



Regular City Commission Meeting Wednesday, October 23, 2024

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



Regular City Commission Meeting Wednesday, October 23, 2024

- **Official City Centennial:
November 28, 2025**
- **Year-long celebration to
include events and
programming each month**

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
 - 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. 28th Ave. @ 5:30 p.m.

- December 4, 2023: Unofficial Kick-Off Meeting
- January 8, 2024: First Official Meeting
- March 11
- May 6
- July 8
- October 14
- November 4

Committee & Staff Activities

- **1st meeting on December 4:** Introductions, review of committee role & expectations.
- **2nd meeting on January 8:** Discussion of proposed events/sponsorships. Chair and Vice Chair selected.
- **3rd meeting on March 11:** Event list finalized, video documentary and sponsorship package discussed, assignment partners paired to solicit sponsors, official logo revealed .
- **City Commission Meeting on May 1:** Committee Activity Update & Official Logo Unveiling
- **4th meeting on May 6:** Reviewed dedicated centennial webpage, street pole banner art, lapel pin art approved. Review of staff solicited partner sponsors, & entertainment acts.
- **5th meeting on July 8:** Sponsorship and donation packet distributed to the members & posted to the website. Additional events were proposed, and the Ignite event & budget were discussed.
- **6th meeting on October 14:** Review of current sponsorships, band discussion for events, marking plan and resident discount program.

Official Centennial Events

1. Logo Lighting at City Hall – Thurs., January 2
2. MLK Celebration – Sat., *January, 18*
3. Hollywood PrideFest – Sun., *January 26*
4. Party on the J – Sunday, *February 2*
5. 2025 - Ignite Art and Light Festival – *February 14-23*
6. St. Patrick's Day Parade and Festival in Downtown – Sun., *March 9*
7. Maestro Marley Cup – Sat., *March 15*
8. *Aurora Retro Nights Music Festival – Sat., March 22*
9. Mardi Gras - *TBD*
10. Rhythm Foundation Concerts - *TBD*
11. Hollywood Goes Green – Arbor Day – Fri., *April 18*
12. SalsaFest – Sat., *April 5*
13. Spring Marshmallow Drop – Sat., *April 12*
14. Memorial Day Celebration – Sat., *May 24*
15. Juneteenth – Thurs., *June 19*
16. Star Spangled Spectacular – Fri., *July 4*
17. Marquis Hollywood Brown Day – *TBD*
18. Kids Offshore Fishing Tournament – *TBD*
19. Cardboard Boat Race – Sat., *October 11*
20. Trunk or Treat/Boo Bash Events – Sat., *October 18*
21. Hollyweird Downtown Hollywood Halloween – Sat., *October 25*
22. Veterans Day Barbecue – Tues., *November 11*
23. 2025 - Vintage Hollywood Celebration – *November 21- 23*
24. Candy Cane Parade and Concert – Sat., *December 6*
25. *Chamber of Commerce Golf Tournament at Hollywood Beach Golf Course – Sat., December 13*

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Official Centennial Events

Hollywood Ignite Art and Light Festival

- South Florida's most exciting festival of light, sound and art.
- Outdoor light-based sculptures and 3D projection mapping installations planned for ArtsPark
- Engage with cutting edge displays of light-based art, digital installations, and interactive sculptures created by leading artists and designers from around the world.
- Locations in Hollywood, Dania and Fort Lauderdale.



