



City of North Miami Beach, Florida

Communications Department

TO: Andrew Plotkin, Assistant City Manager

FROM: Jennifer Torna, Communications Manager

CC: Jasmine Joseph, Production Specialist

DATE: 6/9/2025

SUBJECT: Centennial Committee Update & Budget Planning

As a follow-up to our Centennial Committee, this update outlines the progress made by the Committee and the Communications Department as we move toward commemorating the city's 100th anniversary.

Committee Progress

The Centennial Committee held its second official meeting on June 5, 2025. Key outcomes include:

- **Slogan:** Still in development
- **Culmination Event:** Flag reveal ceremony at City Hall on Sunday, October 4, 2025
- **Committee Leadership:**
 - *Chair:* Barbara Kramer
 - *Secretary:* Whitney Padote
- **Committee Divisions & Responsibilities:**

The committee is structured into three core divisions to streamline planning and execution:

- **History Division**

Members: Sally Heyman, Whitney Padote

Responsibilities:

 - Provide historic materials and visuals
 - Support educational content and legacy storytelling
- **Event Planning Division**

Members: Silvia Vanni, Whitney Padote, Minto Jean, Melissa “Missy” Winchester

Responsibilities:

 - Coordinate event logistics and scheduling

- Develop and manage youth competitions and the flag reveal
- Oversee vendor coordination and public activations
- **Branding Division**
Members: Barbara Kramer, Marcia Orvieto
Responsibilities:
 - Lead the design and rollout of centennial branding assets (logo, banners, decals)
 - Support public-facing communications and outreach materials
 - Assist in sponsorship material design and digital presence
- **Logo Concept:**
 A 3D-style design featuring the Fulford Fountain, Ancient Spanish Monastery, Sneak Creek Canal, ibis bird, and representations of the city’s diverse cultural foods and landscape

Event Planning & Citywide Engagement

In addition to the culmination flag reveal event at City Hall, the Centennial Committee is working to ensure that the celebration is embedded across the community through ongoing activations.

- **Centennial Installations:**
 We are planning a centennial presence at every major North Miami Beach event, including Parks & Recreation programs, City-hosted gatherings, and Library-led initiatives. These installations may include branded backdrops, informational booths, or interactive exhibits to engage residents and visitors throughout the year.
- **Major Celebration Timing:**
 The committee is actively exploring options for a larger citywide celebration, in addition to the October 4, 2025 flag reveal. We are assessing calendar opportunities and community feedback to determine the best timing and format for a marquee public event that brings together the full NMB community.

Programming Concepts

To mark this milestone, the committee is exploring creative and community-centered programming:

- **Centennial History Tour:** A video series showcasing historical landmarks
- **Youth Competitions:**
 - Photography
 - Drawing
 - Essay
- **Centennial Song:** An original composition combining archived materials and new music

- **Citywide Branding:**
 - Corridor banners
 - Storefront decals for small businesses
 - Beautification and signage around the Fulford Fountain
- **Digital Access:** Dedicated centennial webpage for updates, committee bios, and sponsor recognition
- **Centennial Merchandise (in development):**
 - Branded T-shirts, tote bags, and hats
 - Commemorative pins and stickers
 - Limited-edition items to be distributed at major events

Regional Coordination

The Communications team has met with nearby Miami-Dade municipalities that are also preparing for their own centennial celebrations. These peer cities have opted to handle planning internally without outside event planners—reaffirming that North Miami Beach’s internal, committee-driven approach is both effective and aligned with regional practice.

Budget Strategy

The Centennial Plan will span **two fiscal years: FY 2025–26 and FY 2026–27**, with the following approach:

- **Target Budget:** \$300,000
- **Sponsorship Outreach:** A sponsorship deck is in development and will include tiered opportunities for major partners as well as a *dedicated Small Business Centennial Sponsorship* option to promote inclusive participation

Next Steps

- Finalize branding and sponsorship materials
- Launch a community-facing communications plan
- Build out digital materials including a centennial landing page

