



Staff Report

TO: City Council
FROM: Elizabeth Gibbs, City Manager
Julie Van Hook, Public Information Officer
DATE: October 7, 2025
SUBJECT: 2025 State of the City Update and Key Metrics

Description: The 2025 State of the City highlights a year of progress, resilience, and forward momentum. This year's theme — *Innovate to Elevate* — reflects how Beaumont is finding creative solutions, building partnerships, and investing in the future.

Background and Analysis:

The 2025 State of the City drew more than 300 attendees, including residents, business leaders, regional partners, and community stakeholders. For the first time, the City independently organized and produced the event, showcasing its capacity to deliver a high-quality program in-house. The program featured two videos totaling over 15 minutes, along with a keynote address from Mayor Mike Lara and participation from City leadership. The full program is available on the City's [YouTube Channel](#), which highlighted key updates on infrastructure improvements, economic development projects, public safety enhancements, and expanded community services. The event generated significant engagement, with 1,800 clicks on the event registration page and \$67,800 in sponsorships and ticket sales. Local businesses and organizations contributed through sponsorships and event support, while a strong social media presence further extended the event's reach and allowed those unable to attend in person to connect with the City's message and vision.

EXPENSES AND REVENUE

Revenue:

- Ticket sales and sponsorships generated \$67,800 in total revenue.
- Sponsorship breakdown:
 - \$3,000 – Elevated Sponsors (8)
 - \$2,000 – Raised Sponsors (13)
 - \$500 – Foundation Sponsors (14)

Expenses:

- Video production and audiovisual assistance (two videos totaling over 15 minutes): \$36,050
- Food and beverage: \$24,317.89
- Marketing and promotional materials: \$670
- Miscellaneous costs (supplies, floral, etc.): \$3,960
- Beaumont Chamber of Commerce Donation: \$30,000
- Beaumont High School Culinary Arts Sponsorship: \$1,500

Net Impact:

- The event successfully balanced costs with revenue, allowing the City to host the event independently while maintaining a high-quality experience for attendees.

CHALLENGES AND OPPORTUNITIES:

Challenges:

- Hosting the event independently for the first time required the City to manage all aspects of planning, production, and logistics in-house.
- Coordinating with a new venue introduced additional considerations, including layout planning, audiovisual setup, and attendee flow.
- Ensuring a seamless attendee experience—including online payment and registration—while producing multiple videos and live presentations was complex and required careful timing and coordination.

Opportunities:

- The new venue provided increased flexibility for seating arrangements, allowing the event to accommodate an additional 50 attendees compared to previous years.
- Producing the event in-house gave the City full creative control over messaging, branding, and overall program flow, while also fostering team bonding and collaboration across the internal committee that planned and executed the event.
- The experience built internal capacity and provided lessons to improve future efficiency and engagement.
- The event successfully showcased City accomplishments and built stronger connections with residents, businesses, and community partners.

Fiscal Impact:

The total cost of the 2025 State of the City event, including Beaumont Chamber of Commerce donation, audiovisual production, catering, supplies, and event coordination, was **\$96,497.89**. Revenues generated through sponsorships and ticket sales totaled **\$67,800**, resulting in a net **cost of \$28,697.89**.

Funding for the event was partly included in the adopted FY 2024-25 Budget.

Recommended Action:

Receive and file.

Attachments:

- A. 2025 SOTC Recap