



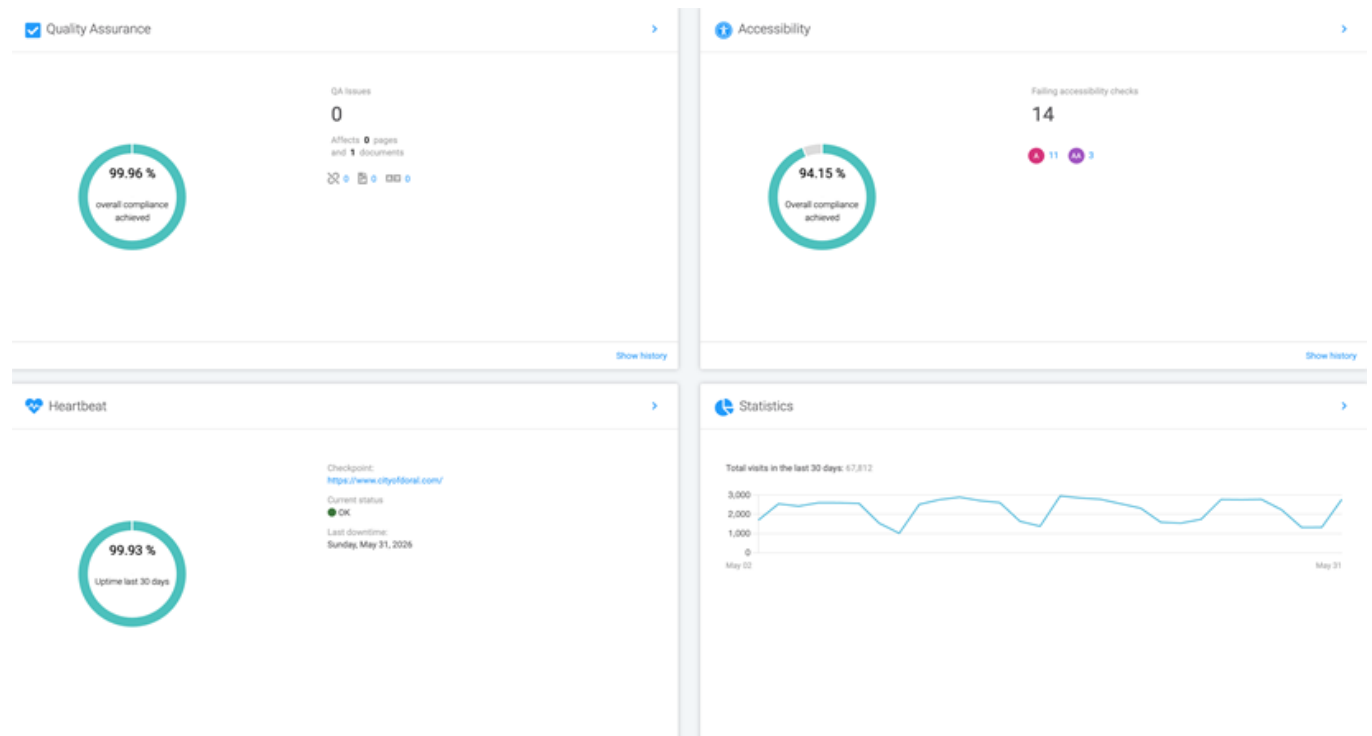
Monthly Department Report

PUBLIC AFFAIRS

May 2026

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

We've surpassed 70K followers on Instagram. Our Facebook page had 87,846 views and Instagram had 867,279 views.

Our top performing post on Facebook and Instagram were the Principal of the Year Winner Announcement Surprise Post (5/5/26) and the Doral Police Chief Resignation Official Statement (5/8/26) post.

