



# Monthly Department Report

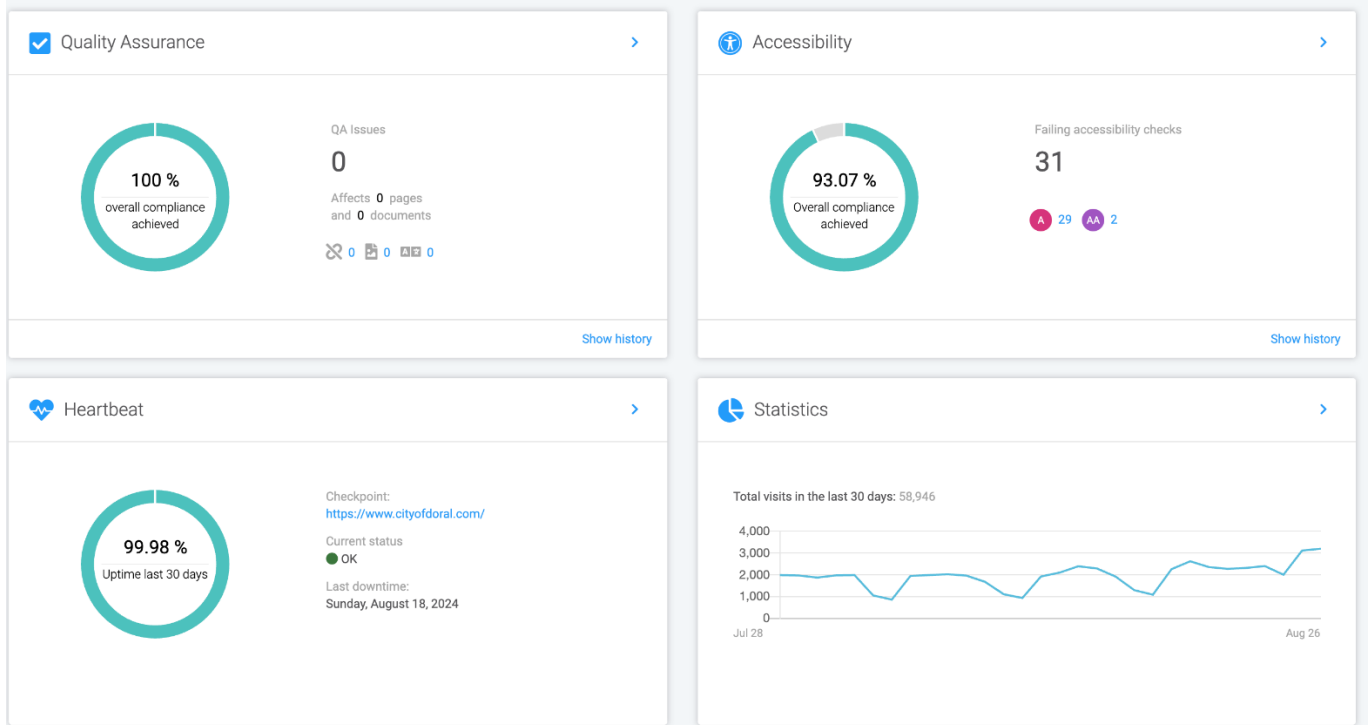
## PUBLIC AFFAIRS



**August 2024**

### Department Stats/ Key Performance Indicators

#### WEBSITE



#### SOCIAL MEDIA

Month	Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
August	Facebook	88	13.73	16,089	0.19	21,135	31.27	1,160	33.49	Back to School Messages, Pickleball Courts Ribbon Cutting, InfoDoral Promo (Post + Reel), Doral Central Park (1st Half) Grand Opening Social Media Rollout & event recap.
	Instagram	75	44.23	54,227	2.58	90,904	6.32	23,400	88.71	
	Twitter			16,757						



