



2025 STATE OF THE CITY REVIEW



CITY OF BEAUMONT
STATE *of the* CITY

Staff Preparations and Planning



20+ Committee Meetings

(includes meetings with internal staff and Beaumont Chamber of Commerce)




1 Video Recording Session & 3+ Meetings with Video Crew

(includes scope and follow-up)

Social Media Performance



June 11 - Save the Date

 Engagement: 4.88%
Reach: 2,252

 Engagement: 3.26%
Reach: 1,164



August 20 - 3 Week Reminder

 Engagement: 3.56%
Reach: 2,022

 Engagement: 6.64%
Reach: 1,641




July 10 - Initial Flyer Post; August 7 - Reshared on Facebook

 Engagement: 3.06%
Reach: 2,288

 Engagement: 13.74% (average)
Reach: 3,026 total



August 27 - 2 Week Reminder


 Engagement: 2.7%
Reach: 1,744

 Engagement: 4.01%
Reach: 599




August 11 - Monday with the Mayor

 Engagement: 1.52%
Reach: 1,448

 Engagement: 2.28%
Reach: 702

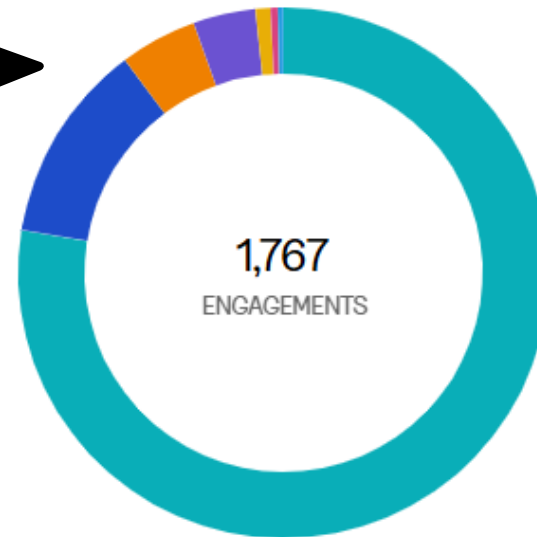


September 8 - Monday with the Mayor

 Engagement: 0.54%
Reach: 1,652

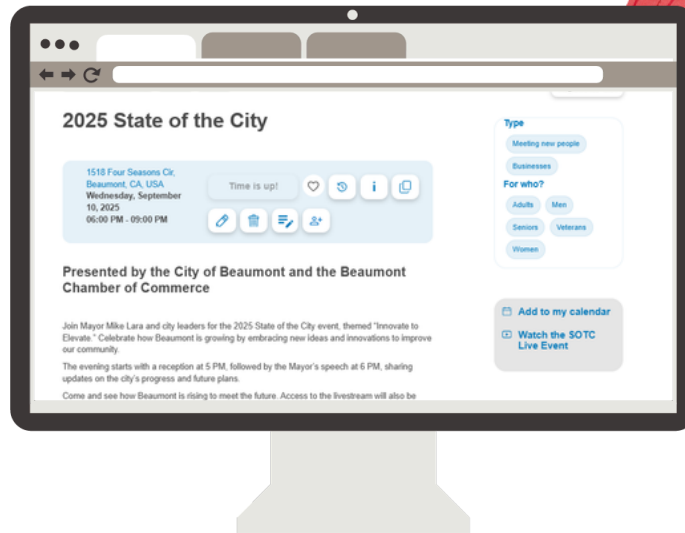
 Engagement: 2%
Reach: 750

Dedicated Webpage Performance

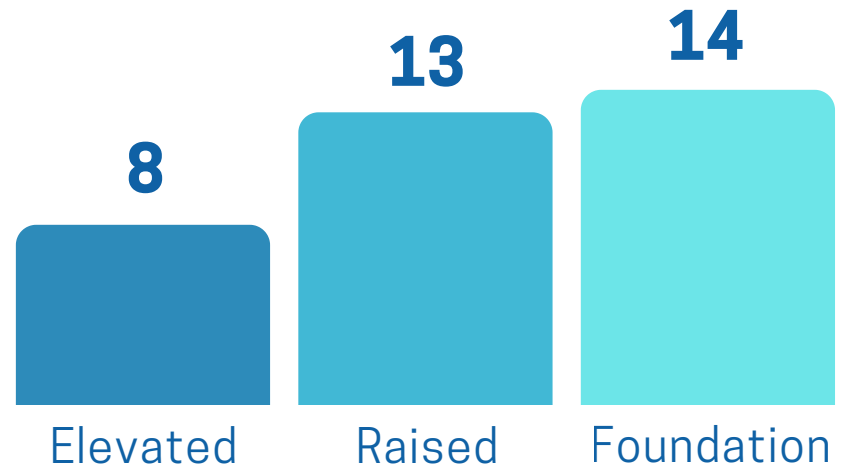


direct	1,371
Other	216
Bitly QR Code	83
Facebook	67
LinkedIn	16
Instagram	8
Google	6

Sponsorships



NUMBER OF SPONSORS BY TIERS



Survey Feedback

MULTIPLE CHOICE

On a scale of 1-5, how would you rate your overall experience?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			8	53%
4 - Good			4	26%
3 - Average			2	13%
2 - Poor			1	6%
1 - Very Poor			0	0%
Total Responses			15	100%

MULTIPLE CHOICE

Venue Location - Four Seasons

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			11	68%
4 - Good			3	18%
3 - Average			2	12%
2 - Poor			0	0%
1 - Very Poor			0	0%
Total Responses			16	100%

MULTIPLE CHOICE

Bar Services

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			6	46%
4 - Good			5	38%
3 - Average			2	15%
2 - Poor			0	0%
1 - Very Poor			0	0%
Total Responses			13	100%

MULTIPLE CHOICE

Dinner Services

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			7	43%
4 - Good			4	25%
3 - Average			3	18%
2 - Poor			2	12%
1 - Very Poor			0	0%
Total Responses			16	100%

MULTIPLE CHOICE

Beautification Awards

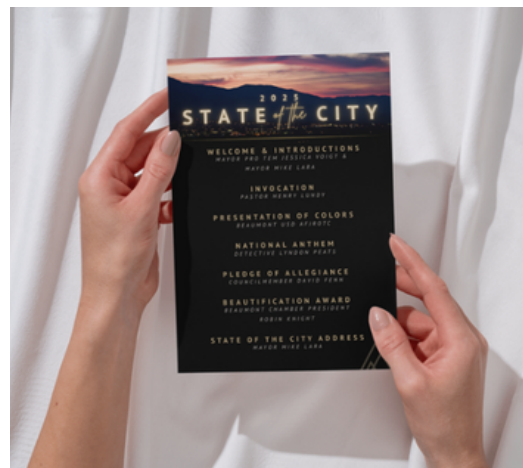
Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			6	40%
4 - Good			3	20%
3 - Average			5	33%
2 - Poor			1	6%
1 - Very Poor			0	0%
Total Responses			15	100%

MULTIPLE CHOICE

State of the City Address - Content & Presentation Quality

Answer Choice	0%	100%	Number of Responses	Responses Ratio
5 - Excellent			10	62%
4 - Good			4	25%
3 - Average			2	12%
2 - Poor			0	0%
1 - Very Poor			0	0%
Total Responses			16	100%

Graphic Design Materials



The following images are included as mockups for each design: postcards, name tags, event program, digital A-frame sign, and presentation slides.