



Monthly Department Report

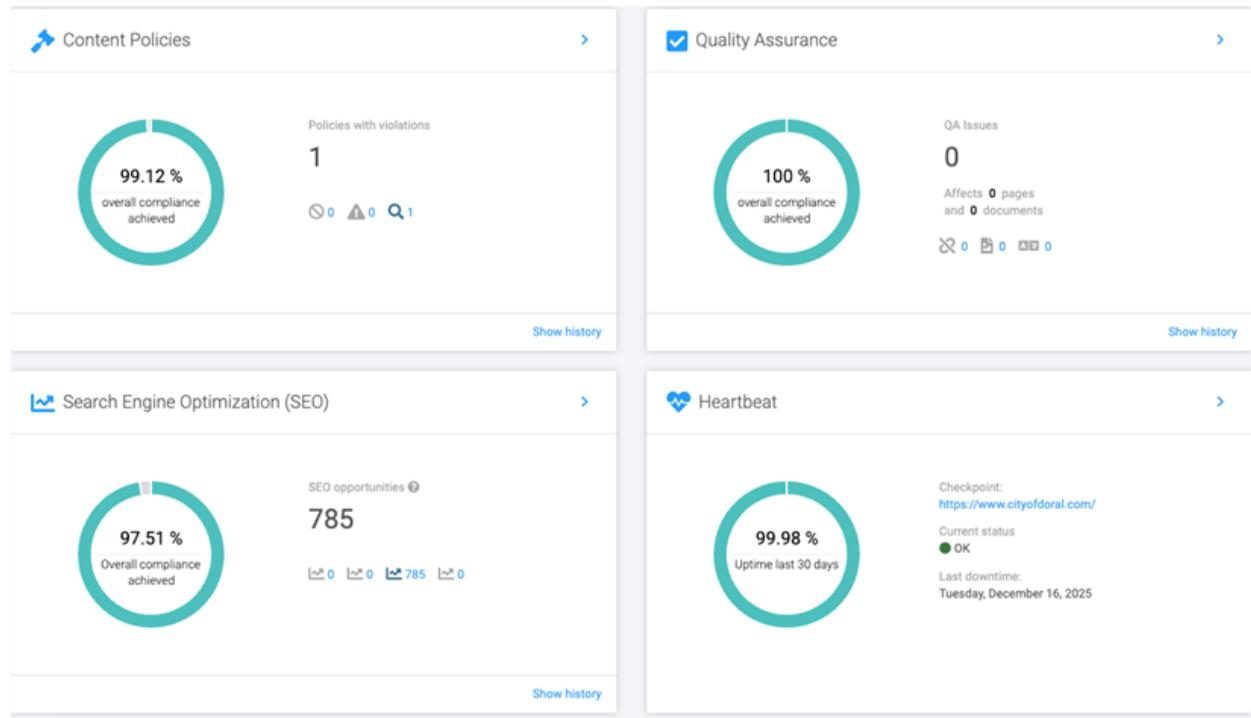
PUBLIC AFFAIRS



November 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We reached **67K** followers on Instagram. Our Facebook page had **164,483 views** and Instagram had **1,222,379 views** — marking yet another month surpassing 1 million views, all from organic content.

Our top performing post on Facebook and Instagram were the **Things to Do in Doral this Week (11/17)** and the **Holiday Celebration at the Park Promo (11/10)** post. See below:

- Instagram – **Views: 61,226 | Reach: 21,064 | Shares: 682 | Interactions: 1,535**



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- Facebook – Views: 37,656 | Interactions: 80 | Shares: 16

November	Facebook	41	26.79	17,099	0.90	114,396	56.15	43,687	66.48	Weekly 'Things to Do in Doral this Week' post, DIAF recap, Veteran's Day recap, Approved by Mayor & Council (Nov Meeting), Freebees Service Expansion Announcement, Special Needs Wins State Softball Competition, Best of the Best Winner Announcement, Community Mural Experience at DCP, Flood Maps Campaign, Holiday Celebrations in Doral, #ThankfulDoral Series (Thanksgiving Week)
	Instagram	33	41.07	67,246	1.50	1,236,046	16.68	68,386	24.68	
	Twitter			18,319						

Top content by views



Get Ready, Doral — the Holiday Season...

Mon Nov 17, 10:31am

61.2K views 26 interactions



Enjoy this special November message...

