

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY

Meeting Date: May 1, 2007

Consent

Regular

Ordinance

Public Hearing

Department: Public Affairs Department

Submitted By: Public Affairs Department

EXECUTIVE BRIEF

Motion and Title: Staff requests Board direction: regarding the planning and implementation of events and activities to occur during the Centennial Year, beginning January 1, 2009 to December 31, 2009.

Summary: A draft Centennial Celebration Plan has been proposed based on input from the Public Affairs staff and the History Committee ("Committee") members. This Plan is a suggestion of what could be done. The Board of County Commissioners, with advice from the Committee, may choose to implement the entire plan or select individual components. **Countywide (SF)**

Background and Policy Issues: The centennial celebration is designed to provide a historical record of the County's first century, highlight the rich history of the County, showcase the County's cultural and ethnic diversity, educate the community about the County's history, and build community spirit and teamwork. The proposed Centennial Celebration Plan seeks to accomplish the Centennial Celebration by establishing community partnerships, securing event sponsorships, providing historical education in the schools and in the community, and distributing grants to community events that promote the Centennial. The Committee will serve as the liaison between the community and the Department of Public Affairs. The Committee recommends that the Centennial Celebration planning and implementation be executed and administered by the Department of Public Affairs. It is recommended that a staff person be assigned to coordinate the Centennial Celebration and that appropriate firms be engaged to complete assigned tasks. The Committee will serve in an advisory capacity, offering suggestions and historical information as appropriate and necessary.

The Countywide History Committee was established by the Board of County Commissioners on May 6, 2003 (R 2003-0658). The Committee serves as the mechanism to record and document the history of Palm Beach County as it approaches the Centennial in 2009. The Committee was created to guide and advise County staff in planning and preparing activities and events to observe and celebrate the Centennial.

Attachments:

1. Draft Plan
2. R 2003-0658

Recommended by: *Ben Angerone*

Department Director

4/17/07
Date

Approved by: *Paul W...*

Assistant County Administrator

Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2007	2008	2009	2010	2011
Capital Expenditures	\$ 0	-0-	-0-	-0-	-0-
Operating Costs	-0-	-0-	-0-	-0-	-0-
External Revenues	-0-	-0-	-0-	-0-	-0-
Program Income (County)	-0-	-0-	-0-	-0-	-0-
In-Kind Match (County)	-0-	-0-	-0-	-0-	-0-
NET FISCAL IMPACT	-0-	-0-	-0-	-0-	-0-

ADDITIONAL FTE
POSITIONS (Cumulative) _____

Is Item Included in Current Budget? Yes _____ No X
 Budget Account No.: Fund _____ Depart _____ Unit _____
 Object _____ Program _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

The fiscal impact associated with this Agenda Item cannot be determined at this time.

C. Departmental Fiscal Review:

III. REVIEW COMMENTS:

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

[Signature] 4-24-07
 [Signature] 4/19/07 OFMB
 [Signature] 4/17/07

[Signature] (4/17/07)
 Contract Dev. and Control

B. Legal Sufficiency:

[Signature]
 Assistant County Attorney

C. Other Department Review:

 Department Director

REVISED 10/95
 ADM FORM 01

This summary is not to be used as a basis for payment.

Palm Beach County Proposed Centennial Celebration Plan

Revised 11/14/2006

To commemorate the signing of the County Charter on April 30, 1909, Palm Beach County is proposing a centennial celebration during 2008-2009. The first event of the year-long celebration would be the ribbon cutting ceremony for the restored courthouse. This event is scheduled to take place in March 2008. Subsequent events would then be encouraged in the 38 municipalities of Palm Beach County, and communities would be encouraged to include the Centennial theme in already established events. In April 2009, the grand finale would be held.

Background

In 2003, the Palm Beach County Board of County Commissioners established the Palm Beach County History Committee to plan, coordinate and implement a celebration of the 100th anniversary of the founding of Palm Beach County. The 14-member committee consists of Commissioner appointees and represents a cross section of community leaders throughout Palm Beach County. Members include historians, representatives from the arts, business owners and educators.

The centennial celebration is designed to meet a number of specific objectives:

- Provide a historical record of the County's first century
- Highlight the rich history of the County
- Showcase the County's cultural and ethnic diversity
- Educate the community about the County's history
- Build community spirit and teamwork

The Proposal

This proposed centennial celebration plan is based on input from the Public Affairs staff and the History Committee members and is comprehensive and ambitious. This plan is a suggestion of what could be done, and the Committee may choose to implement the entire plan or select individual components. Once the Committee has adopted a proposed plan, the Committee will present the plan to the Board of County Commissioners for their approval and funding.

