



MEMORANDUM

DATE: July 17, 2023

TO: Honorable Mayor and City Councilmembers
Dave Perrault, City Administrator

FROM: Luke Cardona, Senior Communications Coordinator

SUBJECT: State of the City Address

Budgeted Amount:
\$2,000

Actual Amount:
TBD

Funding Source:
EDA Fund

Council Should Consider

The Mayor and City Council are asked to consider the following matters regarding the State of the City Address.

Background

Last year the State of the City Address resumed to in-person and was held at the Boston Scientific campus. The prior two years the Address was pre-recorded and then shared online due to the COVID-19 crisis. Per the decision of Council at last month's worksession to hold this year's Address on a Thursday morning in September, Staff contacted both NineNorth and the Tavern Grill to confirm their availability. NineNorth requested to not hold it during the first week in September, but confirmed they are available Thursday, September 14, 21, or 28. The Tavern Grill has also confirmed they are available to host us on any of those dates. They also agreed to honor our 2018 breakfast rate of \$5.00 per person.

Next steps in this work session is for Council to make decisions on the following items:

Discussion

- **Date:**
 - Thursday, September 14
 - Thursday, September 21
 - Thursday, September 28
 - A different date?
- **Time:**
 - 7:30-9 a.m. (30 minutes to check-in/get breakfast and one hour for presentation)
 - A different time?

- **Location:**
 - The Tavern Grill
 - City Hall
 - Other location?
- **Refreshments:**
 - If held at Tavern Grill they will provide a buffet breakfast for attendees (City billed at \$5 per person)
 - If held at City Hall pastries and juices can be provided
- **Marketing & Outreach:**
 - Newsletter promotion in July edition (save the date) as well as Aug/Sept edition (if timing allows)
 - Digital promotion on the City website, social media (including Facebook event), and City TV channel
 - Postcard mailer to local businesses
- **Presentation Topics & Presenters:**
 - The presentation will be recorded by NineNorth. They will edit the recording and make it available online for others to watch after the conclusion of the live event. Based on previous topics, suggested topics include:
 - TCAAP Overview and Updates
 - Community and Commercial Development
 - Building Inspections
 - 2023 Infrastructure Projects
 - 2024 Infrastructure Projects
 - Public Safety Updates (Fire and Police)
 - City Finances Overview
 - 2023 City Property Taxes
 - Council should determine if any additional topics should be included.
 - Council should determine which member will present on each topic listed above.
 - Does Council want to include speakers from any outside agencies or groups?
- **Questions & Answers:**
 - How would Council like to receive and answer questions?
 - Live at the end of the presentation
 - Questions received in writing in advance

A first draft of the presentation slides will be shared electronically with Council prior to the August work session. Following the August work session, Staff will work directly with the Councilmembers assigned to each topic on their scripts and talking points.

The link to last year's State of the City is below for anyone wanting reference the previous format. <https://www.youtube.com/watch?v=o18uPFOki6Q&t=125s>

Budget Impact

The budget for the State of the City is approximately \$2,000. Staff estimates the total cost to hold the State of the City Address at the Tavern Grill and have it filmed by NineNorth will cost roughly \$1,500.

Attachments

N/A