



2003 & 2007 PENNSYLVANIA GUBERNATORIAL INAUGURATION



The challenges of any inaugural is being able to simultaneously design, budget, staff and produce, in only a few weeks, a swearing-in ceremony, parade, gala concert and inaugural ball.

In both 2002 and 2007, Group Inc worked with the Pennsylvania inaugural committee and state government representatives to lead a senior staff of more than 75 - designers, producers, media relations experts, transportation, credentialing, ticketing, logistics and security staff - and oversaw hundreds of laborers and volunteers to implement a full day of official and celebratory events. These included:

- Fully scripted, broadcast-quality concerts featuring national talent, including Jon Bon Jovi, Robert Randolph, Monica Mancini, Jill Scott, The Trammps, Chubby Checker, Sister Sledge, David Brenner, Michael Buble and renowned producer David Foster.
- A “Taste of Pennsylvania,” showcasing Pennsylvania restaurants and caterers.
- An inaugural parade with more than 5,000 participants.
- A “Celebration of the Arts” walking tour, highlighting premier Pennsylvania arts venues and performing artists.

With both projects, our greatest challenge was to transform the site of the annual Pennsylvania Farm Show (still full of livestock three days before the event) into a fitting venue for an inaugural ball and gala concert. Working closely with the managers of the Farm Show Complex, the Group Inc team fulfilled the Governor’s wish to create a democratic, low-dollar event in a physical setting large enough to accommodate a crowd of thousands (9,500 in 2003 and 6,500 in 2007). In the same spirit of inclusiveness, Group Inc worked with Commonwealth Media Services to make the events accessible via cable TV to Pennsylvanians throughout the state.