



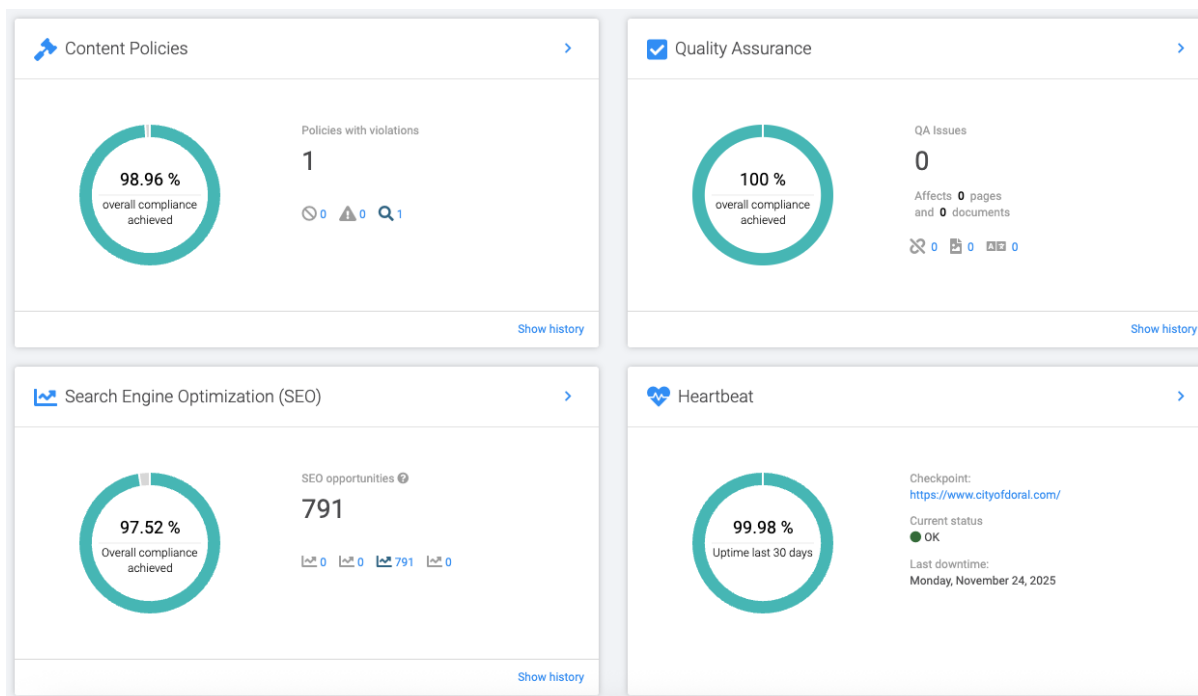
Monthly Department Report

PUBLIC AFFAIRS

October 2025

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We reached 66K followers on Instagram. Our Facebook page had 260,905 views and Instagram had 1,483,540 views — marking yet another month surpassing 1 million views, all from organic content.



Monthly Department Report

PUBLIC AFFAIRS



Our top performing post on Facebook and Instagram were the Mayor's Oct Message (10/1) and the Trunk-or-Treat & Movie Night Event Recap (10/28) post. See below:

- Instagram – Views: 50,867 | Reach: 5,700 | Shares: 34 | Interactions: 207
- Facebook – Views: 104,279 | Interactions: 56

October	Facebook	56	0.00	16,947	0.00	260,905	197.45	130,313	506.16	Weekly 'Things to Do in Doral this Week' post, State of the City (Promo & Recap), Mayor & Chief's Golf Tournament & Gala Promotion (Promo & Recap), DIAF Promotion, Your Tax Dollars at Work, Hispanic Heritage in Doral (Event promotion, coverage, recaps), October (Halloween) Events Recap
	Instagram	56	0.00	66,254	0.00	1,483,540	7.73	90,790	15.84	
				18,358						
	Twitter									

Top content by views



Enjoy this special
October message fro...

Wed Oct 1, 9:19am

👁 50.9K ❤ 143
💬 6 ➦ 34



What an
unforgettable da...

Wed Oct 22, 1:17pm

👁 41.7K ❤ 241
💬 9 ➦ 36



Monthly Department Report

PUBLIC AFFAIRS



Top content by views



Our Trunk-or-Treat & Movie...

