



# Monthly Department Report

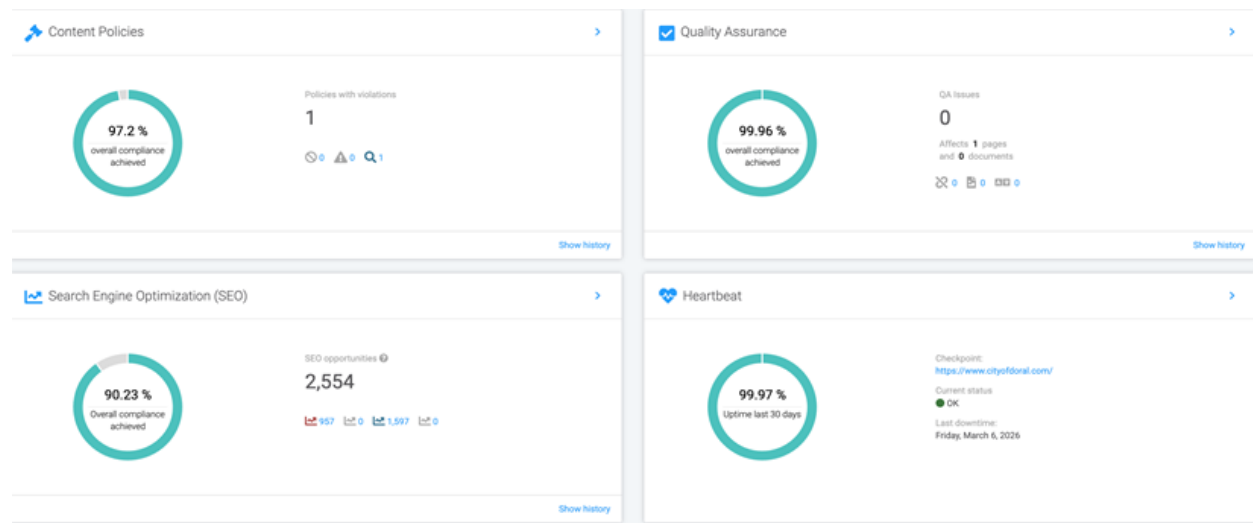
## PUBLIC AFFAIRS



**February 2026**

### Department Stats/ Key Performance Indicators

#### WEBSITE



#### SOCIAL MEDIA

We are close to 69K followers on Instagram. Our Facebook page had 50,881 views and Instagram had 1,081,576 views marking yet another month surpassing 1 million views, all from organic content.

Our top performing post on Facebook and Instagram were the **Doral in Action: Camping Under the Stars (02/09)** and the **Best of the Best Vide for G Therapy Center with Mayor (02/05)** post. See below:

- Facebook – **Views:** 18,609 | **Interactions:** 77 | **Shares:** 4
- Instagram – **Views:** 121,557 | **Reach:** 133,906 | **Shares:** 1,163 | **Interactions:** 2,562



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February	Facebook	30	0.00	17,302	0.59	50,881	13.80	133,596	24.85	Weekly "Things to Do in Doral this Week", Approved by Mayor & Council (Feb Meeting), Best of the Best Winner Announcement, Building Campaign Kickoff, Dr Seuss Birthday Celebration Promo, Camping Under the Stars Recap, Police Swearing-In & Promotional Ceremony, Doral in Action: Camping Under the Stars, Farmer's Market Ribbon Cutting, NW 112th Avenue Street Unveiling & Ribbon Cutting
	Instagram	30	0.00	68,960	0.45	1,081,576	1.37	113,357	23.66	
				18,303						
	Twitter									

### Top content by views



City of Doral added photos to the album:...

Mon Feb 9, 3:06pm

18.6K views, 70 likes, 5 comments, 24 shares



Doral, get ready to ride... Italian-...

Wed Feb 4, 11:14am

34.5K views, 205 likes, 6 comments, 148 shares



A New Roadway, Now Open in the Heart ...