See below:

- Facebook – Views: 78,762 I Interactions: 2,643 I Shares: 290 I Saves: 19



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- Instagram – Views: 89,980 I Reach: 35,747 I Shares: 555 I Interactions: 2,219

May	Facebook	85	1.19	16,504	0.38	183,135	36.37	47,365	6.64	Things to Do in Doral This Week (Weekly Posts/Stories), National Day of Prayer Events Recaps (post, reels, video), Blding Safety Month Campaign, DCP Grand Opening Social Media Rollout (posts, reels, stories), Ribbon Cuttings Highlight Reels (Seabra Foods), National Public Works Appreciation Week, DCP Grand Opening Events Recaps (posts, reels, video), 2025 Hurricane Safety Fair Promo, Hurricane Comprehensive Tabletop Exercise, Las Paredes Oyen Promo (posts, stories), Best of the Best Announcements & Video with Mayor, Parks & Recreation Events & Programs promo.
	Instagram	85	0.00	62,900	3.31	1,811,553	60.53	159,400	76.84	
	Twitter			18,419						

Top content by views



**Doral, you voted...
and we have a...**

Tue May 5, 4:01pm

👁 78.8K ❤ 2.2K
👤 96 ➦ 290



**An unforgettable
evening of faith,...**

Fri May 8, 3:07pm

👁 6.3K ❤ 48
👤 4 ➦ 2



**Today, we proudly
celebrate the women...**

Sun May 10, 6:22pm

👁 5.0K ❤ 16
👤 0 ➦ 1



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Top content by views



Official Statement
from the City of Dora...

Fri May 8, 10:36am

90.0K 1.5K
101 555



**Doral, you voted...
and we have a...**

Tue May 5, 4:01pm

78.8K 2.2K
96 290



**A special moment for
education in Doral!...**

Fri May 8, 3:59pm

33.3K 1.3K
66 198

DORAL POLICE DEPARTMENT – INSTAGRAM

May 5th – June 3rd we have had a total of 872 new followers and 27,041 interactions and 661,407 views – up about 380% since April.

- National Day of Prayer (posted May 8 , 2026)
 - Views: 163,024 | Reach: 72,306 | Shares: 2,317 | Comments: 131 | Reposts: 30
- Career Day at Downtown Doral Charter Upper School (posted May 19 , 2026)
 - Views: 23,612 | Reach: 10,118 | Shares: 38 | Comments: 3 | Reposts: 2
- PP4K Afterschool Program Graduation (posted May 8 , 2026)
 - Views: 18,000 | Reach: 7,787 | Shares: 23 | Comments: 3 | Reposts: 2



Monthly Department Report

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Events:

- Covered National Day of Prayer Event
- Covered Consular Forum

VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s May Message ENG
 - Published – Mayor’s May Message SPA
 - Published – PGA at Doral recap
 - Published – National Day of Prayer Event Recap
 - Published – Consular Forum Recap
 - Published – Constituent Services Promo

Media Outreach

- ❖ Declaración Oficial de Doral Sobre el Jefe Edwin Lopez
- ❖ Doral Official Statement Regarding Chief Edwin Lopez
- ❖ Second Annual National Day of Prayer Concert Returns to the Doral Central Park Amphitheater Media Alert
- ❖ Segundo Concierto Anual del Día Nacional de Oración regresa al Anfiteatro del Doral Central Park Aviso a los Medios
- ❖ Ciudad de Doral celebra Foro Consular destacando alianzas globales y oportunidades del G20 Aviso a los Medios



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- ❖ City of Doral Hosts Consular Forum Highlighting Global Partnerships and G20 Opportunities Media Alert

Sponsorships/Grants

- Sponsorship Acquired:

MAY 2026 TOTALS			
DATE	EVENT	In-Kind	Cash
May 7th, 2026	National Prayer Day	\$15,900	\$13,900
May 12th, 2026	Silver Club - Wellness Fair	\$3,065	\$1,000
May 16th, 2026	Water Safety Awareness	\$900	\$800
May 16th, 2026	Hurricane Safety Fair	\$300	0
May 28th, 2026	Short Film Festival	\$300	0
May 29th, 2026	Silver Club - Bingo Night	\$150	0
TOTAL		\$20,615	\$15,700

Administration

- ✓ Directed strategic communications and executive messaging for the Police Department leadership transition, including media relations, public statements, internal communications, and planning for the Chief's swearing-in.
- ✓ Led development of the City's America 250 campaign, establishing the branding, visual identity, and creative direction for Independence Day celebrations, commemorative materials, and event assets.
- ✓ Supported executive leadership through the preparation of speeches, correspondence, media responses, and communications materials for key City initiatives and announcements.
- ✓ Advanced strategic planning initiatives by supporting leadership retreat materials, organizational communications planning, and departmental communications priorities.



