



# Monthly Department Report

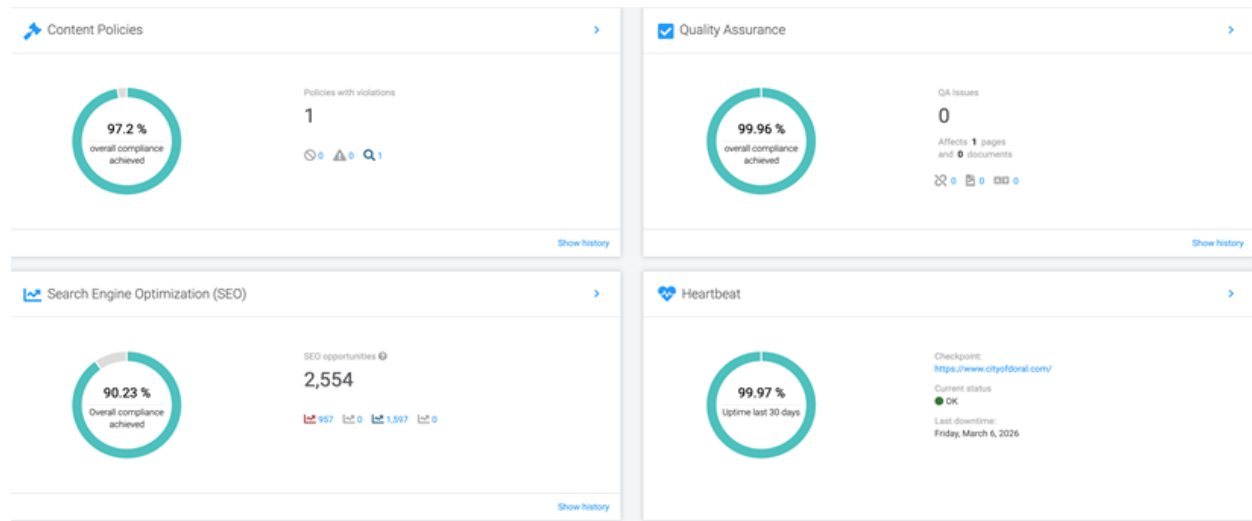
## PUBLIC AFFAIRS



**March 2026**

### Department Stats/ Key Performance Indicators

#### WEBSITE



#### SOCIAL MEDIA

We've surpassed 70K followers on Instagram ( 107,233 followers across the three platforms). Our Facebook page had 52,660 views and Instagram had 1,088,531 views marking yet another month surpassing 1 million views.

Our top performing post on Facebook and Instagram were the **Traffic Alert (3/3/26)** and the **DCP Water Park Opening Announcement (3/19/26)** post. See below:

- Facebook – **Views:** 44,238 | **Interactions:** 57 | **Shares:** N/A
- Instagram – **Views:** 59,581 | **Reach:** 30,512 | **Shares:** 512 | **Interactions:** 1,213

#### Advertising Performance



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- Doral Central Park (Brand / Awareness Video)**  
 ~32K views | ~11.8K engagement | ~1.8K clicks  
 → Strong overall awareness and engagement; steady traffic driven.
- Aquatics Seasonal Passes (Promotional / Conversion-Focused)**  
 ~39K views | ~12.8K engagement | ~1.7K clicks  
 → Consistent performance with strong video views and solid click-through.
- National Day of Prayer (Event / Community Messaging)**  
 ~46K views | ~20K engagement | ~3.1K clicks | ~1.9K landing page views  
 → Top-performing campaign; highest engagement and strongest traffic.

March	Facebook	35	16.67	17,482	1.04	52,660	3.50	241,733	80.94	Shield of the Americas Welcome Reception (Event Coverage, Recap Post & Doral in Action Video), Doral Central Park, "A Place for Everyone" video/ad, International Women's Day, Saturdays at the Market (Promo & Recaps), Flood Awareness Week Campaign, Micromobility Campaign (videos), Eggstravaganza (Promo & Recaps), DCP Seasonal Pass Promo video/ad, National Day of Prayer Promo video/ad, Mayor's Citizens Government Academy Promo, Mayor's Principal of the Year Reel
	Instagram	35	16.67	71,455	3.62	1,088,531	0.64	137,202	21.04	
	Twitter			18,296						



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### Top content by views

<p><b>Doral, expect traffic delays!</b> ...</p> <p>Tue Mar 3, 11:05am</p> <p>44.2K views, 35 likes, 6 comments, 15 shares</p>	<p><b>Doral, let's come together in faith,...</b></p> <p>Thu Mar 19, 11:05am</p> <p>60.5K views, 1.7K likes, 84 comments, 920 shares</p>	<p><b>Splash Season is almost here!</b> ...</p> <p>Thu Mar 19, 11:29am</p> <p>15.9K views, 26 likes, 0 comments, 10 shares</p>
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### Top content by views