The proposed plan seeks to establish community partnerships, obtain event sponsorships, provide historical content and education and distribute grants to events that promote the centennial. The History Committee would assist communities by supporting and encouraging activities that celebrate our rich cultural heritage. The Committee would serve as the liaison between the community and the Palm Beach County Department of Public Affairs. Public Affairs Department would provide advice to the Committee regarding the celebration, assist with the organization of events, provide input and review of celebration documents and serve as a clearinghouse for use of the centennial logo and promotional items.

I. FUNDRAISING/PARTNERSHIPS

Community Partnerships – Community partnerships would be established with organizations interested in sharing the vision of celebrating our rich cultural heritage. Suggested organizations:

- School Board of Palm Beach County
- Palm Beach County Cultural Council
- Palm Beach County Convention and Visitors Bureau
- Palm Beach County League of Cities
- Palm Beach County Sports Commission
- Palm Beach County Parks and Recreation
- Palm Beach County Library System
- Palm Beach County Art in Public Places

These organizations could assist the Committee by creating new events and activities and adding the centennial theme to already established events to include the celebration of the centennial.

Sponsorships

Sponsorship opportunities would be available to help offset the costs of the grand finale, a Countywide event. Business and community leaders would have the opportunity to sponsor the event at various levels (to be established).

Business Program

Businesses would have the opportunity to register on the web site as centennial participants. Businesses would be encouraged to participate in the celebration by having customer appreciation days or barbeques, and displaying centennial promotional banners, flyers and posters.

Grants and Initiatives

Community events or initiatives that promote Palm Beach County's Centennial, held between January 2008 and April 2009, would be eligible for a \$2,500 grant. This would include any one-time event or the enhancement of an on-going event that commemorates the Centennial. The History Committee would establish criteria and distribute the grant money. The grant program would need approval from the Board of County Commissioners.

Any project receiving county funds during the Centennial Celebration (January 2008-April 2009) must use the Palm Beach County Centennial logo in all promotional materials.

Volunteer opportunities

Volunteer opportunities would be available throughout the year to sell merchandise at registered events and at the grand finale Celebration. Promotional items would be selected at a later date and may include: a pictorial history book, centennial pins, dress shirts, t-shirts, hats, beach bags.

II. RESOURCES

Logo Usage

All Palm Beach County departments and County government entities would be encouraged to use the Centennial 2009 Logo as a means to promote their 2008-2009 projects. The logo would be available to Centennial partners and official Centennial events. To become an official Centennial event, an organization would be required to register on the Centennial web site.

Promotional Products

Complimentary promotional items – Once registered as an official Centennial event, an organization could order complimentary promotional items including: goodie bags, balloons, flyers, posters and temporary tattoos. The Public Affairs Department would coordinate the distribution and sale of Centennial items.

Centennial Pin – Would also be available to organizations that are official centennial participants.

Centennial Flags and Banners – Standard-sized flags and lamppost, street and horizontal banners would be available. The banners could be customized with the name of the community event.

Merchandise – Official souvenirs would be available for sale at official Centennial events. The organization could purchase the items at cost and sell them at retail prices for fundraising or the event could provide the Centennial committee with a booth space to sell the merchandise. Merchandise would also be available online at (web site.)

Event Planning Guide

An event planning guide would be developed by Public Affairs and made available on the web site to assist organizations with tips on planning a centennial event.

Educational Kit

This packet would include a history of the County, a map of important historical sites and tips for teachers on including Centennial history in the curriculum. The packet would also include a list of cultural attractions that are affiliated with the Centennial. Complimentary promotional items would also be available to educators.

II. CELEBRATING THE CENTENNIAL

Centennial Contests

With the assistance of the Centennial partners, art, history and essay contests would be held in public and private schools. The Centennial Committee would judge and award scholarship funds to the contest winners.

Centennial Projects

Art in Public Places – The Centennial Committee, with the assistance of the Centennial Partners, could host countywide art in public places projects (the projects could be murals or perhaps a palm tree parade.)