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PUBLIC AFFAIRS



- ✓ Led branding and communications planning for major City initiatives, including G20 preparations, standardized email signature implementation, website updates, and other Citywide branding enhancements.
- ✓ Oversaw creative direction and quality control for City marketing materials while coordinating with departments to ensure branding consistency and effective public engagement across print and digital platforms.
- ✓ Continued strengthening media relations, public information efforts, and cross-departmental coordination to support timely, accurate, and transparent communication with residents and stakeholders.
- ✓

Email Marketing Campaigns

In May 2026, the City of Doral executed a multi-campaign email communication strategy spanning weekly newsletters, business programming, summer activity promotions, community alerts, and event-driven outreach. Overall performance remained strong, with engagement fluctuations driven by audience segmentation, resend strategies, and time-sensitive content. Audience responsiveness peaked in targeted business and community alert campaigns, while recurring weekly newsletters continued to deliver the strongest engagement quality among broad-list sends.

Key Performance Highlights

- Delivery rate: ~99.1%–99.9% across all campaigns, maintaining strong deliverability and sender reputation.
- Open rate: Ranged from approximately 6.1%–27.0%, with the highest engagement seen in resend campaigns and urgent community messaging.
- Click rate: Varied from 0.13%–0.79%, with newsletters and business-focused campaigns driving the majority of click engagement.
- Engagement quality: Clicks per unique open peaked as high as 8.7% in the top-performing newsletter, indicating strong reader interaction when content was relevant and timely.
- List health: Remained stable overall:
 - Bounce rates generally under 0.6%, with higher outliers in the business list segment (up to 0.93%)



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- Unsubscribe rates remained low (0.01%–0.15% range)
- Abuse reports were minimal across all campaigns

Top Performing Campaign

Doral Weekly Newsletter – May 11th, 2026 (UPDATED)

- Open Rate: 9.1%
- Click Rate: 0.79%
- Clicks per Unique Open: 8.7%
- Total Clicks: 83
- Emails Sent: 10,519

This campaign produced the highest engagement quality of the month, with readers who opened the newsletter demonstrating exceptionally active click behavior. The updated send outperformed the original May 11th deployment across both click rate and clicks per unique open, indicating the revised content resonated more strongly with the audience.

Economic Development

• Doral Seeds – Program Development Advanced

Advanced development of the Doral Seeds Business Grant Program through coordination with the Mayor's Office, Public Affairs, Constituent Services, and Economic Development, establishing implementation priorities and operational framework.

• Business Support & Retention – Outreach Expanded

Strengthened business retention efforts through coordination with the Licensing Division, resulting in 149 business outreach contacts and 25 scheduled business meetings while supporting ongoing business recognition initiatives.

• Business Engagement – Industry Partnerships Strengthened

Advanced strategic engagement with key business sectors through the Start & Scale Academy partnership with Miami Dade College and participation in the Doral Hotels Alliance Executive Roundtable, supporting workforce development, tourism, and major event readiness initiatives.



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- **FIFA & Major Events Readiness – Business Opportunities Identified**

Supported early FIFA-related economic development efforts through identification of local business opportunities and preparation of outreach and promotional strategies to maximize community participation.

- **Regional Partnerships – Economic Development Presence Expanded**

Represented the City at key regional conferences and forums, including eMerge Americas and the State of the Ports Conference, strengthening relationships and advancing Doral's visibility within innovation, trade, tourism, and economic development networks.

- **Strategic Partnerships – Entrepreneur Resources Enhanced**

Expanded collaboration with Prospera and regional partners to connect entrepreneurs and small businesses with educational programming, startup resources, and business development support.

- **Tourism & Visitor Economy Initiatives – Opportunities Advanced**

Continued collaboration with the Greater Miami Convention & Visitors Bureau to explore expanded partnership opportunities and evaluate concepts to strengthen Doral's visitor experience and tourism infrastructure.

- **City Grant Programs – Stakeholder Engagement Maintained**

Facilitated pre-application meetings with prospective grant applicants and maintained outreach efforts related to the CBO, PTSA, and Façade Grant Programs while coordinating grant administration activities.