<p><b>Splash Season is almost here!</b> ...</p> <p>Thu Mar 19, 11:17am</p> <p>59.6K views, 514 likes, 7 comments, 512 shares</p>	<p><b>Doral Central Park - A Place for...</b></p> <p>Mon Mar 16, 1:45pm</p> <p>50.1K views, 640 likes, 19 comments, 216 shares</p>	<p><b>On Friday, March 6th, the City of Doral was...</b></p> <p>Mon Mar 9, 4:53pm</p> <p>45.3K views, 589 likes, 22 comments, 29 shares</p>
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### Events:

- o Assisted in Coordination, Execution and Coverage of Summit of the Americas event



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- Covered EGGstravaganza
- Hosted Women of Tomorrow Tour

### VIDEO PRODUCTION

- **Published**
  - Published – Mayor’s March Message ENG
  - Published – Mayor’s March Message SPA
  - Published – Micromobility Ordinance PSA
  - Published – Shield of the Americas Recap
  - Published – DCP Promo Commercial
  - Published – Aquatics Spring Session Promo
  - Published – National Day of Prayer Promo
  - Published – Doral in Action Women Leaders event
  - Published – CBO Grant spotlight: Vetinfo

### Sponsorships/Grants

- Sponsorship Acquired:

MARCH 2026 TOTALS			
DATE	EVENT	In-Kind	Cash
March 7th, 2026	Downtown Doral Art Walk	\$3,500	\$500
March 12th, 2026	International Womens Art Opening Reception	\$1,400	\$0
March 20th, 2026	Movies at the Park - Zootopia	\$1,650	\$1,400
March 21st, 2026	Eggstravaganza	\$37,300	\$2,500
March 27th, 2026	Theatre Day	\$400	\$0
<b>TOTAL</b>		<b>\$44,250</b>	<b>\$4,400</b>



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### Administration

- ✓ Participated in the Leadership Retreat and Strategic Planning process, including collaboration on the final presentation to executive leadership.
- ✓ Evaluated solutions to ensure compliance with upcoming ADA government standards, including standardization and updates to email signatures.
- ✓ Designed advertisements and promotional materials for multiple projects.
- ✓ Initiated coordination for G20-related events, including development of a dedicated webpage and logo branding.
- ✓ Provided ongoing updates to the City website in coordination with departmental needs.

### Email Marketing Campaigns

In March 2026, the City of Doral executed a high-volume email communication strategy across weekly newsletters, business programming, cultural initiatives, and community announcements. Overall performance remained strong, with engagement fluctuations driven primarily by newsletter timing, business-focused campaigns, and event-driven content. Audience responsiveness was highest when communications were tied to timely updates, entertainment, or professional development opportunities.

### Key Performance Highlights

- **Delivery rate:** ~99.7%–99.9% across most campaigns, maintaining strong deliverability and sender reputation.
- **Open rate:** Ranged from approximately **5%–18.8%**, with higher engagement seen in targeted and event-based campaigns.
- **Click rate:** Varied from **0.1%–1.2%**, with newsletters and business campaigns driving the majority of engagement.
- **Engagement quality:** Clicks per unique open peaked as high as **18%–18.7%** in top-performing newsletters, indicating strong reader interaction when content was relevant.
- **List health:** Remained stable overall:
  - Bounce rates generally under **0.3%**, with one higher outlier in business segmentation
  - Unsubscribe rates remained low (**0.01%–0.12%** range)
  - Abuse reports were minimal



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## Notable Performance Variations

- **Strongest Engagement:** Weekly newsletters (March 9 & 16) drove the highest opens and clicks, reinforcing strong baseline interest in citywide updates.
  - **Targeted Wins:** “Call for Filmmakers” achieved high open rates (17.7%), driven by niche audience targeting.
  - **Mid-Month Performance:** Informational campaigns (Doral Insider, Industry Day) maintained steady but lower engagement due to less action-driven content.
  - **Consistency:** End-of-month performance remained stable, with newsletters sustaining ~10–12% open rates and strongest clicks tied to structured, recurring content.
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## Economic Development

- **Start & Scale Academy – Launch Execution Advanced**  
Confirmed inaugural workshop with Miami Dade College at West Campus and advanced scheduling and coordination for the full program rollout.
- **Doral Seeds – Program Structuring Completed**  
Finalized grant program framework, including eligibility screening and evaluation process, aligned with the approved funding model.
- **Launch45 – Implementation Progressed**  
Advanced rollout readiness through refinement of eligibility criteria, applicant guidance, and coordination of web and departmental alignment.
- **Façade Grant Program – Awards Identified**  
Completed committee review process and identified five recommended awardees pending Council approval.
- **Business Engagement – Targeted Industry Outreach Delivered**  
Hosted an Industry Leaders Breakfast with Mayor Fraga, strengthening engagement with key sectors and expanding the business pipeline.
- **Business Support – Intake & Outreach Strengthened**  
Enhanced business engagement through structured outreach and meetings while



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advancing early-stage intake processes to support pre-leasing guidance and reduce business friction.

- **Strategic Partnerships – Regional Network Expanded**

Strengthened engagement with key organizations across economic development, industry, and institutional partners to support referrals, programming, and future collaboration.

- **Communications & Digital Strategy – Business-Facing Platform Advanced**

Defined structure and messaging direction for Economic Development web content and awareness initiatives to improve clarity of services and resources.