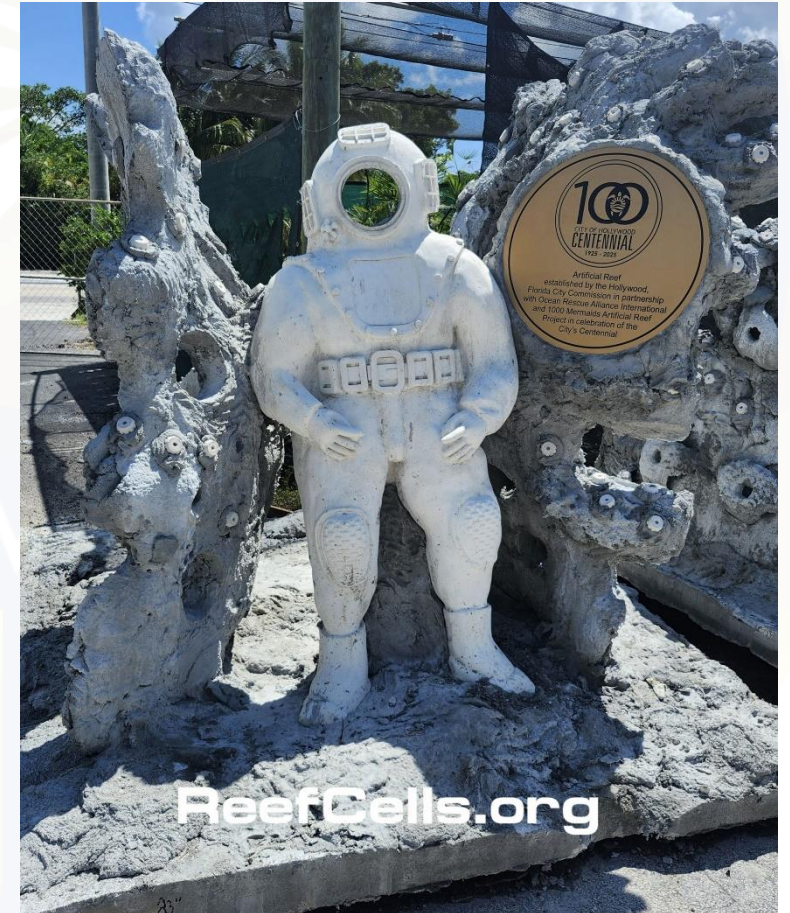
Annual Events with Centennial Theme

- Concert after Candy Cane Parade
- Snow at Vintage Event
- Festive centennial event signage
- Historical event displays

CITY OF HOLLYWOOD
CENTENNIAL

Official Centennial Activities

- Historical Society Film Series: Oral History of Service Organizations
- Cultural Display at Hollywood Historical Society
- Underwater Reef Installation (underway Nov 2024)
- “DineOut Hollywood” Discount Restaurant Program
- City Hall Lighting Project
- Event Advertising Buy
- Corner Stone - Time Capsule



\$500,000 Approved Event Funding

\$ 25,000 - Party on the J

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

\$ 25,000 - Maestro Marley Cup

\$ 25,000 - SalsaFest

\$150,000 - Vintage Hollywood Centennial Celebration

\$ 50,000 - Candy Cane Parade and Concert

\$ 25,000 - Historical Society Documentary

\$ 450,000 – Sub-Total

\$ 50,000 - Contingency

\$500,000 – TOTAL

Additional Options - Pending Sponsorship

- Sock Hop at the Armory Community Center at Dowdy Field (\$10,000)
- Mascot Program (\$20,000)
- Pickleball Tournament (\$5,000)
- 5K Santa Run (\$5,000)
- Official Tree Giveaway Event (\$5,000)
- Joseph Young Birthday Party (\$2,500)
- Golf Tournament (\$5,000)
 - Estimated: \$52,500



Sponsorship Packet

TOP TIER on everything and every event

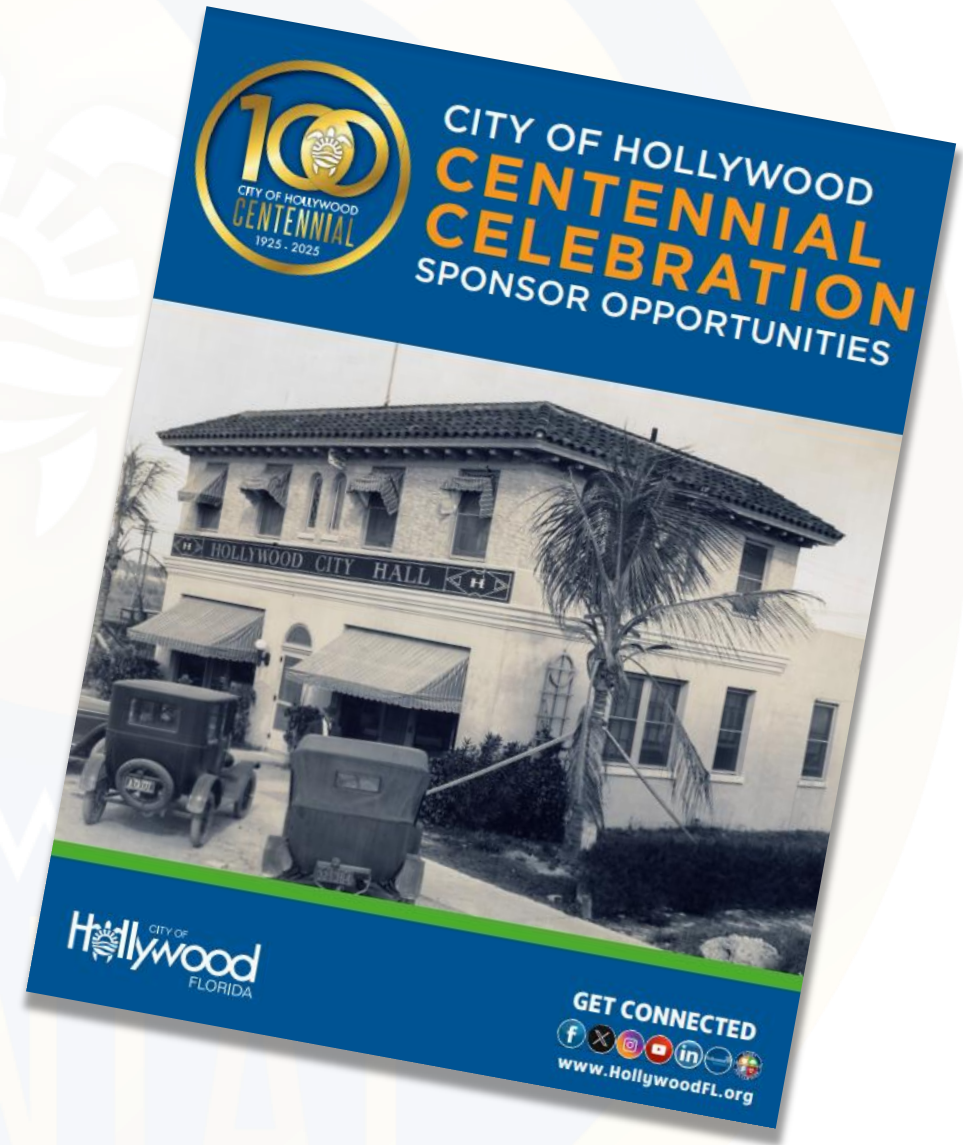
- \$50,000 Joseph Young Presenting Sponsor
- \$30,000 3 Circles Sponsor
- \$10,000 Broadwalk Sponsor

