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