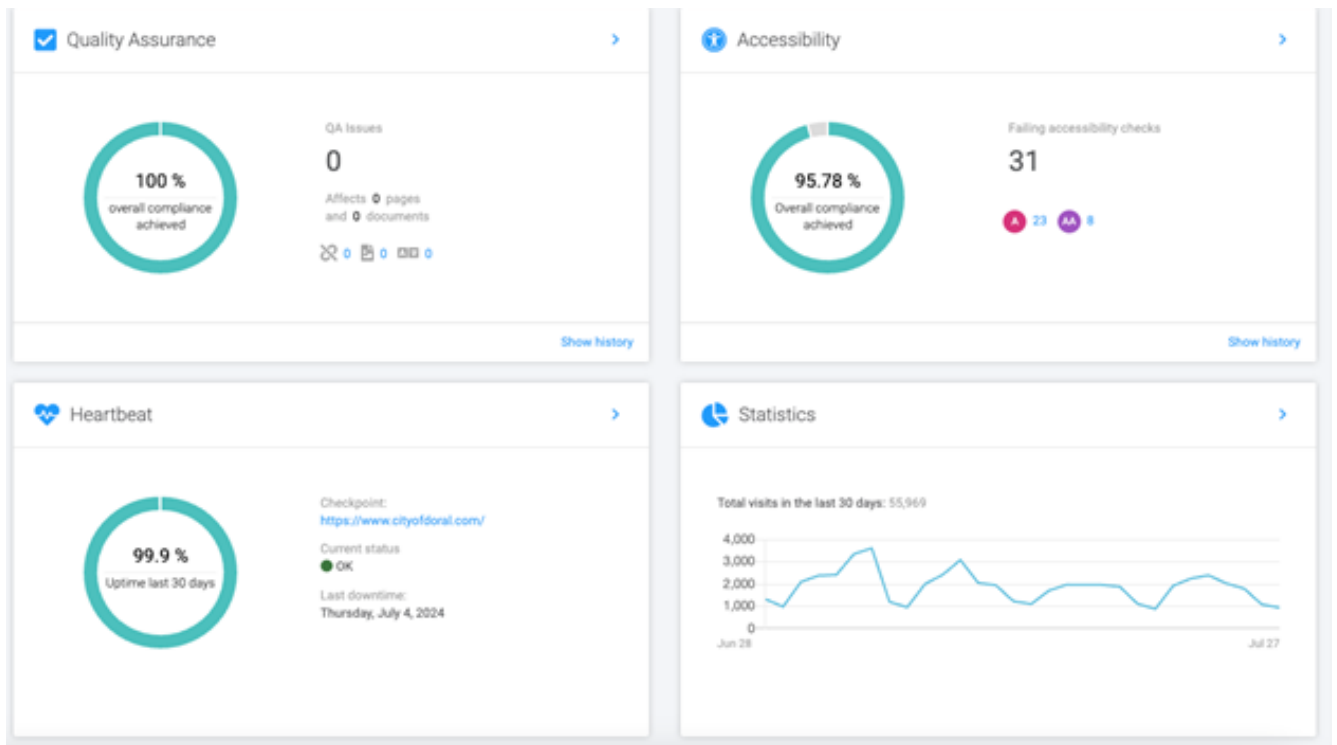
PUBLIC AFFAIRS



July 2024

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Month	Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
July	Facebook	102	13.33	16,058	0.03	16,100	4.19	869	25.04	Paws & Claws Campaign Polystyrene Ban FreeBee Extended Services Independence Day Event City of Doral Day Amended Alcohol Sales Ordinance
	Instagram	52	27.78	52,863	0.77	85,500	61.32	12,400	27.84	



Monthly Department Report

PUBLIC AFFAIRS



VIDEO PRODUCTION

- **Published**
 - Published – Paws & Claws week of July 29
 - Published – Paws & Claws week of July 22
 - Published – Paws & Claws week of July 15
 - Published – Paws & Claws week of July 8
 - Published – Paws & Claws week of July 1
 - Published –Inside Doral – Polystyrene Ban in Parks
 - Published –Inside Doral – Change to Alcohol Sales
 - Published –Inside Doral – PD Swearing-in and Promotional Ceremony
 - Building Doral Together – Resources Available
 - Published – Spend Local, Save Local – Azzurra Health
 - Published – Spend Local, Save Local – Miracle Laser Med Spa
 - Published – Mayor’s July Message ENG
 - Published – Mayor’s July Message SPA
 - Published – July Calendar of Events
 - Published – Independence Day Celebration Recap

Major Project Updates

- Coordinated school supplies donation and delivery to 19 Doral schools.
- Completed and published Biannual Economic Report January-June 2024.
- Created job description for InfoDoral Clerk and Economic Development Administrative Assistant positions.

Events



Monthly Department Report

PUBLIC AFFAIRS



- Covered Independence Day Celebration
- Covered Doral Day at Marlins
- Covered PD Swearing-in and Promotional Ceremony
- Participated in Prospera's panel discussion, Mentality Under Pressure: Strategies and Techniques Used by Athletes to Apply to Your Business Leadership.
- Participated in The Business Corner entrepreneurial education program for high school students at The Idea Center at Miami Dade College West Campus.

Sponsorships/Grants

- Worked on editing design draft of new Sponsorship Book
- Received Baptist payment of \$12,500
- Met with PW for Pan American Bamboo Summit 2025
- Coordinated 4th of July presenting sponsor deliverable: recap video soundbite
- Connected with Divieto for 4th of July event
- Search for sponsors for 4th of July event
- Independence Day sponsorship duties
- Briefing meeting for NNO and Back to School
- Reached out to event sponsors for cultural events for July
- Connected with Carolina Ale House and Parks for potential partnership
- Searched and reached out to sponsors for NNO and Back to School Night
- Connected with Tequeno Mania for potential partnership with cultural and employee events
- Sent Thank you emails to sponsors for all events

Administration

- Administered and processed payment for 2 PTSA Grants, 1 CBO Grant, and 1 Façade Grant and coordinated execution of 5 Façade Grant agreements



Monthly Department Report

PUBLIC AFFAIRS



- Completed FY 24-25 Budget Message draft for City Manager.
- Met with South Miami City Manager, Deputy City Manager, City Councilman and Community Affairs Manager and Doral City Manager and Deputy City Manager to discuss Doral's Economic Development programs and the FIU Metropolitan Center's City of Doral Economic Analysis Report Update 2024.
- Participated in Strategic Planning Session

Other

- Sent 16 email campaigns to City database that consisted of Weekly Digest and special communication.
- Produced 69 Certificates as approved.
- Produced two Proclamations as approved.
- Supported 57 companies with business assistance consultations.
- Administered 2 Spend Local, Save Local registrations.
- Routine updates to the City website as needed by department.
- Participated in Parks Aquatic Superintendent Interview panel.
- Assisted with 20 InfoDoral information requests.
- Created Economic Development Post-Event Report portal in OpenForms.
- Provided answers to interview questions for Doral Family Journal article on FIU