



Date: October 20, 2016

To: CA Board of Directors
Milton Matthews, President

Cc: Michelle Miller

From: Marlys East, Managing Director, Columbia 50th Birthday Celebration

Re: Columbia 50th Birthday Celebration update

This memo is an update on the progress of the 50th Birthday Celebration, which will take place from March- September 2017.

Overview

Building awareness and anticipation for Columbia's 50th Celebration among the community at large has been the center of effort while tandem program resourcing and scheduling occur. Multiple strategies to create interest and collaboration have been inaugurated among business, non-profit, academic and performance segments. Momentum is accelerating.

Our goal is to deliver a 26-week celebration that showcases this award-winning community; generates awareness of Columbia's history and values; serves as a catalyst for imagination, innovation and intentionality in creating community and promotes the original values of Columbia in addressing the needs of people. The planning has experienced significant progress.

Columbia's 50th has frequently become the point of reference for publications (*Money Magazine* October 2016) and public officials during presentations within the community as presenters establish a frame of reference. This has been intentional and encouraged.

Program & Participants

August 2016

Mall in Columbia 50th Mural

A billboard on the wall of Lord & Taylor Court (lower level) has been installed. The visual content graphically depicts Columbia's timeline 1967-2016 with abbreviated historic highlights.

November 2016

50,000 Daffodils will welcome the 50th

Sixteen businesses, institutions and community entities have contributed, purchasing bulbs and organized their respective planting in Downtown Columbia and neighborhoods over the next four weeks. The Columbia Association Open Space team generated the purchase. Spring 2017 will be bursting in celebration.



- November 2016** **50th Logo in Symphony of Lights**
 Columbia 50th logo has been rendered in LED lights as one of the attractions within the new Symphony of Lights display due to open November 23, 2016 at Merriweather.
- January 2017** **50th Street Banner program**
 Design concepts are underway for the street banners which will line Little Patuxent Parkway, Broken Land Parkway and the ring road at The Mall in Columbia. Installation will begin the week of January 8, 2017 weather permitting.
- February 2017** **Donor Celebration /Pre Celebration events**

March 20-June 15, 2017 --“Appreciate the Past”

- Sunday, March 19** **The Mall in Columbia**
 Community celebration and kick off with ceremony at 1:00 PM and mall-wide activities, entertainment from 1:30 PM-5:00 PM.
- March 20-May 6** **Gail Holliday Wilde Lake Exhibit**
 Posters dedicated to images of Wilde Lake, Slayton House
- March 24** **Howard County Conservancy**
 50th Story Telling and Workshop presentation, Interfaith Center
- March 25** **Howard County Arts Council**
 Celebration of the Arts Retrospect, Howard Community College
- March 26`** **Spring Walk & Photo Share--Daffodils**
 Ned Tillman, Downtown Columbia
- March 29** **River Hill at 25 and Columbia at 50**
 River Hill and Columbia share a birthday event. Claret Hall.
- March 31** **Candlelight Concert**
 Time for Three, Smith Theatre, Howard Community College
- April 2** **FIRN Global 5 K Celebration Run & Walk**
 Downtown Columbia
Blossoms of Hope Art Exhibit
 Columbia Art Center
- April 6-22** **Howard County Library System Civility & Community**



- April 21** **Howard County Conservancy**
50th Story Telling and Workshop presentation, Interfaith Center
- April 22** **Earth Day Greenfest celebrates Columbia**
Howard Community College
- April 22** **Howard County Public Schools Merriweather Event**
Twelve high schools perform special Columbia tribute.
First time all high schools have combined in a single production.
- April 27** **HoCoPoLitSo Event**
Howard Community College
- April 28** **Vino Scholastico celebrates the 50th**
Howard Community College
- April 29** **Candlelight Concert**
Lark Quartet, Smith Theatre, Howard Community College
- May 1-5** **Celebrating Business with Howard County Economic Development**
- May 6 & 7** **Mall in Columbia Art Festival**
- May 9** **Howard County Public Schools/Howard County Library System**
Rube Goldberg—Competition & Birthday Banners
- May 9 or 10** **Founder’s Day**
Celebrating Jim Rouse, Rouse Scholar’s, Pioneers and Rouse’s Vision
- May 13** **Candlelight Concert**
Barrueco Beijing Duo, Smith Theatre, Howard Community College
- May 17** **Howard County Public Schools Project Citizen**
Our environment—Fourth Graders
- May 18** **“Artrospective”**
Columbia Art Center
- May 20** **Columbia Art Center Gala**
- June is 50th Birthday Month**
- June 4** **Suzuki Music School Concert**
Lakefront



