

Best Recurring Special Event

State of the City 2024



BREATHING NEW LIFE INTO A 30-YEAR-OLD TRADITIONAL ADDRESS

For decades, the State of the City event was a traditional address featuring a PowerPoint presentation given by the Mayor and Chamber of Commerce.

- **Past Format:** Local speakers with static Presentations & conservative elements.
- **Why the Change:** Based on feedback, there was a need to increase engagement & impact.
- **New Approach:** Find a way to energize the community and attract new investment.



Strategic Goals for State of the City



Based on feedback from attendees and stakeholders, we set new goals to redefine the event, making it a dynamic, engaging experience that would inspire the community, attract investors, and energize residents about the city's future.



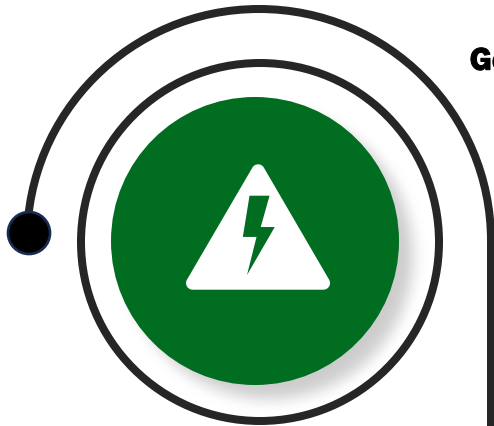
Goal 02: Community Involvement

Expand participation to include local schools, businesses, and Council members



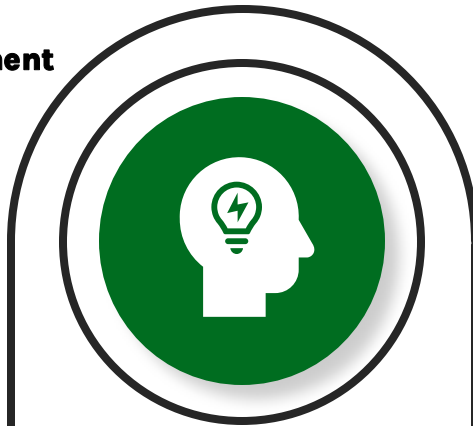
Goal 01: Transform the Event

Elevate the project to a high-energy event that rallies residents and investors.



Goal 03: Dynamic Experience

Elevate the audiences' experience through interaction and immersion.



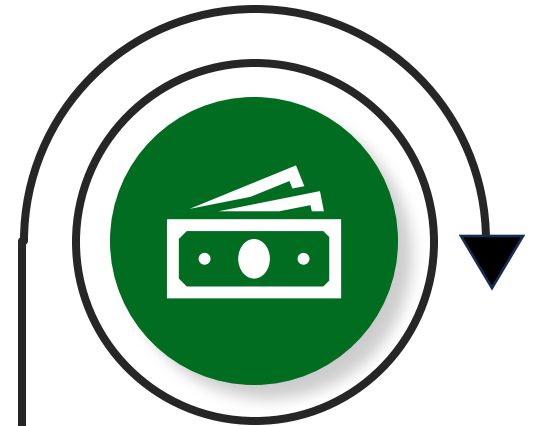
Goal 04: Broaden Reach

Live stream and expand coverage of the event to increase availability to our audience.



Goal 05: Minimize Cost

Utilize sponsorships to elevate the event while keeping a low budget.





Transform the Event

Transform into a City-wide Pep Rally

The State of the City event was structured as a series of scripted segments seamlessly transitioning between live and recorded content .

Themed as a pep rally & football game, it symbolized teamwork, community spirit, and momentum towards Beaumont's growth.

The structure and theme created high-energy and pacing that was contagious.



