



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: December 17, 2018

Re: Report from the Mayor's Task Force on Bicentennial Celebration Planning

## Executive Summary

This report provides Council with an update on the planning efforts of the Mayor's Task Force on Bicentennial Celebration Planning and makes a request to identify a funding source to carry out their mission to Plan, Build and Celebrate Columbia's Bicentennial.

## Discussion

The Mayor's Task Force on Bicentennial Celebration Planning was formed in February 2018. The mission of the task force is Plan, Build & Celebrate Columbia's Bicentennial in 2021.

The task force began meeting monthly in February 2018, formed working groups and developed a theme and logo for the celebration - **CoMo200**. The main focus of CoMo200 is to plan a park located at Flat Branch, plan a city-wide celebration and to create awareness and fundraising opportunities. A website and Facebook page have been created, launched and will feature photos, short history posts and events leading up to the main celebration in 2021. On November 11, 2018, CoMo200 held their first event "Celebration of Smithton", to commemorate and place a plaque at the location of the original site of Smithton, the village from which Columbia was founded.

At this time, a conceptual design for the park has been completed, the task force is gathering ideas for the grand celebration as well as the scope of work for the park. (see attached) Next steps include identifying funding opportunities, sponsorships and stakeholders.

Because the timing of the event is less than three years out and capital campaigns require resources at the onset, the task force voted at their October 25, 2018 meeting to recommend a request be made to the Council for \$50,000 in city funds to assist with the bicentennial planning efforts.

\$25,000 would be used to contract a professional consultant whose services would include community outreach & awareness; developing a case statement of support from the community, writing a feasibility study and then collecting responses to develop sponsorship & fundraising packets (proposal attached); the additional \$25,000 would be used by the task force for public relations & marketing, event planning & coordination and commemorative memorabilia for fundraising.



## Fiscal Impact

Short-Term Impact: \$50,000

Long-Term Impact: N/A

## Strategic & Comprehensive Plan Impact

### [Strategic Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### [Comprehensive Plan Impacts:](#)

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

## Legislative History

Date	Action
N/A	N/A

## Suggested Council Action

Approve use of city funds for CoMo200 and direct staff to begin the process of identifying funding options which could be found in the Council Contingency Fund, the General Fund Reserves, or other funds as Council desires.