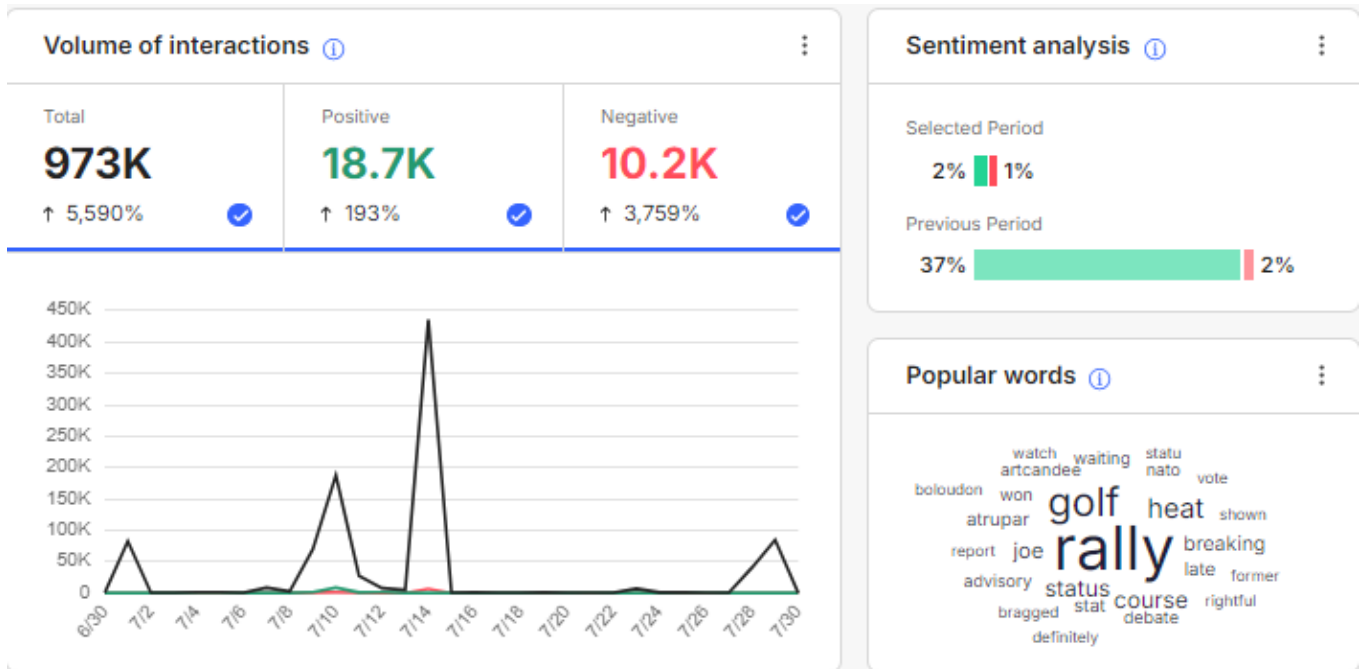
# Monthly Department Report

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- Followers across our social media platforms (Facebook, Twitter, Instagram) have now reached 87,073 this month (Increase of 1,818 followers)
- TOP POST FOR THE MONTH: Instagram video for 1<sup>st</sup> day back to school– Reach 22.9k, 852 reactions, 20 post shares.

**ZENCITY** – A platform that aggregates social media discourse surrounding the City to provide sentiment and insight into what the community is saying and what they are interested in. This allows governments to understand citizen concerns, preferences, and priorities in a comprehensive and representative way.



**This summary report generated by ZenCity provides further insight into discussion surrounding the Doral Central Park Grand Opening:**



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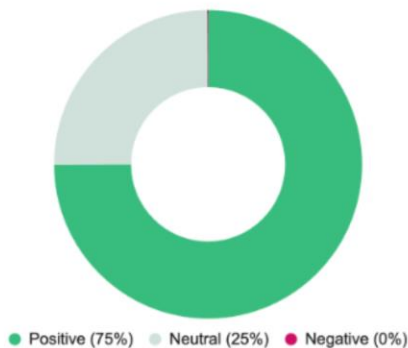
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The Grand Opening of the Doral Central Park was met with many supportive and excited responses, driving nearly all Parks and Recreation discussions since August 1; some commenters inquired about specific park amenities such as sports courts and classes

Aug 1 - Sep 1, 2024

Doral Central Park: Sentiment Analysis



Popular Words



In the past month (Aug 1 - Sep 1), online [conversations about the Central Park Grand Opening](#) generated 5.5K interactions, accounting for 5% of citywide conversations—a relatively big discourse share, and nearly all (96%) Parks and Recreation discourse. Official channels drove most (58%) conversations, led by the City's Instagram account.

A deeper look into the discourse reveals the following main takeaways:

- Posts promoting the opening of the first half of Doral Central Park generated a high share of positive sentiment with zero negativity (75% and 0%), indicating the community's support for the opening and satisfaction with the messaging. No prominent concerns or complaints surfaced.
- The City's grand opening Instagram [announcement](#) was the most popular post, attracting over 2K engagements. The post elicited many 'likes' and dozens of excited and anticipating responses. Some commenters inquired about specific amenities, such as sports classes and a skate park, indicating a high level of interest and community engagement.
- Other posts were mostly met with supportive reactions in the form of 'likes' and excited comments. Some commenters inquired about pickleball and tennis courts.
- Over a third (38%) of the engagements stemmed from Instagram hashtags generated by public figure accounts promoting the park's opening. These posts were captured on the Zencity dashboard by mentioning Doral and Central Park. However, *it is important to note that*