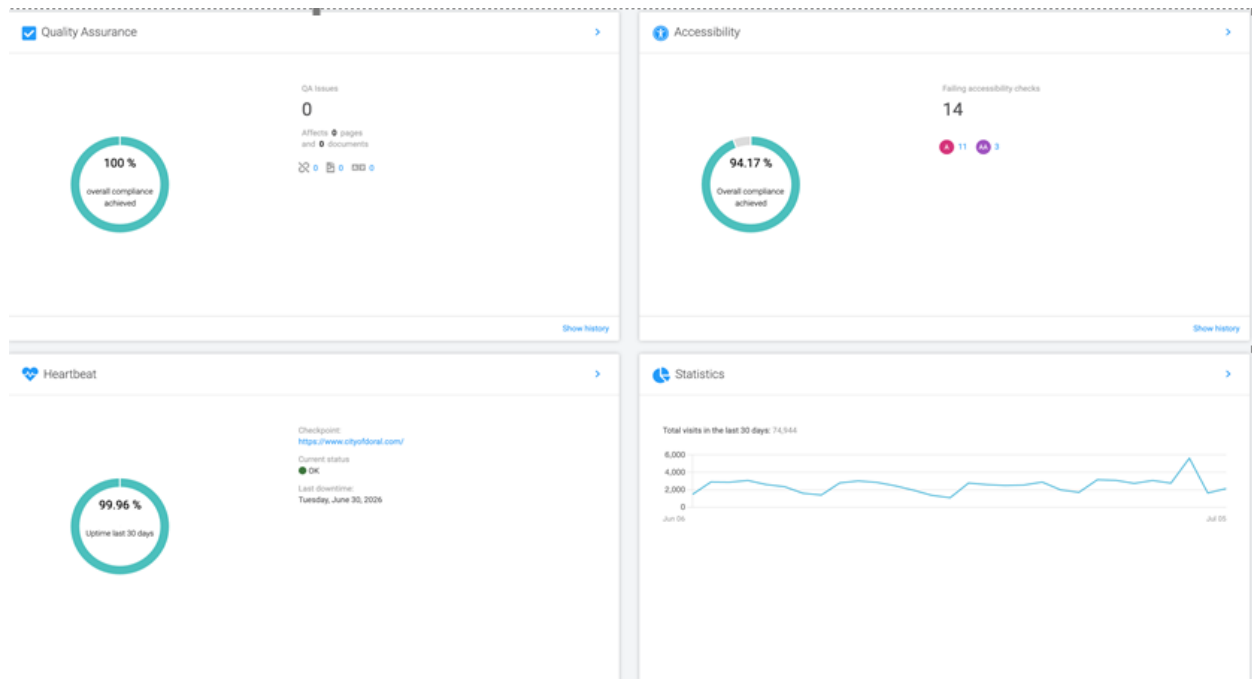
Monthly Department Report

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June 2026

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Our Instagram community continues to grow steadily and is now approaching the 73,000-follower milestone. Facebook generated more than 121,000 views this month, continuing to provide strong visibility for City news and community initiatives. Instagram delivered 2.9 million views, establishing a new monthly record for the account.

Our top performing post on Facebook and Instagram were the Free American Flag Distribution Post (6/26/26) and the Venezuela Earthquake Relief Drive Flyer (6/25/26) post.



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See below:

- Facebook – Views: 21,224 | Interactions: 84 | Shares: 17
- Instagram – Views: 1,520,063 | Reach: 16,460 | Shares: 7,275 | Saves: 741

June	Facebook	41	21.15	17,607	0.27	121,859	38.72	121,855	36.65	Weekly 'Things to Do in Doral this Week', "Meet the Team Monday" Campaign, Hurricane Season Kickoff Post, Code Compliance Officer Week, Google Reviews Campaign Kickoff, Independence Day Celebration Promotion Campaign Kickoff (Series of Reels), Launch45 Rollout, Police Chief & Deputy Chief Swearing-In Ceremony (Recap & Doral in Action Video), Beyond the Playground Campaign, Venezuela Earthquake Relief Drive & Response Efforts, Tax Dollars at Work Morgan Levy Park Improvements
	Instagram	40	20.00	72,884	1.25	2,921,557	228.08	1,148,003	873.43	
	Twitter			18,264						

Top content by views



The City of Doral, in partnership with the...

