



State of the Town: More than a speech

How the Town of Castle Rock
approaches our annual message



What we'll cover

- Our “why”
- Format and delivery
- Resources and partnerships
- Impact
- Lessons learned



Trust is built through clarity, consistency and connection

- Go beyond required reporting
- Build trust through transparency
- Make complex or difficult information accessible
- Reinforce approachability and community culture



Our guiding principles

Every State of the Town must be:

- **Inclusive** – accessible to all audiences
- **Informative** – honest about both wins and challenges
- **Memorable** – something people talk about afterward



Format and delivery

- Mix and mingle with VIPs – the hour before presentation
- ~30-minute presentation
- Meet and visit with Town representatives afterward
- Held at a Town venue – reinforces accessibility



Format and delivery

- Different themes each year
- Same commitment to transparency



2025: Musical awards show

- Town highlights presented through an awards-show format
- Balanced fun with substance





2024: Familiar TV show format

- Used a well-known TV format
- Delivered both good news and difficult updates





2023: Addressing misconceptions

- Directly tackled common myths and mistruths
- Focused on clarity and facts



Town Hall

100 North Wilcox St



Full videos available online

Visit CRgov.com/StateOfTheTown



Resources and partnerships

What it take to pull this off

- Led by Mayor and Communications Division
- Hosted at a Town facility
- Every Town department involved/contributes
- Videos produced with external contractor



Impact

What we've seen as a result:

- Residents and stakeholders look forward to event
- High engagement during presentation
- Ongoing conversations afterward
- Town perceived as approachable/personable
- Requests to share the video(s)
- Award recognition



What we've heard

“What fun! Last evening was truly an adventure. You all worked so hard to make it so special. Not only the videos but your greeting and welcoming everyone, the ice cream, the beautiful and delicious treats and just being all together in a very special place. I not only loved the stories of Cantril but the videos of the town was an eye-opener for me. It brought all you folks into a reality that you not only have a very important job to do but you also have a great sense of humor. I appreciate you all the more for bringing this all back to reality. And, Mr. Jason Gray – You are rated Number 1.”

– Town of Castle Rock resident



What you can steal from this

If you take nothing else...

- Be intentional about why you do it
- Choose a format that fits your community
- Keep it human
- Start small and build, adjust over time