- June 8-July23** **Community/Home/Living Exhibition**
 The Rouse Company Foundation Gallery, Howard Community College
- June 8** **FIRN Celebration of Success and Reflection**
 Columbia Sheraton
- June 16-18** **Columbia Lakefront Festival**
 Columbia Festival of the Arts Festival
 Architects of Air-visiting attraction
 Cake and Lakefront Celebration
- June 21** **Columbia Orchestra Concert**
 People Tree turns 50
 Wilde Lake Village turns 50
- June 18-July 29** **Portraits and Stories**
 Slayton House, Wilde Lake
- June 22** **Open Table Dinner, Howard County Public Library**
 Downtown Columbia, parking area
- June 25** **Toby presents Columbia's Got Talent**
 Past, Present and Future
Howard County Striders Run/Walk

June 26-September 22-- "Imagine the Future"

- June 30** **Hobbits Glen turns 50**
 Golf Event in planning stages
- July 4** **Howard County Rec and Parks Fireworks**
 50th celebration element
- July 8 or 15** **FIRN Naturalization Ceremony**
 Celebrating all Columbia FIRN members, HCC
- July 14** **Merriweather is 50!**
 Special "headliner" contracts are being negotiated for concert series.
- July 16-29** **Columbia Sister Cities Celebration/International Exchange**
 Special program and art exhibit representing Cergy-Pontoise; Tres Cantos; Tema and Cape Haiten is in progress
 Howard Community College will host the art exhibit of original works.



- August 1** **National Night Out**
Celebration of Columbia’s first streets, residents, neighborhoods

- August** **Several activities in planning stages**

- September 1** **Rouse Company/Howard Hughes Art Collection**
 Art and sculpture from former Rouse Headquarters Building is returning to Columbia for special exhibit to Howard County Arts Council. Special receptions will be held on September 7 and September 15.

- September 9-10** **50th Plein Air Art Event**
 Columbia Art Center at Lakefront

- September 13** **International Folk Dancers celebrate 50th**
 Kahler Hall, Harpers Choice

- September 17-23** **50th Birthday Celebration Finale**
 The Faith Community and other major influences will be celebrated in a special wrap up.

Several major events are in various stages of planning.

Marketing and Public Relations

- Press Event with public officials will be held in November to formalize the 50th Birthday Launch.
- Len Lazarick is authoring a series: “A Memoir of a City”—Columbia at 50. Four have appeared with eight more scheduled.
- Numerous publications have expressed interest in creating special sections. We are working through the details of content. The first section will appear in February.
- The Birthday website: www.columbiamd50.com continues to evolve.
- 50th Marketing Planning Group includes: CA, Library, Howard Hughes, Mall in Columbia, HCEDA.
- Strategy is to leverage every medium available to convey our message.

Funding & Resources

- Major donors to date: Howard County Government, Howard Hughes, The Horizon Foundation, and 50th Board Members.
- Current donor pledges include: WRGrace; The Rouse Company Foundation; Brasher Design; Orchard Development and private citizens.
- Institutional leaders continue to respond with enthusiasm and valuable leadership in time and materials to further our plans.
- Columbia Association continues to provide critical day to day support.

Summary:

The 2017 50th Celebration will represent the spirit and collaboration of an exceptional community. As a substantial portion of the work is still in planning stages the community’s response has been heart-warming—a tremendous asset to an important effort.