

The Making of Midland's 'State of the City' Address

A little bit about Midland:

- Population: ~ 42,000
- Council-Manager form of government
- Mayor has a full-time job
 - Small City staff lends support for State of the City address preparations

Midland's State of the City Address:

- Chamber-sponsored annual event
 - Looks at issues impacting the City that affect local business
- One of the most highly-attended events!
- Recorded & replayed on local government cable channel and uploaded for online viewing



Give the people what they want!

- Budget information
- Accomplishments
- Challenges facing the City
- Inspiration

Knock 'em dead with great content.

- Top 3 challenges facing the City this year
- Issues and updates from City departments
- “Walk around the community”

Add in a little something special.

- Always focus on the “big picture”
 - People have short memories and forget the accomplishments when faced with issues
- Focus on the value of services
 - Example: a personal tax bill vs. household expense comparison
- Give them something to take away
 - Examples: ruler, “Five Bold Ideas” card

Benefits of doing all of this “stuff”:

- Get a glimpse at the “big picture”
- Build trusting relationships with community
- Recognize successes at City, community level
- Look ahead to the future

Tips for an awesome State of the City:

- Think about it ALL. YEAR. LONG.
- Provide visuals
- Don't lose focus on what you're showcasing

**We've had so much
fun together.
Let's stay in touch!**

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**View the 2017
State of the City
Address online:**

<https://youtu.be/NK73NceqvEc>