Tue Oct 28, 1:46pm

👁 104.3K ❤ 53

💬 2 📌 6



The magic of the holidays is back i...

Tue Oct 28, 12:10pm

👁 58.3K ❤ 108

💬 8 📌 17

VIDEO PRODUCTION

- **Published**

- Published – Mayor’s October Message ENG
- Published – Mayor’s October Message SPA
- Published – Doral in Action - oktoberfest
- Published – 5k event recap
- Published – Mayor and Chief Golf/Gala Recap
- Published – Best of the Best – Veterinarian
- Published – DIAF promo #2
- Published – Doral in Action- State of the City
- Published – Support videos for State of the City



Monthly Department Report

PUBLIC AFFAIRS



- Published – Parks compilation video for website

Events

- Events:
 - ✓ Coordinated and Executed State of the City Address
 - ✓ Provided support at Mayor and chief Golf/Gala
 - ✓ Coordinated and Executed Bus Shelter Ground breaking
 - ✓ Covered PD Promotional Ceremony

Press Releases

- ✓ City of Doral Breaks Ground on New Trolley Shelter Project
- ✓ La Ciudad de Doral Inicia la Construcción del Nuevo Proyecto de Paradas de Trolley
- ✓ La Alcaldesa Christi Fraga Presentará el Discurso del Estado de la Ciudad 2025, Destacando el Progreso y la Unidad Comunitaria Comunicado de Prensa
- ✓ Mayor Christi Fraga to Deliver 2025 State of the City Address, Highlighting Progress and Community Unity
- ✓ Mayor Christi Fraga Highlights Safety, Parks, Infrastructure, and Fiscal Strength
- ✓ La Ciudad de Doral Destaca la Seguridad, los Parques, la Infraestructura y la Fortaleza Fiscal

Sponsorships/Grants

- Sponsorship Acquired:



Monthly Department Report

PUBLIC AFFAIRS



OCTOBER 2025 TOTALS			
DATE	EVENT	In-Kind	Cash
October 16th, 2025	Cultural: Romantic Night	\$4,500	
October 18th, 2025	Howl -O - Ween Dog Costume	\$5,750	\$400
October 25th, 2025	Trunk or Treat & Movie Night	\$6,450	\$2,500
TOTAL		\$16,700	\$2,900

Administration

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

Email Marketing Campaigns

In October 2025, we sent a total of 136,529 emails across five active campaign weeks, maintaining strong deliverability and consistent audience engagement. Our campaigns achieved a 99.69% delivery rate, with 136,109 successfully delivered emails during the month.

Key Performance Highlights

- Open rate: 35.93%, totaling 48,904 unique opens and 75,068 total opens.
- Click rate: 0.72%, with 983 unique clicks and 3,974 total clicks across all campaigns.



Monthly Department Report

PUBLIC AFFAIRS



- Engagement quality: 2.01% clicks per unique open, indicating light interaction among those who opened the emails.
- List health: Remains stable, with a 0.31% bounce rate (420 bounces), a 0.07% unsubscribe rate (101 unsubscribes), and 10 abuse reports (0.007%).

Notable Performance Variations

- The weeks of October 19–25 and October 26–31 generated the highest send volumes (over 39k each), paired with strong open rates of 37%.
- The strongest click performance came in the early weeks of October, particularly October 1–4 and October 5–11, contributing the bulk of unique clicks for the month.
- While open rates held steady across all weeks, click engagement was more modest compared to September, suggesting audiences were reading but less motivated to take action.

Economic Development

- Collaborated interdepartmentally to create and launch the Doral Emergency Hardship Grant application for families.
- Led updates to the FY25–26 CBO Grant application, expanding from one to two cycles and increasing the maximum award from \$5,000 to \$7,000.
- Developed the 2025–2026 CBO Grant Presentation and initiated the formation of the CBO Grant Committee with directors from Code Compliance, Parks & Recreation, and Planning & Zoning.
- Provided economic development support to 36+ businesses and partner organizations, including content for the South Florida Business Journal.
- Coordinated and supported multiple ribbon-cuttings and pop-up permit activations, including DEKOR, Doral Centre Animal Hospital, and expedited approval for Elf Factory at CityPlace.



Monthly Department Report

PUBLIC AFFAIRS

- Hosted a virtual PTSA Grant workshop for participating schools and PTSA groups, improving program awareness and access.