Legacy Project – The Centennial Committee would participate with the municipalities in a legacy project which would involve all the cities contributing to a piece that would eventually become a monument to the centennial (a bell was suggested in which each city would contribute a nugget of metal that would eventually be melted down into a bell. Other suggestions were a paver pathway with each city contributing a paver to a memorial location.)

Community Event

The Committee would participate in established community events and distribute Centennial merchandise. Community events will be encouraged to use the centennial logo and adopt the centennial theme for their events.

Event Ideas

Here are some ideas for activities, events and projects to celebrate Palm Beach County's centennial:

Reunions

Picnics

Sports days

Homecomings

Rodeo

Fair

Community beautification

Recognize outstanding volunteers and citizens

Recognize centenarians (people who turn 100 during the celebration, January 2008 – April 2009)

Recognize businesses, farms, buildings that have been in Palm Beach County for 100 years

Create a time capsule

Organize a community play or art show

Plant trees

100 mile bike ride or walk

Scavenger hunt

Time clock counting down to April 30, 2009

Centennial Committee Events

Legacy Project – Permanent statute, gazebo, bell, plaza created with an item from each of the municipalities.

Grand Finale – The year long celebration could culminate in a celebration in downtown West Palm Beach. Some options for this event include: a parade in West Palm Beach along Flagler Drive ending at the site of the legacy project; an official ceremony unveiling the legacy project; an old-fashioned picnic with an antique-car show, children's games, face-painting, music, carnival games and rides, free food and beverages and tours of the restored courthouse; a large birthday cake, a fireworks display.

PROMOTIONAL ITEMS/RESOURCES - Options

Pictorial history book

Fliers
Banners, flags
Centennial pins
Merchandise: dress shirts, t-shirts, hats, beach bags, etc.
Balloons
Goodie bags
Temporary tattoos
Event Planning Guide
Educational Packet
Logo Usage Guidelines

III. MARKETING THE CENTENNIAL CELEBRATION

Target Audience

Depending on the phase of the project, there will be different audiences. During Phase I, the planning stage, our primary audience will be community partners. It is essential for the success of the Centennial Celebration to establish partnerships with cultural organizations, educational institutions, municipalities and community organizations. Our partners, which are typically umbrella organizations, such as the school board and the cultural council, will help establish lines of communication with their members. It is the member organizations that will facilitate the majority of the events and activities during the year-long celebration. During this phase we will also need to establish a volunteer network. Residents who are interested in the Centennial Celebration may serve as a volunteer workforce to assist in the distribution of promotional and marketing materials, as well as assist with the actual events.

Once the initial planning has taken place, we will enter into Phase II. During this stage, in which we will partner with agencies and municipalities to implement the events, our target audience will be the general public, the residents of Palm Beach County.

PHASE I

Establish Partnerships

Establishing partnerships is critical to the success of the Centennial Celebration. Our partners – cultural, educational and community organizations and municipalities – will facilitate the majority of the events and activities during the year-long celebration.

Branding

The logo and its usage will identify registered Centennial events, partners and projects. The use of the logo must be consistent in all applications. This is essential in ensuring an easily recognized and unified visual identity for Palm Beach County's Centennial Celebration. A usage guide will be available on line.

Brochure

A brochure will be created outlining the various ways organizations can participate: partnership, sponsoring or becoming a registered centennial event.

Centennial Web site

A Centennial web site will be created. The website will include a listing of registered events, official events, sponsors and partners. Organizations can register their event on the web site in order to receive complimentary promotional items. The web site will also include the event and educational toolkits. The site will also host photos from the many community events, contests and projects.

Speakers Bureau

Speakers will be available to organizations to inform them how they can become involved in the Celebration – by becoming a partner or hosting a registered event.

Event Toolkits

This informational packet will be created for registered events and include information on branding of the event and promotional items available. This packet will be customized for the requesting organization and may include ideas for events, event guidelines or ways for an established event to incorporate the centennial theme. This packet could be sent to community organizations, cultural organizations, municipalities and agencies.

Educational Toolkits

This packet would include a history of the County, a map of important historical sites and age-appropriate tips for teachers on including the centennial history in the curriculum. The packet would also include a list of cultural attractions that are affiliated with the Centennial. Complimentary promotional items would also be available to educators.

PHASE II

Branding

The logo will assist residents in identifying registered Centennial events, partners and projects. The consistent use of the logo is essential in ensuring an easily recognized and unified visual identity for Palm Beach County's Centennial Celebration.

