



## Regular City Commission Meeting Wednesday, June 18, 2025

- Background
- Committee Activity and Sponsorship Update
- Event Update
- Marketing & Promotion Update
- Next Steps



## **Regular City Commission Meeting Wednesday, June 18, 2025**

- **Official City Centennial:  
November 28, 2025**
- **Year-long celebration of  
events and activities**

# Centennial Celebration Committee

- Hollywood Centennial Celebration Committee appointed 11 members and 3 staff liaisons on February 15, 2023
- Committee Member Responsibilities:
  - Recommend Events and Activities
  - Finalize Event Schedule & Performers
  - Solicit Sponsorships
  - Plan, Organize and Participate in Special Events

# Centennial Celebration Committee Members

## *Volunteers*

- Clive Taylor – Chair
- Andy Ruffner – Vice Chair
- Jennifer Homan
- Kathy Drabik-DiBona
- Kenneth Crawford
- Lloyd Feinberg
- Rachelle Letaw
- Tara Faso
- Thomas Lander

## *Staff Liaisons*

- Major Albert Cooper, Hollywood Police Department
- Mike Wharton, ArtsPark and Cultural Affairs Administrator, Department of Parks, Recreation and Cultural Arts
- Joann Hussey, Director of Communications, Marketing and Economic Development

# Committee Schedule

PRCA Administrative Office/ McNicol Community Center  
1411 S. 28<sup>th</sup> Ave. @ 5:30 p.m.

- December 4, 2023: Brief unofficial Kick-Off Meeting
- January 8, 2024: First Official Meeting
- March 11, 2024
- May 6, 2024
- July 8, 2024
- May 20, 2025
- June 2025



# Official Centennial Events

1. Logo Lighting at City Hall – Thurs., January 2
2. Hollywood West Salsa Fest – Sat., January 4
3. MLK Celebration – Sat., *January, 18*
4. Art Hollywood – *Sat., January 25*
5. Hollywood PrideFest – Sun., *January 26*
6. ArtsPark Experience – *Sat., Feb. 1*
7. Party on the J – Sunday, *February 2*
8. Hollywood West Concert Series, *Sat., Feb 8*
9. Ignite Art and Light Festival – *February 14-23*
10. Mardi Gras - *Sun., Feb 23*
11. Hollywood West Concert Series – *Sat. March 1*
12. St. Patrick's Day Parade & Festival – Sun., *March 9*
13. SAVOR South Florida – *March 29 - 30*
14. Spring Marshmallow Drop – *Sat., March 29*
15. SalsaFest –*Sat., April 5*
16. ArtsPark Experience – *Sat., April 12*
17. Pickleball Tournament – Sat., April 26
18. USO Marine Corps Concert – Sat., April 26
19. ArtsPark Experience – Sat., May 3
20. Hollywood West Concert Series, Sat., May 10
21. Hollywood West Concert Series – Sat., May 24
22. Juneteenth – Thurs., *June 19*
23. Star Spangled Spectacular – Fri., *July 4*
24. Marquis Hollywood Brown Day – *TBD*
25. *Sock Hop at the Armory Community Center – TBD in Aug.*
26. Kids Offshore Fishing Tournament – *TBD*
27. Cardboard Boat Race – Sat., *Oct., 11*
28. Trunk or Treat/Boo Bash Events – Sat., *Oct., 18*
29. Hollyweird Halloween – Sat., *Oct., 25*
30. Veterans Day Barbecue – Tues., *Nov. 11*
31. Vintage Hollywood Celebration – *Nov. 21- 23*
32. Candy Cane Parade and Concert – Sat. *Dec., 6*
33. *Gold Tournament – Fri., Dec. 12*

# Official Centennial Activities

- Historical Society Film Series: Oral History of Service Organizations
- Cultural Display at Hollywood Historical Society & ArtsPark Gallery
- Resident Reward Wednesday Program
- Legacy Business Recognition Program
- Underwater Reef Installation
- Corner Stone - Time Capsule located, new time capsule contents being curated
- Centenarian Recognition Program



