



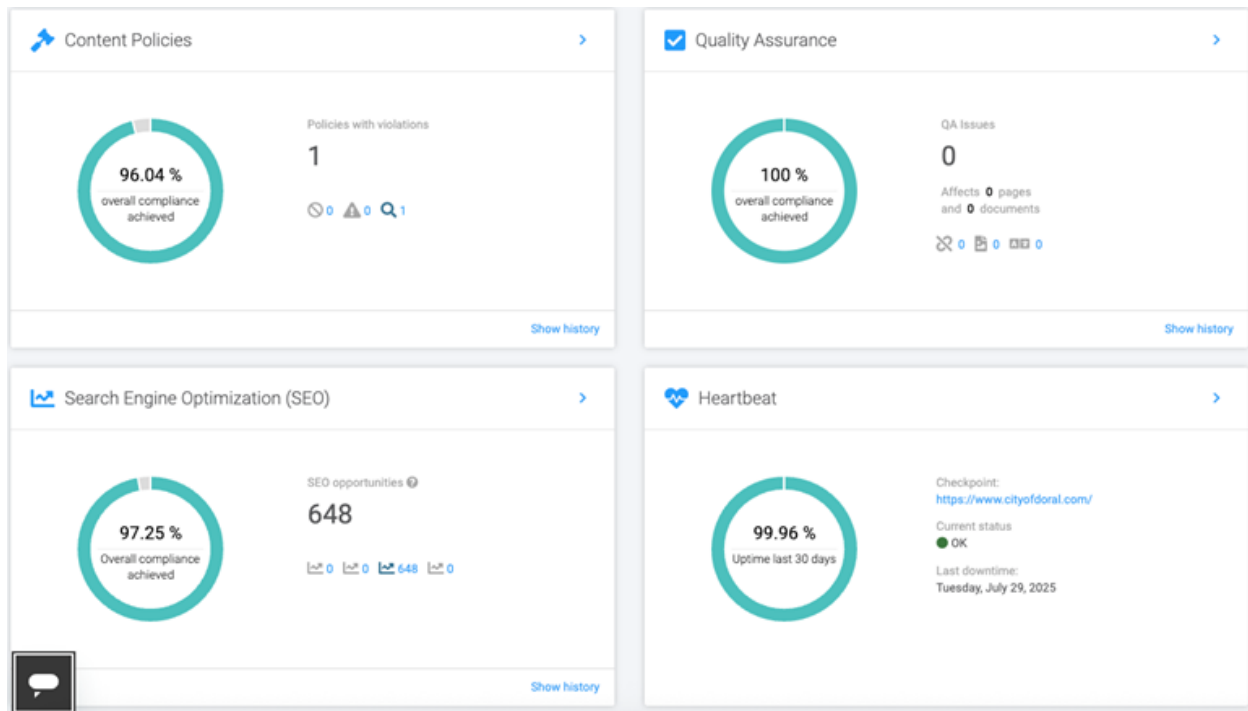
Monthly Department Report

PUBLIC AFFAIRS

August 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We reached 65K followers on Instagram. Our Facebook page had 76,102 views and Instagram had 1,240,307 views — marking yet another month surpassing 1 million views, all from organic content.

Our top performing post on Facebook and Instagram were the Grandparents Day Brunch Recap (9/8) and the Doral Amphitheater Announcement (8/27) post. See below:

- Facebook – Views: 3,361 | Reach: 2,270

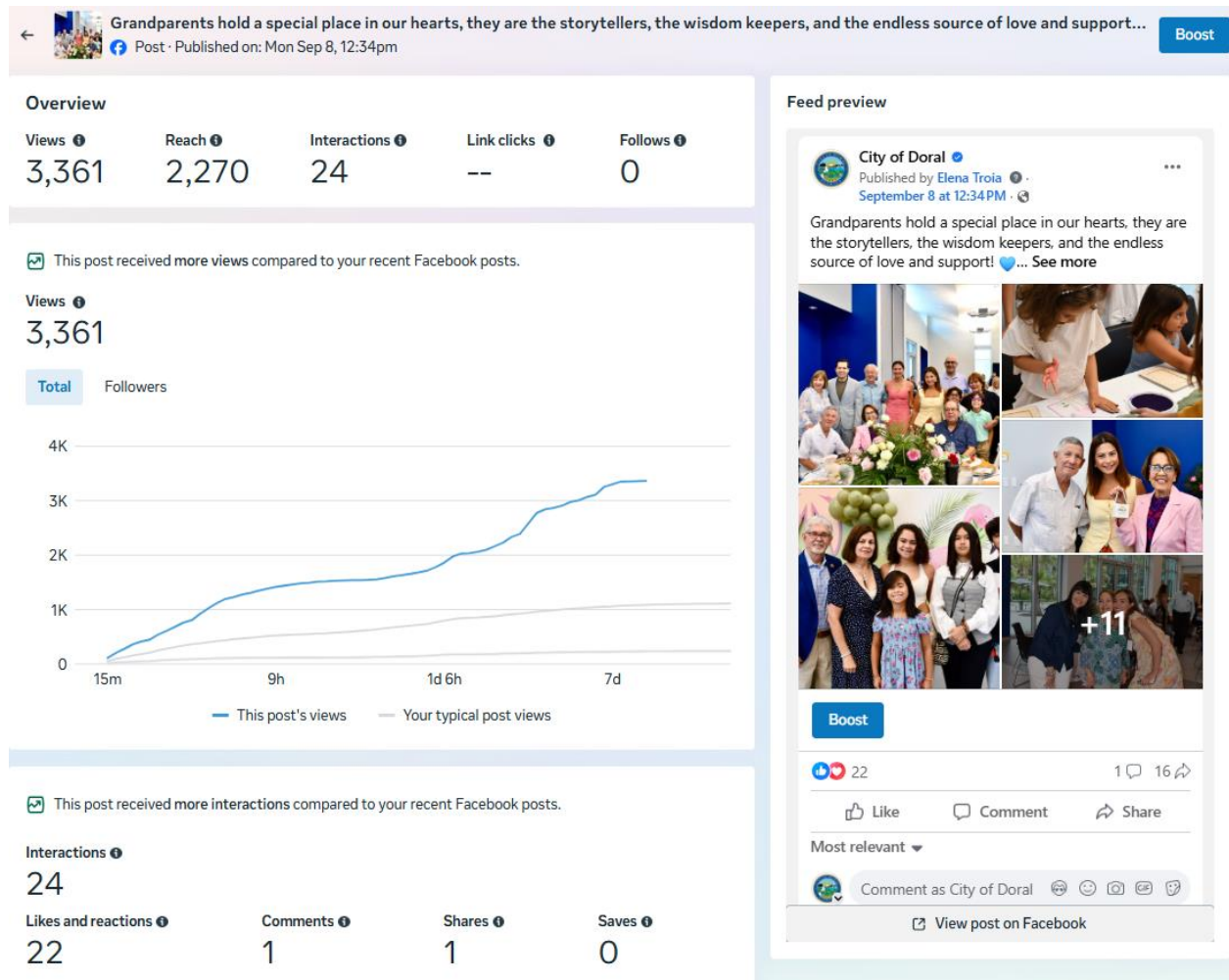


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- Instagram – Views: 31,327 | Reach: N/A | Interactions: 421

August	Facebook	56	12.00	16,771	0.10	76,102	24.29	17,009	9.69	Weekly 'Things to Do in Doral this Week' post, State of the City Promotion, Spend Local Save Local Videos, Veteran's Assistance Program, Mayor & Chief's Golf Tournament & Gala Promotion (Flyer & Video), Hispanic Heritage Month in Doral Promotion, Your Tax Dollars at Work Campaign
	Instagram	56	12.00	65,031	0.65	1,240,307	33.50	76,820	40.60	
	Twitter			18,365						





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VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s August Message ENG
 - Published – Mayor’s August Message SPA
 - Published – Back to School Message
 - Published – Speed Detection Program in School Zones
 - Published – Invite to Participate in Budget Workshops
 - Published – Doral Police Mass Casualty Training Exercise



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- Published – Best of Best – Sports Grill
- Published – Spend Local- La Pop
- Published – Spend Local- Quest Workspaces
-

Events

- Event Coverage:
 - ✓ Back to School
 - ✓ Active Shooter Exercise
 - ✓ Little Library Donation from MDC

Sponsorships/Grants

- Sponsorship Acquired:

AUGUST 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
August 5th	Back to School	\$60,294	\$5,500
August 8th	Doral Art Exhibit	\$180	
August 21st	Pop Rock Night	\$400	
August 29th	Doral Opera	\$350	
August 30th	Fitness Party	\$2,000	
TOTAL		\$63,224	\$5,500

Major Project Updates

Finalized Mailers for quarterly postcard and budget informational booklet.



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Administration

- Marketing/Sponsorship Meetings with Parks to realign goals/strategies
- Undergoing planning for State of the City Event
- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.

Email Marketing Campaigns

In August 2025, we sent a total of 120,064 emails across 6 active campaign days, maintaining strong deliverability and subscriber engagement. Our campaigns achieved a 99.77% delivery rate, with 119,782 successfully delivered emails.

Key Performance Highlights:

- Open rate: 28.67%, totaling 41,248 unique opens and 61,311 total opens.
- Click rate: 0.86%, with 5,730 total clicks, showing steady interaction with our content.
- Engagement quality: 2.48% clicks per unique open, indicating that readers who opened were selective but engaged.
- List health: Healthy overall, with a 0.21% bounce rate (282 bounces), a 0.05% unsubscribe rate (75 unsubscribes), and only 8 abuse reports (0.005%).

Notable Performance Variations:

The week of Aug 24–30 stood out with the highest click performance (2,027 clicks, 4.6% clicks per unique open) while maintaining a 35% open rate. The largest campaign volume came during Aug 17–23, with 37,751 emails sent, achieving a solid 36% open rate.



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