A suggested logo is attached. The logo shows movement and energy which reflect our vibrant community – and communicates that this is a celebration! The colorful strokes represent our blue skies, sand, sea and sunshine.

Centennial Web site

The web site will be an essential communication tool to reach our various audiences: our partners, community organizations and residents. The site will include a calendar listing all upcoming events, merchandise and history of the county. The site will also host photos from the many community events, contests and projects.

Media Partnership

The Palm Beach Post is the media partner for the Centennial Celebration. Regularly scheduled advertisements will list upcoming events throughout the year and help solicit volunteers.

PSAs

PSAs will help create a visual representation for residents, and invite their participation in the Celebration. The PSAs will not advertise specific events other than the grand finale but will direct residents to the Centennial website.

Speakers Bureau

Speakers bureau will include experts to educate organization about the history of the county.

Posters/fliers

Posters/fliers will be available for registered organizations and can be customized for each individual event. These items may also be available to recognize businesses and organizations who are partners in the Celebration.

Banners

Banners will be available from a vendor and can be customized by the partner organization.

Drive Time Ads

Radio spots will direct residents to information outlets and to events throughout the year.

Channel 20 shows

Guests will appear on various existing shows to discuss the history of the County and to inform the public about upcoming events related to the Centennial Celebration.

Press Releases/Media advisories

Press releases will be used to announce upcoming events as needed.

Newspaper advertising

Newspaper ads will run in the Palm Beach Post (the media partner) and additional advertisements may be taken in local papers to announce upcoming events.

Radio talk show interviews

Speakers will be available to discuss the history of the County and upcoming events related to the Centennial Celebration.

Community Events

Community events will serve to engage the public in the Centennial Celebration. The events will create a sense of community pride.

Agenda Item No: 6E-2

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

R-2003-0658
G/K 6-0
Ms-also

Meeting Date: May 6, 2003 Consent Regular
 Workshop Public Hearing

Department: Public Information

Submitted By: Public Information

Submitted For:

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to adopt: a Resolution to establish a Countywide History Committee for the purpose of collecting and archiving the history of Palm Beach County.

Summary: The Countywide History Committee would serve the County by collecting and archiving the history of Palm Beach County government since its founding in 1909. Many community organizations have a common interest in documenting the County's history and the establishment of this Countywide Committee would be intended to coordinate with and augment the work of all Committees in researching, documenting, recording and archiving the County's history. Aside from the County's approaching Centennial in 2009, there are other significant historical milestones to observe such as the renovation and reopening of the Old Courthouse. The Countywide History Committee can serve as an adjunct to other community groups with similar interests, i.e. the Historical Society, the Genealogical Society, the School of the Arts Club and the Historical Resources Review Board. In nominating two members from each District, the History Committee will exceed the guideline of 11 members established in R-95-1806, however, the Board of County Commissioners may authorize exceptions to the member number policy.

Background and Justification: When approaching major anniversary celebrations, it is customary for local governments at the city and county level to establish broad-based advisory boards to guide them in their planning and preparations to ensure all community constituencies are represented and included. For example, during the start of the new millennium, the County's Millennium Committee arranged events preceding and following New Year's 2000. By establishing a Countywide History Committee with members appointed by the Board of County Commissioners, the County will lay the foundation and provide the mechanism for recording Palm Beach County history which will become an integral part of the our heritage. The Committee would also provide the means for scheduling activities and events for these major historical observances such as the reopening of the Old Courthouse and the Centennial Observation itself. To establish the Committee, it is recommended that each Board member appoint two County residents to serve on the Committee until the Committee sunsets in 2009 or is extended by action of the Board.

Attachment:

1. Resolution establishing the Countywide History Committee and its Charter.

Recommended by: Brian Singer 4/29/03
Department Director Date

Approved by: Baldwin 4/29/03
Assistant County Administrator Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2003	2004	2005	2006	2007
Capital Expenditures	---	---	---	---	---
Operating Costs	---	---	---	---	---
External Revenues	---	---	---	---	---
Program Income (County)	---	---	---	---	---
In-Kind Match (County)	---	---	---	---	---
NET FISCAL IMPACT	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

ADDITIONAL FTE

POSITIONS (Cumulative) 0
 Is Item Included in Current Budget? Yes ___ No XX
 Budget Account No.: Fund 001 Agency ___ Org. ___ Object ___
 Reporting Category ___

B. Recommended Sources of Funds/Summary of Fiscal Impact:

C. Departmental Fiscal Review: _____

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

H. Bergeron 28 Apr 03
Jim. J. Jacob 4/29/03
 OFMB Contract Dev. and Control
 4-29-03

B. Legal Sufficiency:

WOW 4/29/03
 Assistant County Attorney

C. Other Department Review:

 Department Director

ADM FORM 01
 (THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)

RESOLUTION R-2003-0658

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA CREATING THE HISTORY COMMITTEE TO COLLECT AND ARCHIVE THE HISTORY OF THE PALM BEACH COUNTY.