# Monthly Department Report

## PUBLIC AFFAIRS



*the data reflects only a portion of the engagement from these Instagram accounts.*

- Conversations on the City's Facebook posts were limited, mainly reflecting support and anticipation. The [post](#) offering gratitude to everyone who attended the First Half Grand Opening was the most popular, primarily generating supportive 'likes.'
- The postponement announcements due to weather conditions gained limited traction. They mainly generated 'likes' and 'shares,' indicating residents' receptiveness to the information.
- Local media coverage was limited (1.5% of the discourse), led by the WPLG Local 10 [opening announcement](#), which mainly attracted tacit support.

## VIDEO PRODUCTION

- **Published**
  - Published – Mayor’s July Message ENG
  - Published – Mayor’s July Message SPA
  - Published – August Calendar of Events
  - Published – Sponsorship Opportunities Promo
  - Published – National Night Out & Back to School Event Recap
  - Published – Pickleball Courts Unveiling Promo
  - Published – Spend Local, Save Local – Select Dentistry
  - Published – Spend Local, Save Local – Cuento Sandwiches
  - Published – Back to School Message Mayor ENG
  - Published – Back to School Message Mayor SPA
  - Published – Back to School Message Vice Mayor ENG
  - Published – Back to School Message Vice Mayor SPA
  - Published – Back to School Message Councilman Pineyro ENG
  - Published – Back to School Message Councilman Pineyro SPA
  - Published – Back to School Message Councilwoman Porras ENG
  - Published – Back to School Message Councilwoman Porras SPA
  - Published – Back to School Message Councilwoman Cabral ENG
  - Published – Back to School Message Councilwoman Cabral SPA



# Monthly Department Report

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- Published – Paws & Claws week of August 5
- Published – Paws & Claws week of August 12
- Published – Paws & Claws week of August 19
- Published – Paws & Claws week of August 26

### **Major Project Updates**

- Meeting with Protocol Director from Miami-Dade County Aviation in review of Doral's draft Protocol Manual. Valuable feedback was provided for further additions to the City's draft.
- Coordinated Mayor and Council interviews with Diario Las Americas for upcoming Doral Special Feature.
- Completed Miami Dade County Strive305 Resource Mapping Survey.
- Completed new PTSA Grant Application portal.
- Delivered annual school supplies donations to 19 Doral schools.

### **Events**

- Covered Back to School & National Night Out
- Covered Doral Central Park Grand Opening (1<sup>st</sup> half)
- Covered Pickleball Court Ribbon Cutting
- Attended Orchids of Life planting event with Codina Partners and UHealth.
- Participated in InfoDoral tent at National Night Out Back to School event.
- Participated in Greater Miami Convention and Visitors Bureau's Quarterly Municipal Communications Meeting.

### **Sponsorships/Grants**

- Sponsorship book in design phase – ready for second review – In process



# Monthly Department Report

## PUBLIC AFFAIRS



- Sponsorship Acquired:
  - o Completed the 2024 NNO & Back to School Night (In-Kind \$14,800 and Cash \$8,500) This was amounts raised only from Sponsorship as PD had their own reach out.
  - o Secured sponsors including Univision for First Half DCP Grand Opening (In-Kind \$47,489.11 and Cash \$22,000).
  - o Secured sponsors for various Cultural events (In-Kind \$928). Worked on editing design draft of new Sponsorship Book
- Processed payment for three sponsorships as approved by Council.

### **Administration**

- Processed payment for 1 CBO Grant and 1 Façade Grant
- Coordinated and attended 4 ribbon-cutting ceremonies.
- Distributed New Business Orientation email to all new BTR recipients.
- Met with Coral Gables, North Miami and Sunny Isles Beach economic development staff to discuss best practices and share information.

### **Other**

- Disseminated 10 press releases and media alerts to promote city events and initiatives.
- Sent 14 email campaigns to City database that consisted of Weekly Digest and special communication.
- Produced 227 Certificates as approved.
- Produced two Proclamations as approved.
- Supported 64 companies with business assistance consultations.
- Administered 6 Spend Local, Save Local registrations.
- Routine updates to the City website as needed by department.
- Assisted with 26 InfoDoral information requests.
- Met with Greater Miami Convention and Visitors Bureau President David Whitaker, VP Rolando Aedo, and Doral City Manager regarding partnership initiatives.



# Monthly Department Report

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- Met with IRS representative regarding IRS free tax preparation programs for residents.
- Attended Commission on the Status of Women Advisory Board Meeting as staff liaison.
- Attended Economic Development Advisory Board Meeting as staff liaison.