



City of Margate

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Legislation Text

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TO: Mayor and City Commission

FROM: Douglas E. Smith, City Manager

DATE: February 18, 2015

APPROVING THE “CELEBRATE 60!” CELEBRATION TO COMMEMORATE THE 60TH ANNIVERSARY OF THE CITY’S INCORPORATION.

BACKGROUND: In 2014, a staff committee was formed to provide a multi-disciplinary approach to enhancing the City’s image, developing effective marketing strategies, and promoting the City’s wide variety of events. Over the course of several months, the committee researched and developed a plan to commemorate the 60th anniversary of the City of Margate’s incorporation on May 30, 1955 (as the Town of Margate).

It is the recommendation of the committee to hold a celebration on Saturday, May 30, 2015 beginning at 5:00 P.M. at the Margate Sports Complex. Leading up to the ceremony, letters depicting historical perspectives of Margate will be solicited from residents and businesses. Selected letters will be read aloud at the event, along with speeches from City officials. The celebration, which will include music, games, and activities, will conclude with an 8:00 P.M. movie featuring “Lady and the Tramp” which debuted in 1955. The committee is also recommending that a ceremonial cake-cutting be held at the May 20, 2015 City Commission meeting in honor of the anniversary.

It is the intent of this ceremony to serve as the kick-off of several anniversary-themed events throughout the year. Many of our budgeted events will reflect a 1950s or “retro” theme in honor of the City’s founding.

RECOMMENDATION: Approve.

FISCAL IMPACT: The estimated budget for this event is \$6,000. Funding is available in the Parks and Recreation/Special Activities budget (Account# 001-5556-572-30.28).

CONTACT PERSON: Douglas E. Smith, City Manager