WHEREAS, Palm Beach County was created on April 30, 1909 and held its first County Commission meeting on July 6th of that year; and

WHEREAS, the County will observe its 100th anniversary in 2009 and will have the opportunity to participate in many other significant historical events such as the renovation and reopening of the Old Courthouse; and

WHEREAS, the County may avail itself of a broad-based advisory board to guide the process of planning and preparing for Countywide Centennial celebrations for the benefit of all constituencies and stakeholders; and

WHEREAS, the History Committee can serve to plan and arrange events and observations for celebrating the Centennial for the benefit and participation of all County residents; and

WHEREAS, the Historical Committee would serve to collect and archive the history of Palm Beach County;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that:

Section 1. Intent. The Board of County Commissioners recognizes the importance and significance of collecting and archiving the history of the County which will become an integral part of our heritage.

Section 2. Creation. Upon adoption of this Resolution by the Board of County Commissioners, there is then created and established a Committee to be known as the History Committee ("Committee").

Section 3. Duties and Functions. The Committee shall advise the Board of County Commissioners as to the collection and archiving of the history of Palm Beach County.

Section 4. Membership.

A. The Committee shall consist of fourteen (14) members who shall be appointed by the Board of County Commissioners with two members representing each Commissioner's District. The length of member terms will be six years with a possible extension at the pleasure of the Board. Committee members shall be appointed pursuant to County policy for Commission District appointments.

R2003 0658

B. Appointment of replacement members to fill vacancies in the Committee created by resignation, termination, removal, or any other reason shall be made by the Board of County Commissioners as recommended by the Commissioner who was responsible for recommending the original appointment. Members and the Committee are subject to the provisions of R-95-1806, as amended by R-2002-1606.

Section 5. Meetings and Organization. The Committee shall establish a time and place for holding meetings as may be necessary and shall adopt such rules of organization and procedure as may be required. The Committee may appoint or elect a Chairman and Vice Chairman, may establish sub-committees for specific subjects or tasks, and may invite participation in the sub-committees by non-members in order to obtain input from other sectors of the public. All meetings of the Committee and any of its sub-committees shall be open to the public, duly advertised and otherwise comply with all applicable requirements of Florida's "Government in the Sunshine" and "Public Records" laws.

Section 6. Committee Advisory Capacity Only. The actions, decisions and recommendations of the Committee shall not be final or binding on the Board of County Commissioners but shall be offered in an advisory capacity only.

Section 7. Sunset. The Committee shall expire six (6) years from the date of passage hereof without further action of the Board of County Commissioners, unless otherwise extended.

Section 8. Severability. If any section, sentence, clause, phrase, or word of this Resolution is, for any reason, held by the Court to be unconstitutional, inoperative, or void, such holding shall not affect the remainder of this Resolution.

Section 9. Conflict with Federal or State Law or County Ordinance. Any statutory or Ordinance provisions in conflict with this Resolution shall prevail to the extent of such conflict.

(The remainder of this page has been intentionally left blank)

The foregoing resolution was offered by Commissioner Greene who moved its adoption. The motion was seconded by Commissioner Koons and upon being put to a vote, the vote was passed as follows:

KAREN T. MARCUS, Chair	- Aye
TONY MASILOTTI, Vice Chairman	- Absent
JEFF KOONS	- Aye
WARREN H. NEWELL	- Aye
MARY MCCARTY	- Aye
BURT AARONSON	- Aye
ADDIE L. GREENE	- Aye

The Chair thereupon declared the resolution duly passed and adopted this 6 day of May, 2003.

PALM BEACH COUNTY, FLORIDA, BY ITS
BOARD OF COUNTY COMMISSIONERS

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

Dorothy Wilken, Clerk

By: [Signature]
Assistant County Attorney

By: [Signature]
Deputy