Pregame Show

Started the Event with local bands, cheerleaders, and players



Tailgating

Entrance Activities



Coin Flip

Sponsor Branded Graphics



Team Entrance

Opening Ceremonies



1st Quarter

Review of Past Year



2nd Quarter

Department Projects



Halftime

City Council Plans



3rd Quarter

Accomplishments & Plans



4th Quarter

The Future



Commercials

Department Promotions



Increase Community Involvement

Bringing the Community Together

Community participation and engagement was increased by incorporating schools, partners, councilmembers, and department heads into the event.



3 Local Schools & 1 College

Football players carried the mayor into the event, and cheer squads and bands performed to heighten the pep rally atmosphere.



5 Local Partners

Local business owners and leaders spoke, led the invocation, sang the national anthem, and shot off a t-shirt canon.



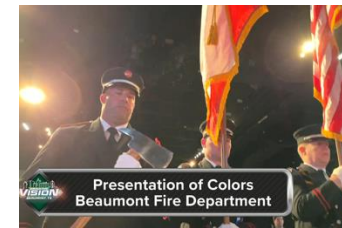
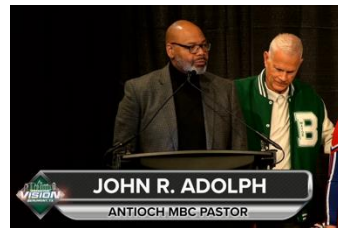
6 Council Members

Councilmembers were featured in a promotional reel and themed segment about their goals for each district. At the end of the event, they dumped ice on the Mayor.

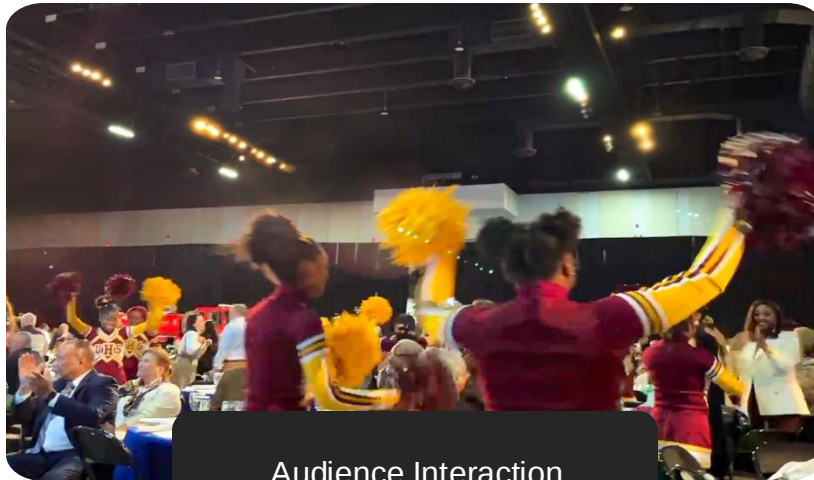


9 Department Heads

Department heads starred in the 2nd Quarter segment showcasing their projects and plans. Each also ran through a game banner to be announced.

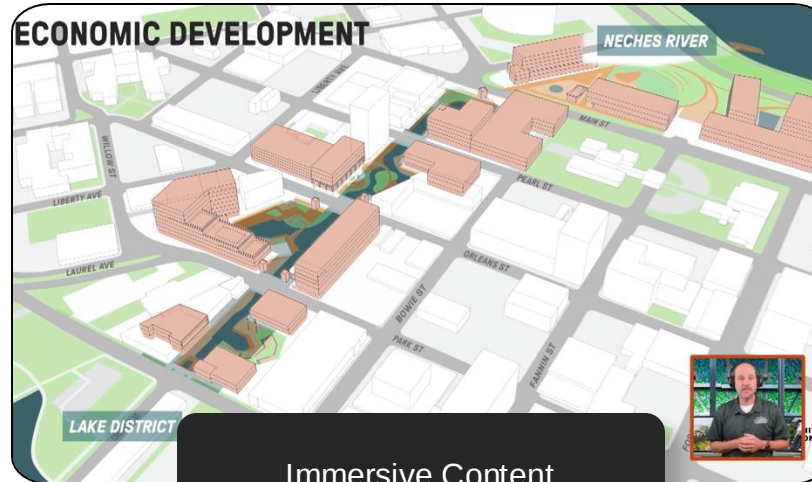


Engaging the Audience through Interaction and Content



Audience Interaction

The audience became part of the experience, cheering alongside local cheerleaders and engaging in the energy of the event, reinforcing a sense of community and excitement.