Tue Nov 4, 11:43am

40.6K views 4 interactions

Top content by views



Doral's Holiday Celebration at the Park

Mon Nov 10, 1:00pm

37.7K views 3 interactions



Are you ready, Doral? 🌱 ❤️ Our...

Tue Nov 25, 12:46pm

13.6K views 0 interactions

VIDEO PRODUCTION

• Published

- Published – Mayor's November Message ENG
- Published – Mayor's November Message SPA
- Published – Veterans Day Ceremony Recap
- Published – DIAF Promo #2
- Published – Spend Local Divieto



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- Published – DIAF Promo

Events

- Event Coverage:
 - ✓ Veterans Day
 - ✓ DIAF Fair

Press Releases

- ✓ ¡La Ciudad de Doral Da Inicio a su Serie de Eventos Navideños!
- ✓ The City of Doral Kicks Off Holiday Series of Events!
- ✓ New Doral Grant Program Offers Lifeline to Families Facing Unexpected Financial Hardship
- ✓ Nuevo Programa de Subvenciones de Doral Brinda Apoyo a Familias que Enfrentan Dificultades Financieras Inesperadas
- ✓ La Ciudad de Doral Lanza el Nuevo y Mejorado Programa de Subvenciones
- ✓ City of Doral Launches New and Improved Community-Based Organization (CBO) Grant Program Press Release

Sponsorships/Grants

- Sponsorship Acquired:

NOVEMBER 2025 TOTALS			
November 11th, 2025	Veterans Day Ceremony	\$4,500	
November 13th, 2025	Cultural: Luis Miguel	\$400	
November 14th, 2025	Movies at the Park: Minecraft	\$2,100	\$1,000
November 21st, 2025	Park & Tree Lighting Ceremony	\$19,495	\$8,500
November 22nd, 2025	Holiday Bazaar	\$8,341	
TOTAL		\$34,836	\$9,500



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Administration

- Ad and Flyer designs for multiple projects.
- Routine updates to the city website as needed by departments.
- Hosted student engagement tour of the Government Center with Divine Savior Academy.
- Recognitions produced
 - 6 proclamations
 - 31 certificates

Email Marketing Campaigns

In November 2025, the City of Doral sent a total of 107,466 emails across five active campaign weeks. Campaigns maintained excellent deliverability and list health, with messaging continuing to reach audiences reliably throughout the month.

Overall engagement reflected steady readership, with open rates remaining strong even as click activity varied by week, a trend consistent with seasonal content consumption heading into the holidays.

Key Performance Highlights

- Delivery rate: ~99.7%, with over 107,000 emails successfully delivered, reinforcing strong sender reputation and list quality.
- Open rate: Approximately 35–36%, generating more than 38,000 unique opens and over 65,000 total opens.



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- Click rate: Approximately 0.9%, resulting in nearly 1,000 unique clicks and over 4,700 total clicks.
- Engagement quality: Clicks per unique open ranged between 7% and 16% by week, indicating deeper interaction among engaged readers during select campaigns.
- List health: Remained stable, with:
 - Bounce rate: ~0.27% (293 bounces)
 - Unsubscribe rate: ~0.06% (68 unsubscribes)
 - Abuse reports: 2 total (~0.002%)

Notable Performance Variations

- Highest send volume occurred during the weeks of November 30–December 6 and December 7–13, accounting for over 60% of total sends for the reporting period.
- Open rates peaked in early December, reaching 38%, suggesting strong interest in timely and seasonal messaging.
- Click engagement was strongest in the later weeks of the month, particularly December 14–16, where clicks per unique open reached 16%, indicating highly motivated readers despite lower overall send volume.
- While overall click rates remained modest, engagement quality improved toward the end of the reporting period, signaling that audiences who opened were more inclined to interact.

Economic Development

- Finalized the Doral Emergency Hardship Grant (in partnership with Finance and Constituent Services) for the December 1 public launch.
- Hosted a public CBO Grant workshop at the City of Doral Government Center to communicate program changes and address applicant questions.



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- Delivered economic development support for 54+ businesses and partner organizations across the region.
- Updated the city's Spend Local, Save Local webpage, expanding participating business listings.
- Advanced the new city map planning for 2025, including meetings with Miami-Dade County partners.
- Compiled a list for Parks & Recreation of over 100 health-related businesses, with contact information, for their Central Park membership benefits.