

**CITY OF CORAL GABLES, FLORIDA
2024-2025 BUDGET**

CITY MANAGER'S OFFICE

FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS

- ✓ Recruited additional top-tier talent in critical areas while creating fair and transparent talent management processes. This included the recruitment of Monica Beltran as Director of Parking and Mobility Services and Joe Gómez as Assistant City Manager.
- ✓ Provided executive-level oversight and strategic leadership for the City Hall Complex renovation project and internal buildouts of the Minorca garage office spaces.
- ✓ Continued to provide executive-level oversight and strategic leadership for the construction of Fire House 4. The procurement process for the project began and the project broke ground in the third quarter of FY23.
- ✓ Continued to provide executive-level oversight and strategic leadership in the implementation and troubleshooting of Infor, the City's new financial system which replaced Eden.
- ✓ Continued to provide executive-level oversight and strategic leadership in the implementation and troubleshooting of EnerGov, the City's new electronic plans review and code enforcement modules system.
- ✓ Continued to provide executive level oversight and strategic leadership in the citywide broadband and public Wi-Fi expansion project.
- ✓ Continued to provide executive level oversight to obtain State and Federal grant funding for various projects through legislative efforts.
- ✓ Assisted in the formulation of the City's legislative agenda and provided strategic leadership and oversight of the City's lobbying efforts at the State and Federal level.
- ✓ Provided oversight and guidance in drafting legislative items that were adopted by the City Commission.
- ✓ Provided executive level oversight and guidance for negotiating and administering the City's collective bargaining agreements with the City's unions.
- ✓ Assisted City Departments with the negotiation of contract agreements to purchase, sell, lease, and/or execute lease renewals/extensions for city-owned property as directed by the City Commission.

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FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS – (Continued)

- ✓ Established Property Management Inspection system that includes yearly independent commercial inspection services and on-going review of local and state agency data regarding city-owned properties.
- ✓ Ensured tenant/landlord compliance of City lease requirements such as payments, financial reporting, insurance coverage, and maintenance responsibilities.
- ✓ Provided quarterly City-owned Property Condition Reports to the City Commission.
- ✓ Provided quarterly Retail-Office Vacancy/Occupancy Rate Report to the City Commission.
- ✓ Provided executive level strategic leadership of Transfer of Development Rights (TDR) whose proceeds will be used to fund the restoration and ongoing maintenance of City-owned historic building sites.
- ✓ Provided executive-level oversight for the tenants' internal buildouts of the Francesco Restaurant at the historic Miracle Theater property and the Sra. Martinez restaurant at Garage 6.
- ✓ Provided executive-level oversight and strategic leadership for the internal buildout construction of the Granada Golf Course Diner.
- ✓ Negotiated and established a new lease agreement for the Granada Golf Course Diner.
- ✓ Negotiated and established a new license agreement with an established operator for the Le Parc Café at the historic Coral Gables Country Club.
- ✓ Negotiated and established a lease renewal agreement with Fritz and Franz.
- ✓ City Departments with the negotiation of contract agreements to purchase, sell, lease, and/or execute lease renewals/extensions for city-owned property as directed by the City Commission.

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OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS

FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS

- ✓ Made significant improvements to the website through both the back end and new requests made to the vendor. This resulted in better search results for contacting employees and improved commissioner to resident communication.
- ✓ Advanced efforts with website vendor to raise accessibility website score, working with the ADA coordinator and HR to secure funding.
- ✓ Continued to grow social media following and engagement including growing LinkedIn by 15% and adding over 10K more followers on Instagram.
- ✓ Continued planning city's centennial with an oral history project and meeting with city boards and committees.
- ✓ Completed a Centennial themed website that builds a sense of community and excitement around Coral Gables 100-year Anniversary.
- ✓ Realized the Community Recreation Department's vision for a Coral Gables Golf & Country Club website, securing a vendor and coordinating edits.
- ✓ Published E-News, a weekly newsletter disseminating important information to residents. The city continues to have its 45% open rate, which is 8% higher than the average local government rate.
- ✓ Began more interactive strategies to increase newsletter subscribers such as going promotions at events.
- ✓ Continued placement of monthly articles in South Gables Living and Gables Living magazines at no cost to the city.
- ✓ Continued media outreach ensuring that Coral Gables is included in coverage.
- ✓ Reviewed social media sentiment and daily media coverage flagging potential issues.
- ✓ Responded to social media comments and queries.
- ✓ Expanded business spotlights on social media platforms, garnering the highest views for businesses and the city.
- ✓ Continued highlighting non-profits with "Why Coral Gables" campaign.

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FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS – (Continued)

- ✓ Reviewed all outgoing Community Recreation, Economic Development, Parking and Mobility Services, and Public Works departmental flyers, newsletters, and mailers.
- ✓ Coordinated the groundbreaking ceremony of Firehouse 4.
- ✓ Promoted city programs and projects including Music at McBride, Taste the Gables, bike tours, community days at the cinema, Women’s History Month, the Farmers Market, Royal Poinciana Festival, Recycle Your Holiday Tree, Easter Egg Hunt, and Keep Coral Gables Beautiful.
- ✓ Renewed and updated emergency notification program in conjunction with the Fire Department and the Office of Emergency Management which expands outreach to residents. Expanded Emergency Management notification training.
- ✓ Updated hurricane preparedness brochure and graphics and reviewed evergreen social media posts and videos for future emergencies.
- ✓ Reviewed and re-released swale information video campaign.
- ✓ Produced video on the history of Pinewood Cemetery.
- ✓ Created an informational campaign on disposing of pet waste properly.
- ✓ Highlighted businesses on social media during Mother’s, Father’s, and Labor Day.
- ✓ Highlighted employees and/or departments receiving special awards and recognitions on social media.
- ✓ Coordinated the addition of more facility and beauty photo assets and new drone footage.
- ✓ Completed 38 oral history videos for centennial website.
- ✓ Produced new video showcasing the city to run during commission meeting breaks.
- ✓ Completed the archival process for all past meetings recorded on tapes and VHS in conjunction with the City Clerk’s Office.
- ✓ Advanced the city’s Flood Program for Public Information plan. This involves various assignments designated by the PPI committee such as showcasing flood information and brochures to resident filled areas such as the Rec center and City Hall and mailing out information to residents in special flood hazard zones.

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FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS – (Continued)

- ✓ Created communications plan for disseminating flood information and how to report it, including updated copy for webpages, news articles, ENEWS, Coral Gables app, and social media.
- ✓ Redesigned Park projects webpages and YouTube page to streamline archived community meetings.
- ✓ Redesigned the way construction and city development projects are showcased including providing more information and updates.
- ✓ Publicized the appointments of Assistant City Manager, Director of Parking and Mobility and Government Affairs Manager.
- ✓ Coordinated media visits in conjunction with the Greater Miami Convention and Visitors Bureau to city sites.
- ✓ Led the Mayor's Council meetings which led to the development of the new city app.
- ✓ Assisted IT in editing copy, creating the design, and testing the new City of Coral Gables 311 and request center.
- ✓ Assisted in creating the design for the city's new tap business cards.
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