Fri Jun 26, 9:41am

21.2K 65
 2 17



School's out and the ultimate summer...

Thu Jun 4, 10:28am

14.7K 0
 0 0



A special day for the Doral Police...

Wed Jun 17, 5:57pm

14.4K 120
 16 4



Monthly Department Report

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Top content by views



Doral, our neighbors in...

Thu Jun 25, 3:38pm

👁 1.5M ❤️ 5.9K
🗳 62 ➡️ 7.3K



Hoy fui testigo de algo que nunca olvidaré. A...

Sun Jun 28, 3:27pm

👁 171.3K ❤️ 7.8K
🗳 459 ➡️ 795



NEW UPDATED LIST: Official Donation Dro...

Mon Jun 29, 3:59pm

👁 46.0K ❤️ 452
🗳 9 ➡️ 246

DORAL POLICE DEPARTMENT – INSTAGRAM

JUNE: We have had a total of 518 new followers – Reached 30,000! and 8,669 interactions and 655,000 views – views holding steady from previous month.

- Chief Castillo Welcome Post (posted on
 - Views: 37,023 | Reach: 19,036 | Shares: 58 | Comments: 61 | Reposts: 20
- Chief Castillo Swearing in Ceremony (posted on
 - Views: 21,870 | Reach: 12,516 | Shares: 38 | Comments: 25 | Reposts: 10
- 4th of July Event Safety Tips Reel (posted on
 - Views: 15,288 | Reach: 9,531 | Shares: 29 | Comments: 14 | Reposts: 13



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Events:

- PD Chief Swearing-in Ceremony
- Venezuela Relief Efforts Press Conference
- Flower250 Distribution and Speaking Engagement

VIDEO PRODUCTION

- **Published**
 - Published – Mayor’s June Message ENG
 - Published – Mayor’s June Message SPA
 - Published – PD Chief Swearing-in Ceremony Recap

Media Outreach

- ❖ La Alcaldesa Christi Fraga y Global Empowerment Mission (GEM) Anunciarán Alianza Humanitaria para Apoyar a Venezuela Aviso a los Medios
- ❖ Mayor Christi Fraga and Global Empowerment Mission (GEM) to Announce Humanitarian Relief Partnership for Venezuela Media Alert
- ❖ La Ciudad de Doral juramentará a su nuevo Jefe de Policía y Subjefe de Policía Aviso a los Medios
- ❖ City of Doral to Swear In New Police Chief and Deputy Chief Media Alert
- ❖ City of Doral Partners with the Cortada Foundation and Kurv Industrial, to Celebrate the Installation of Flower Force America 250 Press Release



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- ❖ La Ciudad de Doral nombra a Matthew Castillo como Jefe de Policía Comunicado de Prensa
- ❖ City of Doral Appoints Matthew Castillo as Chief of Police Press Release
- ❖ City of Doral Urges Residents and Businesses to Prepare as Hurricane Season Begins News Release
- ❖ La Ciudad de Doral recuerda la importancia de prepararse ante el inicio de la temporada de huracanes Comunicado de Prensa

Sponsorships/Grants

- Sponsorship Acquired:

JUNE 2026 TOTALS			
DATE	EVENT	In-Kind	Cash
June 12th, 2026	Silver Club - Bingo Night	\$500	
June 18th, 2026	Fathers Day Event with HR	\$500	
June 25th, 2026	Capture Doral Photo - Opening Reception	\$500	
TOTAL		\$1,500	\$0

Administration

- ✓ Coordinated communications, media relations, and event production for the Doral Police Department leadership transition, including the ceremonial swearing-in of the new Chief and Deputy Chief.
- ✓ Led the Citywide communications and branding strategy for the America 250 initiative, including the Flower Force: America 250 public art project, patriotic flag distributions, Firebush giveaway, and multi-agency/community partnerships.