Founders Sponsorships:

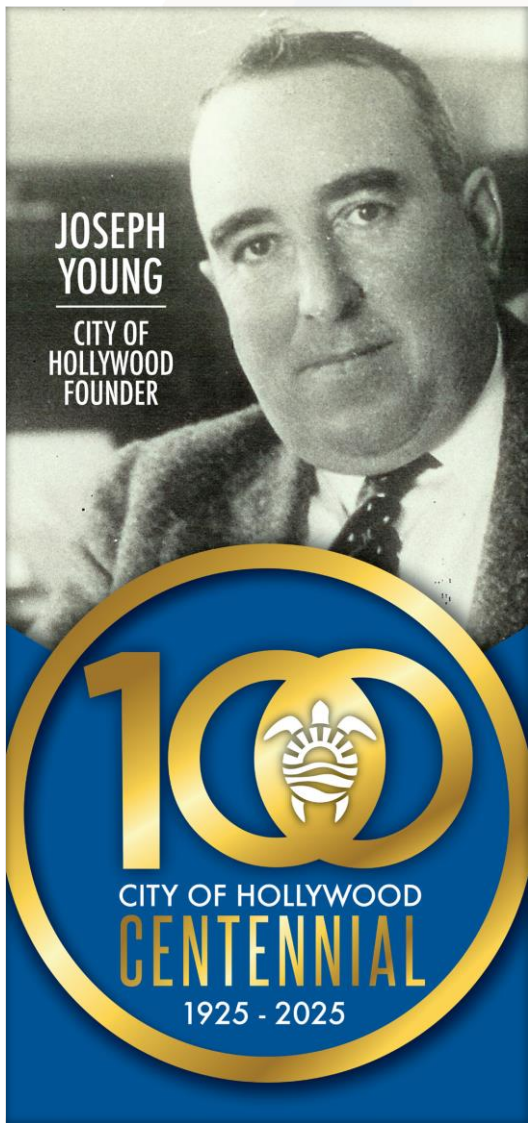
- \$5,000
- \$2,500
- \$1,000

PAY TO THE ORDER OF *City of Hollywood* \$

RE *Centennial Celebration* 1925 - 2025 DOLLARS





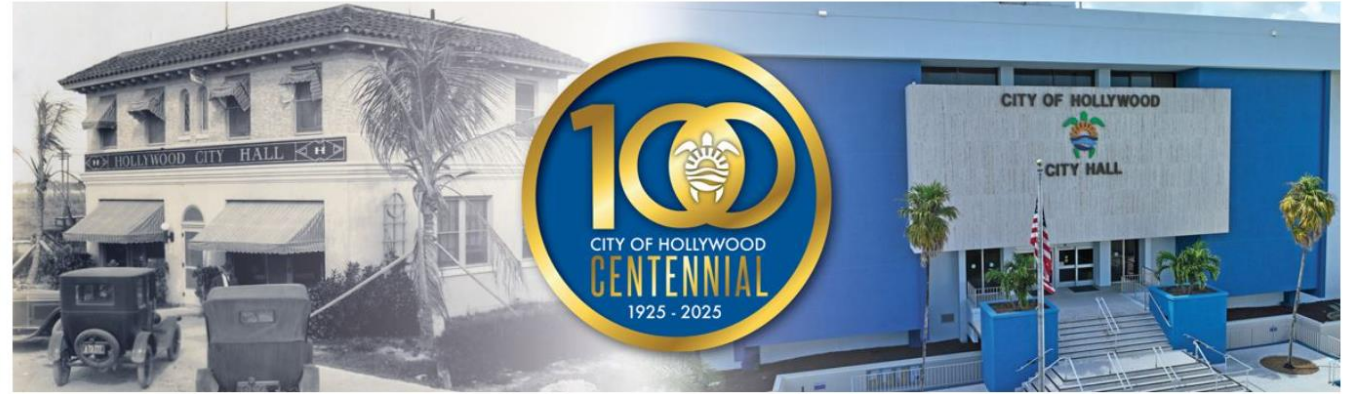


Street Pole Banners

[Events Calendar](#)

History of Hollywood

Centennial Celebration



Welcome to Hollywood's Centennial Celebration! On this page you will find all the events, news, links to our history, and resources related to our city's 100th birthday.

The City of Hollywood is a beachfront community located in southeastern Broward County midway between Miami and Fort Lauderdale. Founded by Joseph Young in 1925, Hollywood is approximately 30 square miles in size and is Broward's third-largest municipality with a population of roughly 153,000 residents. Hollywood has an average annual high temperature of 83 degrees and low temperature of 68 degrees.

Dedicated webpage: www.HollywoodFL.org/100

Soft Enamel Lapel Pin

Coming with a military/butterfly clutch, these soft enamel pins are die struck with color fill to create your own design with a stunning, high-quality finish. One of our most versatile and widely used pins, this product has PMS color matching available with polished metal to separate colors. This decorative pin includes up to four colors so you can display your company name and logo in full effect. Add your imprint to this promotional giveaway for upcoming events. 1" Digital Proof, PMS Color match up to 4 colors, 1 free butterfly clutch, and individual polybags.

ITEM	QTY	PRICE	AMOUNT
Size: 1" - Color: Gold	1,000	\$1.18	\$1,180.00
TOTAL UNITS	1,000		
Setup Fee - Front	1	\$50.00	\$50.00
TOTAL			\$1,230.00

Product image for reference only. See your artwork below.
[Click to enlarge](#)

Artwork Details

DESIGN NAME: Hollywood Anniversary logo
 IMPRINT TYPE: Other
 DESIGN LOCATION: Front
 DESIGN SIZE: 1" diameter
 DESIGN COLOR: Full Color



Commemorative coin on order for resident discount program

1,000 Lapel Pins Ordered and Received



City Hall Light Installation

CELEBRATING OUR PAST | **EMBRACING THE FUTURE**




100
CITY OF HOLLYWOOD
CENTENNIAL
1925 - 2025

Opportunity Awaits...
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Build Your Future!