Immersive Content

Dynamic videos, themed visuals, and creative staging made the information engaging and immersive, capturing the audiences' attention and improving understanding.



Multi-Sensory Engagement

A mix of live performances, video content, music, and interactive elements created a fully immersive experience, keeping the audience engaged and energized.





Broaden Reach

Catching Attention

Pre-Event Marketing

A multi-channel marketing strategy was implemented to build excitement and engagement. Social media posts averaged 2.6K-3K views, generating strong visibility, while flyers and web graphics ensured broad awareness across city platforms. Sponsor highlight posts showcased community support, reinforcing the event's significance. A high-energy teaser reel featuring council members, further built anticipation and tied into the event's theme.

City of Beaumont - Government
Published by Tracy Kinnick LaFay
September 30, 2024

Come "Catch the Vision" with us at this year's "State of the City Luncheon!"
Enjoy food, fun and fellowship in a City-Wide Pep Rally
November 21, from 11am to 1pm at the Beaumont Civic Center!
We'll take a look at the past year's wins, losses, fumbles and recoveries and get a preview of the game plans for next season!
Tickets are on sale now at the Beaumont Chamber:
a) You Don't Want to Miss It!
Phone: 409-838-6581
https://business.bmtcc.org/~common-cents-state-of-the-...
Chamber@bmtcc.org
Greater Beaumont Chamber of Commerce

BEAUMONT TEXAS
STATE OF THE CITY
CATCH THE VISION
BEAUMONT, TX

CONTACT THE BEAUMONT CHAMBER FOR TICKETS

Overview	
Views	Reach
18,672	9,193

THE BEAUMONT CHAMBER OF COMMERCE PRESENTS
STATE OF THE CITY: A CITY-WIDE PEP RALLY
THURSDAY, NOVEMBER 21

CATCH THE VISION
BEAUMONT, TX

\$50 NON MEMBERS / \$40 MEMBERS / \$600 A TABLE
AT THE BEAUMONT CIVIC CENTER
FOR TICKETS CONTACT THE BEAUMONT CHAMBER OF COMMERCE
(409) 838-6581 | VISIT BEAUMONTTEXAS.GOV/SOTC

City of Beaumont - Government
Oct 25, 2024

Join us for an amazing City-Wide Pep Rally at the Annual **State of the City Event**

Thursday, November 21, 2024 from 11 am to 1 pm at the Civic Center.

Great food and fun are in store. You don't want to miss it!

Click the link or stop by the Greater Beaumont Chamber of Commerce to purchase your tickets today! www.beaumonttexas.gov/SOTC