Mon Feb 23, 3:35pm

6.2K views, 37 likes, 7 comments, 1 share



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## Instagram Top content by views



**Congratulations to @gtherapycentermia...**

Thu Feb 5, 2:16pm

👁 121.6K    ❤️ 1.4K  
💬 27    📌 1.2K



**Today we proudly commemorated the...**

Sat Feb 21, 10:52am

👁 68.3K    ❤️ 1.6K  
💬 31    📌 207



**A New Roadway, Now Open in the Heart ...**

Mon Feb 23, 3:05pm

👁 42.3K    ❤️ 959  
💬 24    📌 285

## Events:

- Covered Camping Under the Stars
- Covered PD Swearing-in Ceremony

## VIDEO PRODUCTION

- **Published**
  - Published – Mayor’s February Message ENG
  - Published – Mayor’s February Message SPA
  - Published – Best of the Best – Health and Recovery
  - Published – CBO Grant Highlight – Mind & Melody
  - Published – MISO Event Recap



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## Sponsorships/Grants

- Sponsorship Acquired:

FEBRUARY 2026 TOTALS			
DATE	EVENT	In-Kind	Cash
February 6th, 2026	Camping Under the Stars	\$13,350	
February 21st, 2026	MISO	\$3,150	\$1,000
February 26th, 2026	Cultural: Havana Night	\$1,000	
February 17th, 2026	Dr. Seuss Storytime	\$1,850	\$500
February 27th, 2026	Movie Night: The Lorax	\$2,050	\$1,400
<b>TOTAL</b>		<b>\$21,400</b>	<b>\$2,900</b>

## Administration

- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.
- Recognitions produced
  - 5 proclamations
  - 37 certificates

## Email Marketing Campaigns



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In February 2026, the City of Doral sent a total of **135,071** emails across four active campaign periods. Campaigns maintained excellent deliverability and steady resident engagement, reflecting continued trust in City communications. Overall performance showed moderate week-to-week fluctuations in opens and clicks, with audiences responding consistently to timely updates.

### Key Performance Highlights

- Delivery rate: ~99.7%, with **135,665 emails** successfully delivered, reinforcing strong sender reputation and list quality.
- Open rate: Approximately 12.9%, generating **17,461 unique opens** and **24,717 total opens**.
- Click rate: Approximately 0.62%, resulting in **840 unique clicks** and **1,804 total clicks**.
- Engagement quality: Clicks per unique open ranged from 2.9% to 5.8% by week, showing solid interaction from engaged readers.
- List health: Remained strong, with:
  - Bounce rate: ~0.31% (**406 bounces**)
  - Unsubscribe rate: ~0.04% (**60 unsubscribes**)
  - Abuse reports: 3 total (≈0.002%)

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### Notable Performance Variations

- Highest send volume occurred during the week of **Feb 08–14** (39,977 emails), representing the largest share of total sends.
  - Open rates peaked during **Feb 15–21** (15.8%), indicating strong resident interest in mid-month campaigns.
  - Click engagement was strongest during **Feb 22–28**, with clicks per unique open reaching 5.8%, showing motivated readers engaging with featured links.
  - Engagement stabilized over the month, reflecting consistent resident attention to City updates.
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## **Economic Development**

- **Launch45 – Ready for Rollout**

Established the operational framework and cross-department alignment (Building, Planning, IT), including a standardized intake and business roadmap process.

- **Start & Scale Academy – Launch Prepared**

Secured inaugural workshop with Miami Dade College and finalized program structure, registration, and outreach. Program is ready for public launch.

- **Business Engagement – Pipeline Growth**

Expanded outreach through targeted industry engagement, ExpoMiami participation, and coordinated business communications—generating new leads and strengthening participation in Mayor-led initiatives.

- **Strategic Partnerships – Expanded Network**

Advanced relationships with key regional organizations to support referrals, programming, and future sponsorship opportunities.

- **Grants – Façade Program Launched**

Initiated FY2026 Façade Improvement Grant cycle with updated application and applicant guidance.