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FLORIDA
www.HollywoodFL.org

PROUD OF OUR PAST | **PREPARED FOR THE FUTURE**




100
CITY OF HOLLYWOOD
CENTENNIAL
1925 - 2025

The Right Place...
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The Right Time!
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CITY OF HOLLYWOOD
FLORIDA
"For All the Right Reasons!"

CELEBRATING OUR PAST | **EMBRACING THE FUTURE**




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CENTENNIAL
1925 - 2025

Explore Hollywood...
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Enjoy the Celebration!
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CENTENNIAL EVENTS

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FLORIDA
www.HollywoodFL.org/centennial

Ad Buy Summary

- \$150,000
- Negotiations and procurement completed
- Ad design completed and approved by management
- Ad spec creation underway for placement

PROUD OF OUR PAST | **PREPARED FOR THE FUTURE**




100
CITY OF HOLLYWOOD
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1925 - 2025

The Right Place...
The City of Hollywood is a beautiful beachfront community located between Miami and Fort Lauderdale. Approximately 30 square miles in size with over 153,000 residents, Hollywood is home to many established and emerging industries.

Benefits for your business:

- Prime South Florida Location
- Expedited Permitting
- Two Opportunity Zones
- Economic Development Tax Incentives
- Industrial Use Zoning In-Place
- No Personal Income Tax
- Low Corporate State Tax
- Site Selection, Market Research Assistance
- Workforce Training Opportunities

The Right Time!
We're celebrating our Centennial! Make your history in Hollywood and become part of our next 100 years! There's never been a better time for business in Hollywood!

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FLORIDA
City of Hollywood Economic Development and Hollywood Community Redevelopment Agency
www.choosehollywoodfl.com • economicdevelopment@hollywoodfl.org



Next Steps

- Committee continues to solicit for sponsorships
- Parks and Rec finalizing event programming details and vendor contracts
- Year-long celebration begins Thursday, January 2, 2025 with City Hall Logo Lighting Ceremony