THURSDAY NOV 21ST
11A-1P
BEAUMONT CIVIC CENTER

Overview	
Views	Reach
2,609	1,597

City of Beaumont - Government
Oct 29, 2024

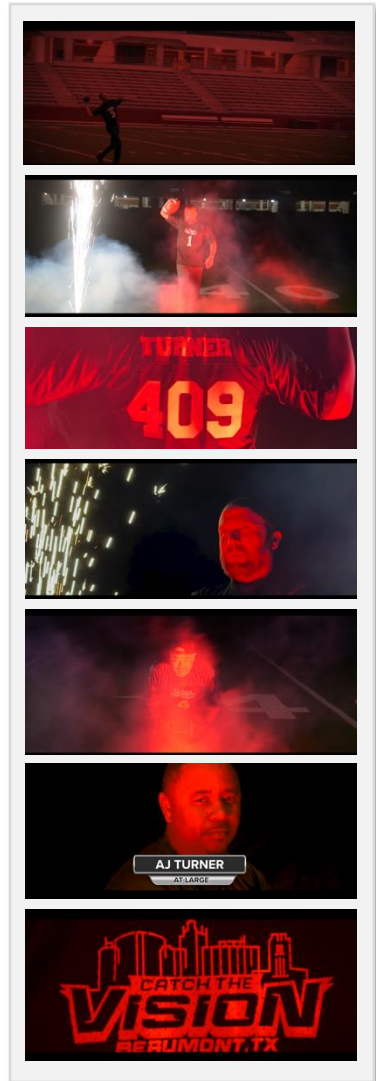
Got your tickets yet for Beaumont's State of the City Luncheon?
"Catch the Vision" with us Novemb... See more

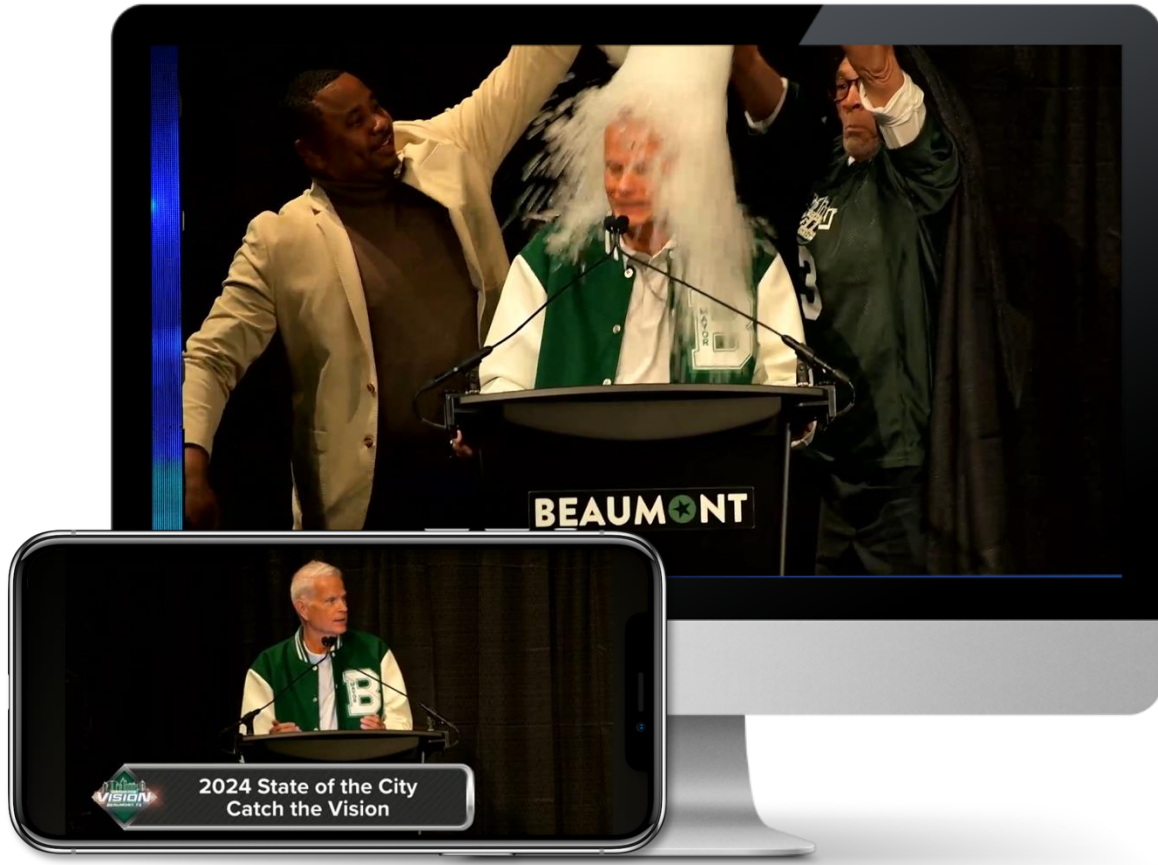
THURSDAY, NOVEMBER 21
AT THE BEAUMONT CIVIC CENTER

Just picked up this awesome letterman's jacket for Roy West, Mayor of Beaumont for our State of the City event November 21st!
Contact the Beaumont Chamber of Commer... See more