# \$500,000 Approved Event Funding

\$ 25,000 - Party on the J

\$150,000 - 2025 - Ignite Art and Light Festival

\$ 25,000 – SalsaFest

\$ 25,000 - Maestro Marley Cup

\$150,000 - Vintage Hollywood Centennial Celebration

\$ 50,000 - Candy Cane Parade and Concert

\$ 25,000 - Historical Society Documentary

\$ 2,500 - Pickleball Tournament

\$ 2,500 – Sock Hop at the Armory

*\$ 455,000 – Sub-Total*

*\$ 45,000 - Contingency*

***\$500,000 – TOTAL***



# Thank you to our Sponsors!

**\$62,000 in sponsorship dollars**

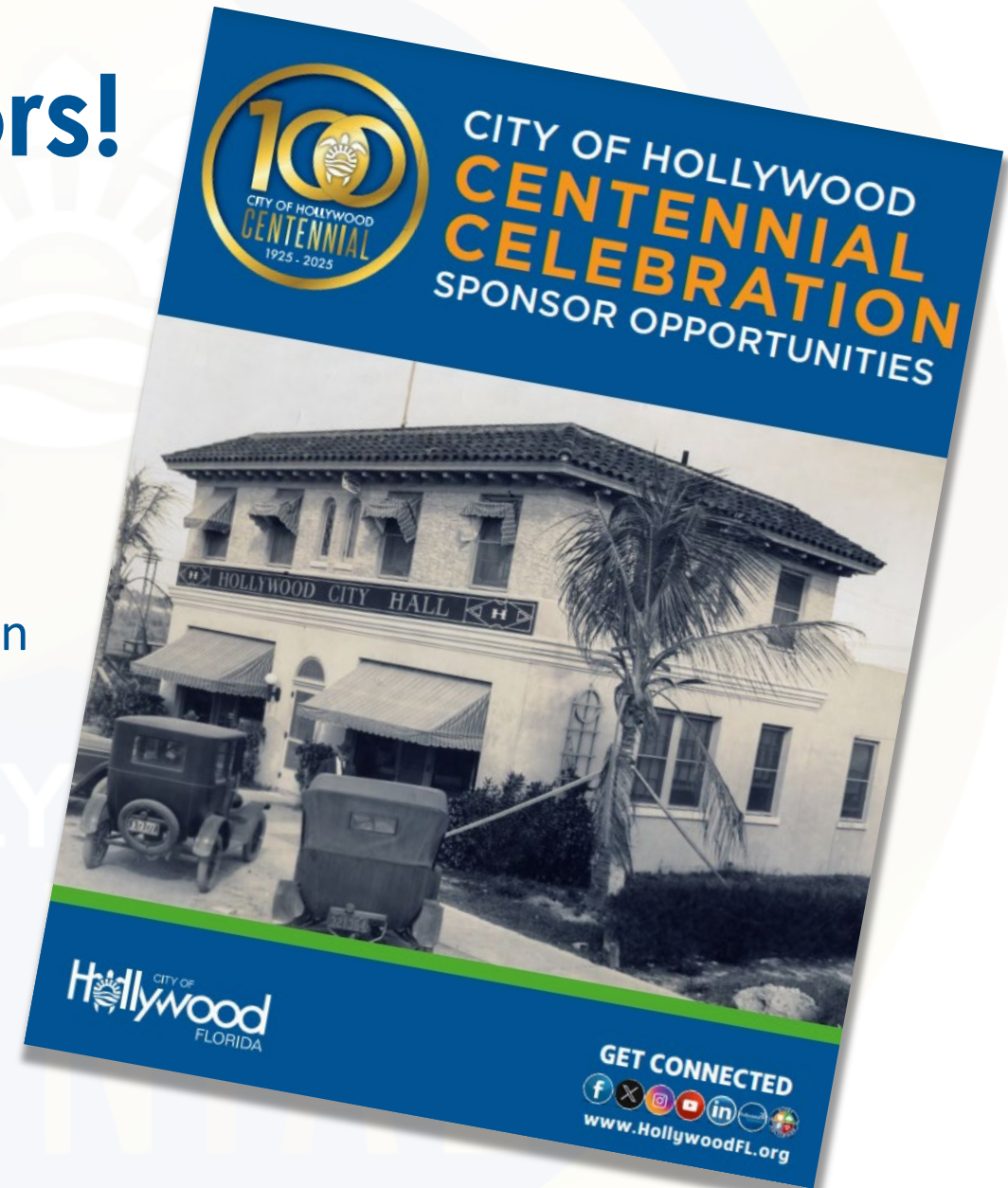
- \$35,000 Memorial Healthcare System
- \$10,000 Moss & Associates
- \$10,000 Boucher Brothers
- \$2,500 Law Offices of Khani & Auerbach
- \$2,500 Chris Hixon Foundation
- \$1,000 Caryl Shuham for Broward County Commission
- \$1,000 Tim & Donna McVeigh

PAY TO THE ORDER OF City of Hollywood \$ 0.00

RE Centennial Celebration 12/31/2024

CITY OF HOLLYWOOD  
CENTENNIAL  
1925 - 2025

DOLLARS





## Next Steps

- Committee members and the Parks and Rec team are working on the November event programming details
- Centenarian Recognition Program
- Committee continues to solicit for sponsorships
- Promotion and celebration continues