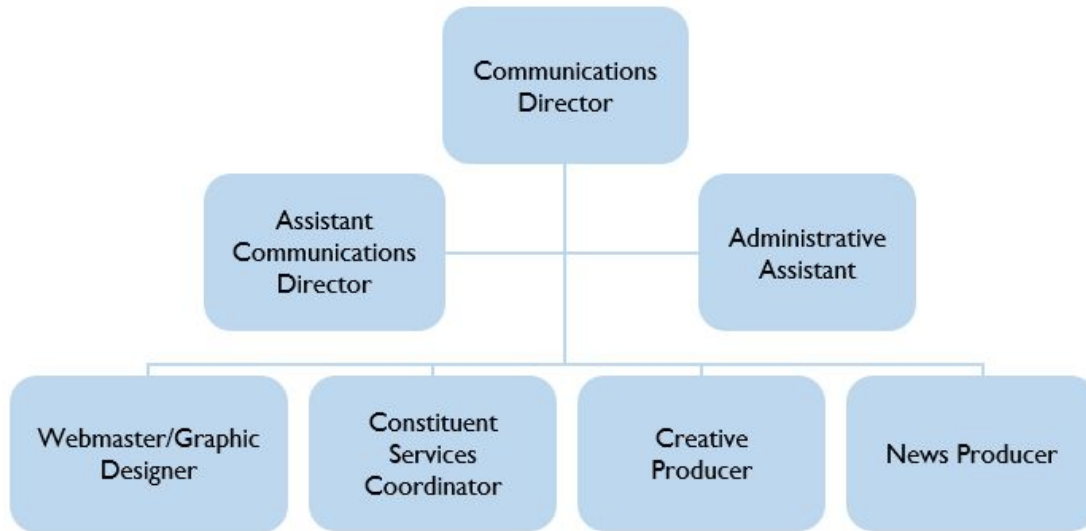




Public Affairs Department



Public Affairs Department Function

The mission of the Public Affairs Department is to articulate the City’s accomplishments, policies, and brand. The success of any enterprise comes from a strong foundation and a clear vision. The Public Affairs vision is “The City works hard and responsibly to make Doral the premier community in which to “live, work, invest, learn, and play”. This is the Department’s promise to the City’s stakeholders.

Public Affairs will communicate what residents can expect from the City’s policies and services; the value of the community, safeguarded by businesses, institutions, and residents and how this value can attract investors, visitors, and talent. This is the foundation of the City’s brand identity.

Not only must the Public Affairs Department inform, but must also do so in a creative, entertaining, and unified way. Having the local community in mind at all times, Public Affairs researches and listens for those key issues or behaviors that require attention and creates campaigns to shift the negative issues into a positive result.