THURSDAY, NOVEMBER 21
AT THE BEAUMONT CIVIC CENTER

Overview	
Views	Reach
3,547	1,847





Streamed Live & Uploaded



Broaden Reach

Maximized the Audience

Based on feedback from attendees and stakeholders of past events, we set new goals to redefine the event, making it a dynamic, engaging experience that would inspire the community, attract investors, and energize residents about the city's future.



800+ In Attendance

55 Hosted tables with wait staff and catering services

Views ⓘ

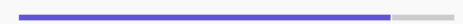
6,296

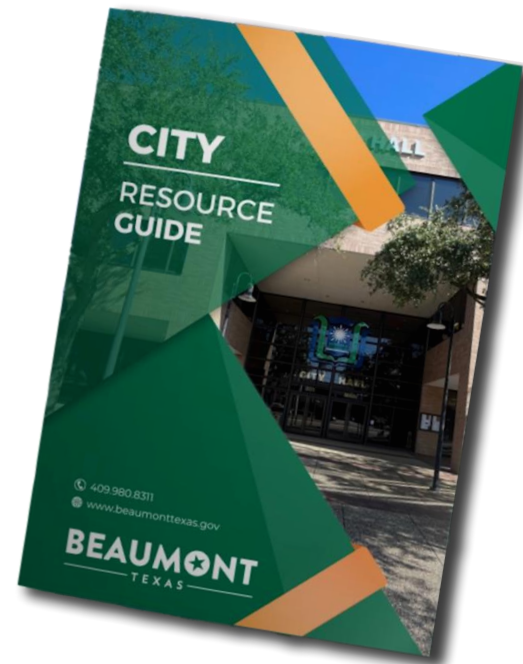
Reach ⓘ

3,299

Impressions

2.6K





Broaden Reach

Going into Overtime

Post-Event

To continue broadening the reach of the State of the City event beyond the live audience, we strategically extended its impact through digital content and follow-up engagement. Key moments were repurposed into shorter clips for social media, ensuring important messages reached a wider audience over time. This approach kept the conversation going and maintained public interest in city initiatives.

Resource Guide

The State of the City Resource Guide provided attendees and online viewers with a comprehensive summary of initiatives, and city services. Designed for easy reference, it served as a valuable tool for residents, businesses, and stakeholders to stay informed.

State of the City Recap

A post-event State of the City Reel captured the highlights of the event, offering a recap for those who missed it. Shared across social media, it reinforced key messages, celebrated community involvement, and ensured the event's energy and impact extended well beyond the one day.



Minimize Cost

Sponsored by the Community



Strategic planning and community partnerships kept costs low without sacrificing quality. By leveraging city resources, in-house production, and repurposed equipment, we minimized expenses. Sponsor contributions covered key costs, while non-monetary donations like venue space, technical support, and volunteer efforts further reduced spending.

Expenditures

01. Props, Jerseys, Items for Filming
02. Promotional Items & Resource Guides
03. Audio & Visual Equipment (*Not already owned*)
04. Live Streaming Improvements

35 Sponsors



Sponsorships played a key role in minimizing costs, with 35 local sponsors contributing funds to support the event.

Donations



Non-monetary donations, such as services, equipment, and volunteer support, further reduced expenses while enhancing the overall experience.

