

**CITY OF CORAL GABLES, FLORIDA  
2023-2024 BUDGET**

**CITY MANAGER'S OFFICE**

**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS**

- ✓ Recruited additional top-tier talent in critical areas while creating fair and transparent talent management processes. This included the recruitment of Anna Pernas as Historical Resources and Cultural Art Director and Shaaron Grayson as Assistant Director for Solid Waste.
- ✓ Combined the Human Resources and Labor Relations and Risk Management departments to enhance operational management. And promoted in-house top-tier talent including Raquel Elejabarrieta as Human Resources Director and Paula Rodriguez and Assistant Finance Director for Management, Budget & Compliance.
- ✓ Provided executive-level oversight and strategic leadership in the implementation of the 2022 Compensation Study.
- ✓ Optimized operational processes for Communications division in Police Department, leading to increased efficiency within the division.
- ✓ Provided executive-level oversight and strategic leadership to all City Departments to exceed delivery of services within the approved budget.
- ✓ Provided executive-level oversight and strategic leadership for the City Hall Complex renovation project. This included the move of the Finance department to the City Hall third floor, overseeing the renovation of the annex and initiating the procurement process for securing a historical architect for the overall renovations of the building.
- ✓ Provided executive-level oversight and strategic leadership in the completion and grand opening of the new Development Services Center located at 427 Biltmore Way. The Center's opening came with the implementation of the new electronic permit and inspection system.
- ✓ Provided executive-level oversight and strategic leadership in the restoration completion of the Fink Studio building. Project has obtained final Certificate of Occupancy.
- ✓ Provided executive-level oversight and strategic leadership in the construction of the Minorca Garage, previously known as Parking Garage 7. The project obtained its Certificate of Occupancy and a grand opening ceremony was held in the third quarter of FY23.
- ✓ Continued to provide executive-level oversight and strategic leadership in the construction renovation efforts of the Coral Gables Golf and Country Club pool facilities.
- ✓ Provided executive-level oversight and strategic leadership for the construction of Fire House 4. Procurement process for the project began and project broke ground in the third quarter of FY23.

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**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS – (Continued)**

- ✓ Continued to provide executive-level oversight and strategic leadership in the construction of the Mobility Hub, previously known as Parking Garage 1. Procurement process for the project began and construction was slated for the end of FY23.
- ✓ Issued several Administrative Orders and Implementing Orders to establish clear best practice standards for future reference. These included Implementing Orders for the Leasing Policy, the Signature Hurricane Protection Program, and the Flag Program among others.
- ✓ Provided executive-level oversight and strategic leadership in the implementation of Infor, the City's new financial system which replaced Eden on April 3, 2023.
- ✓ 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.
- ✓ Secured record amount of State and Federal grant funding for various projects through legislative efforts.
- ✓ Assisted in the formulation of the City's 2023 legislative agenda and provided strategic leadership and oversight of the City's lobbying efforts at the State and Federal level.
- ✓ Continued to provide executive level oversight and guidance in working with several city departments to ensure maximum reimbursement of the City's COVID related expenses by the Federal Government through Miami-Dade County.
- ✓ Provided oversight and guidance in drafting numerous significant legislative items that were adopted by the City Commission.
- ✓ Oversaw the development and launch of the 2023 Community Engagement Survey.
- ✓ Continued to develop the Keep Coral Gables Beautiful program hosting over 61 community events.
- ✓ Negotiated and executed a new lease for the city-owned iconic, historic Miracle Theater property on Miracle Mile with renowned Chef Franco Danovaro to open Francesco Restaurant that includes an initial \$1,450,000 tenant investment for improvements to the city's property.

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**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS – (Continued)**

- ✓ 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.
  - ✓ Worked with the City Attorney's office and the Finance Department in creating lease abstracts, restructuring city-property condominium documents, obtaining municipal tax exemptions, recorded deeds, and management agreements to enhance record-keeping, ensure contract compliance, and digitize city records.
  - ✓ 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.
  - ✓ Created and provided quarterly City-owned Property Condition Reports to the City Commission.
  - ✓ Created and provided quarterly Retail-Office Vacancy/Occupancy Rate Report to the City Commission.
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**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS**

**OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS**

**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS**

- ✓ Made significant improvements to the new website through both the back end and new requests made to the vendor. This resulted in better search results, graphics display, design, and organization for departments, among other improvements.
- ✓ Continued to grow social media following and engagement including growing LinkedIn by 44% and reaching more than 60,000 followers on Instagram.
- ✓ Continued planning city's centennial with an oral history project and meeting with city boards and committees.
- ✓ Developed Fact Sheets on city departments and issues.
- ✓ Published E-News, a weekly newsletter disseminating important information to residents. The city's open rate is 45% which is 8% higher than the average local government rate.
- ✓ Assisted with Legislative outreach and coordinated reception in partnership with the Coral Gables Chamber of Commerce.
- ✓ 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.
- ✓ Adapted Social Media posts to more "Story" and "Reel" content.
- ✓ Created "Swale Responsibly" campaign to better inform residents of proper trash pit usage.
- ✓ Highlighted businesses and non-profits with "Why Coral Gables" campaign.
- ✓ Reviewed all outgoing flyers, newsletters and mailers.
- ✓ Coordinated the ribbon cutting ceremony of the Development Services Center.
- ✓ Coordinated the 2023-25 City Commission and new City Attorney Swearing In ceremonies.
- ✓ Created new tutorials for residents on how to use online permitting.
- ✓ Promoted city programs and projects including "Moon Over the Gables", Women's History Month, the Farmers Market, Tour of Kitchens 2023, Recycle Your Holiday Tree, Santa Claus and Easter Egg Hunt, and Keep Coral Gables Beautiful.

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**FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS – (Continued)**

- ✓ Updated newly established emergency notification program in conjunction with the Fire Department and the Office of Emergency Management which expands outreach to residents. Gave Emergency Management Inference phone message training.
- ✓ Updated hurricane preparedness brochure and graphics and created evergreen social media posts and videos for future emergencies.
- ✓ Coordinated public outreach for the 2023 City of Coral Gables biennial elections.
- ✓ Highlighted team members in social media during Mother's Day and Father's Day, Labor Day as well as employees and/or departments receiving special awards and recognitions.
- ✓ Coordinated the addition of more facility and beauty photo assets.
- ✓ Began 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.
- ✓ Publicized the appointments of the new Assistant Director for Mobility and Sustainability, Assistant Director for Solid Waste Management, Director of Economic Development and Director Historic Preservation and Cultural Resources.