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- ✓ Assisted Mayor's Office in the coordination and communications for the City's humanitarian partnership with Global Empowerment Mission (GEM), supporting earthquake relief efforts for Venezuela through a mayoral press conference, community donation drive, and multilingual outreach campaign.
- ✓ Advanced strategic communications planning for the City's Digital Services initiatives, including the Resident Assistant, City App, Parks & Recreation registration platform, Doral Alerts campaign, and future public launch.
- ✓ Developed communications campaigns supporting key City initiatives, including Doral Seeds, Launch45, Women 360, emergency preparedness, and resident engagement efforts.
- ✓ Strengthened City branding standards by implementing guidance on logo integrity, AI-generated graphic usage, and quality control for departmental marketing materials.
- ✓ Enhanced collaboration with the Police Department through expanded social media coordination, emergency communications planning, and development of operational communications protocols.
- ✓ Supported executive leadership through speeches, executive correspondence, media responses, proclamations, recognition certificates, and strategic communications for high-profile City initiatives.

Email Marketing Campaigns

In June 2026, the City of Doral executed a diverse email communication strategy focused on weekly newsletters, economic development initiatives, Independence Day



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programming, community engagement opportunities, emergency communications, and seasonal promotions. Overall campaign performance remained strong throughout the month, with excellent deliverability and healthy subscriber engagement. Weekly newsletters continued to serve as the foundation of the City's email program, while timely emergency messaging and highly relevant community announcements generated the strongest audience interaction.

Key Performance Highlights

- Delivery rate: Approximately 99.6%–99.9% across all campaigns, maintaining an excellent sender reputation.
- Open rate: Ranged from approximately 6.6%–19.2%, with emergency and high-interest community announcements producing the strongest engagement.
- Click rate: Varied from 0.09%–1.40%, with newsletters and community information driving the highest click activity.
- Engagement quality: Clicks per unique open reached 10.5%, demonstrating exceptionally strong interaction when content aligned with immediate community interests.
 - List health: Continued to remain very healthy:
 - o Bounce rates generally remained between 0.09%–0.45%
 - o Unsubscribe rates stayed extremely low, ranging from 0.00%–0.08%
 - o Abuse reports remained negligible across all campaigns.

Top Performing Campaign

Fire E-blast

- Open Rate: 19.2%
- Click Rate: 1.40%
- Clicks per Unique Open: 7.5%
- Total Clicks: 223



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- **Emails Sent: 10,356**

The Fire E-blast delivered the strongest overall performance of the month, achieving June's highest open and click rates. Its success demonstrates that public safety and emergency preparedness messaging continues to command immediate audience attention and encourages recipients to seek additional information.

June 2026 demonstrated another month of strong email marketing performance for the City of Doral. Deliverability remained excellent, subscriber health continued to be stable, and weekly newsletters consistently generated dependable engagement. Emergency communications and public safety messaging once again proved to be the strongest drivers of audience attention, while community newsletters maintained high-quality reader interaction through sustained click performance. Business development campaigns attracted solid initial interest but present opportunities to improve conversion through stronger calls-to-action and continued audience segmentation. Overall, June reflects a well-balanced communication strategy that successfully combined timely public information with ongoing community engagement.

Economic Development

1. Doral Seeds Small Business Grant Program

- Advanced implementation of the Doral Seeds Small Business Grant Program through interdepartmental coordination, partner engagement, legal review, marketing, and workshop planning.

2. Business Support & Retention

- Conducted ongoing business outreach in partnership with the Licensing Division, resulting in 225 outreach emails and 13 scheduled business meetings.
- Coordinated business engagement and recognition initiatives, including upcoming ribbon-cutting ceremonies, the Whole Foods Market Doral opening, and planning efforts for the proposed Panini World Cup activation with Downtown Doral and Codina Partners.

3. Business Engagement



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- Hosted the *Start & Scale Academy: Before You Lease* workshop in partnership with the Building Department and Licensing Division and participated in the Financial Leaders Breakfast to strengthen engagement with Doral's business and financial sectors.

4. Regional Partnerships

- Strengthened regional partnerships through continued collaboration with Prospera, the Greater Miami Convention & Visitors Bureau, and participation in the Miami Air Cargo Tour to support business attraction, tourism, and trade initiatives.

5. Strategic Initiatives

- Advanced planning efforts for the G20 Summit, the proposed Doral Real Estate Summit, and Launch45 business-opening resources.

6. Grant Administration

- Administered the second Community-Based Organization (CBO) Grant application cycle, including application review and coordination of the Grant Evaluation Committee.
- Processed grant awards through the CBO and PTSA Grant Programs and maintained ongoing communication with applicants and stakeholders regarding the CBO, Façade, and PTSA Grant Programs.