Total Cost \$6,280



Despite its large scale, the total cost to the city was just over \$6,000, significantly lower than comparable events estimated at \$50,000–\$100,000.



Positive Audience Feedback

FEEDBACK ABOUT THE EVENT



Local News Paper

"As a pep rally, the event was gorgeous. And as a taxpayer, I'm glad to know that the vast majority of the swag that made the event cool was donated."

- Kaitlin Bain
Editor for the Beaumont Enterprise



"Y'all are the best!
I cannot thank you all enough! The production was fantastic!"

- Mayor Roy West
Mayor of the City of Beaumont



"State of the City was AMAZING!!!!!!
Th city is still buzzing about Beaumont's BIGGEST pep rally!!!"

Virtue Alexander
Executive Assistant to the Mayor



"If you're a leader in this city, you need to be a cheerleader. You need to really pump up this city!"

- Keith Robichau
COO of R&P Employer Solutions



"If this event was any indicator of what to expect from Beaumont, I can't wait to get started working with the city."

- Kevin Matocha
President of Stonehenge Holdings



"I really enjoyed it!
Thanks for allowing me to be part of a great production."

- Kenny Smith
Director of Facilities Maintenance

Outcomes & Achievements

A Dynamic and Community Driven Event

This year’s State of the City redefined what a government event could be, evolving beyond a traditional report and transitioning into an interactive, inspiring community-wide experience.

By leveraging local schools, businesses, and city departments, we fostered unity and excitement, making it more than just a meeting—it was an experience.

Due to the success of this format, future State of the City events will continue to incorporate high-energy themes and interactive segments to keep audiences engaged and inspired.

From engaging video with themed transitions, to record-breaking attendance, this event set a new standard for municipal engagement. With enthusiastic stakeholder feedback and high-impact execution, it serves as a playbook for how cities can energize their communities.



Transform the Event

We replaced the traditional speech format with an engaging, high-energy experience that captivated the audience.

1 Slide Presentation

Vs.

**Themed Activities
5 Live & Video Segments
7 Department Commercials**



Community Involvement

Involvement reached new heights with 35 sponsors, four local schools, 9 department heads, and businesses actively participating.

5 Speakers

Vs.

**4 Schools
5 Local Partners
6 Councilmembers
9 Department Heads**



Dynamic Experience

A dynamic experience was created through interactive elements, immersive storytelling, and multi-sensory engagement that kept attendees involved.

Static Experience

Vs.

**Audience Interaction
Immersive Content
Live Entertainment**



Broaden Reach

By livestreaming the event, repurposing content for social media, and generating thousands of online views beyond the in-person audience.

Attended by 500 & 158 Views

Vs.

Attended by 800 & Over 6,000 Views



Minimize Cost

Costs were minimized through sponsorships, in-house production, and non-monetary donations, keeping the city’s total expense at just over \$6,000.

Estimates by local paper \$50-100k

Vs.

Total Cost to the City \$6,280

Prior Expectations

State of the city 2024

Review Full Coverage

Watch All The Action

Visit The Links Below



- Event Coverage
 - [Full Event](#)
 - [1st Quarter](#)
 - [2nd Quarter](#)
 - [Half-Time](#)
 - [3rd Quarter](#)
 - [4th Quarter](#)
- Commercials
 - [Adopt From Beaumont Animal Care Today](#)
 - [Free Library Cards in Beaumont, Texas](#)
 - [Temporary Food Permit in Beaumont, Texas](#)
 - [Lakeside Center in Beaumont, Texas](#)
 - [Recreation in Beaumont, Texas](#)
 - [Resource Guide](#)
- Marketing
 - [Teaser Real](#)
 - [Join Us For An Amazing City-Wide Pep Rally](#)
- Post Event
 - [Highlight Reel](#)
 - [State of the City Recap](#)
 - [Resource Guide \(PDF\)](#)



Best Recurring Special Event

State of the City 2024



THANK YOU

For Your Consideration