



# Why and How to Host a State of the City Address

Mayor Dave Frank  
City of Montrose, Colorado



# What is a State of the City Address and Why Host One?



- Presentation from elected officials and staff to the community
- Opportunity to combat misinformation, highlight wins, goals, upcoming projects, and address challenges or controversies
- Additional way to provide accountability, transparency, and connection between citizens and their government
- In-person format promotes connection and humanizes everyone
- Excellent civic training for all, especially staff – gather, present, listen, and converse
- Host an Open House after the State of the City Address

## Marketing Example of our Outreach Programs

\*Highlight multi-lingual options







# Sample Program

## 1 Hour Presentation



- I. Welcome from City Manager and Introduction of Council Members
- II. Welcome from Mayor
- III. Highlights from Last Year
- IV. Current Projects, Challenges, or Hot Topics
- V. Current Year Focus
- VI. Long Term Update
- VII. Thank You and Conclusion

Include a mix of presenters, videos, and photos. If hosting an Open House afterwards, citizens may learn more then.

# Open House after the State of the City Address

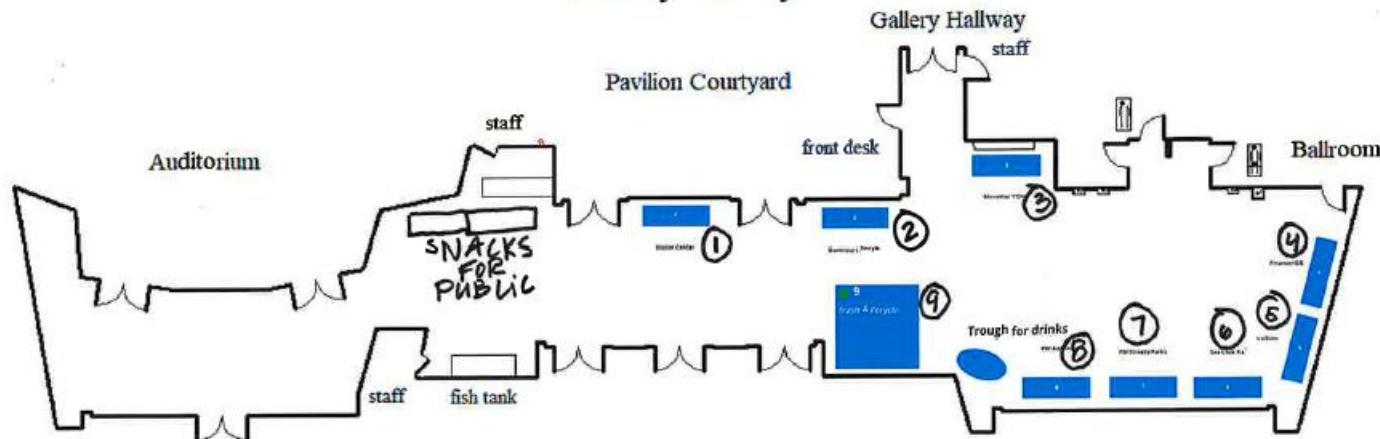
1 Hour  
Allotted



- Way for elected officials, staff, and citizens to connect
- Citizens may ask questions directly to elected officials or staff
- Format promotes positive dialog and intentional or casual interactions
- Tables for departments or projects of interest
- Presentation boards and handouts
- Food and refreshments
- SWAG

1. Visitor Center
2. Montrose Lifestyle
3. Moving Montrose Forward/ Year of Main Street
4. Finance/ GIS
5. Utilities
6. See Click Fix
7. Streets and Parks
8. Public Works Administration
9. Trash & Recycling

## Gallery Lobby



# Budget Considerations



## State of the City Address

- Venue
- Advertising – social media, newspaper, radio, flyers
- Recording to post on website after the event
- Staff time

## Open House

- Food and Refreshments
- Presentation Boards
- Handouts – recycling guide, maps
- SWAG - stickers, city pins, koozies
- Staff time



# Tips from a Mayor



- Pick a time of day that is best for your community
- Encourage all Council members to attend and participate
- A simple event is better than no event
- Answer questions individually after the Address; do not include a question & answer section in the presentation
- Rely on staff to organize the logistics and include Council in the presentation and Open House
- Directly invite stakeholders, partners, and supporters
- Make it an annual event
- Attendance might be small at first; it will grow over time