

150<sup>th</sup> Celebration  
Council Update

Website:

- [www.auburn150.com](http://www.auburn150.com) is up and running
- Many pages are waiting for content
- Have established a generic email: [auburn150@auburnmaine.gov](mailto:auburn150@auburnmaine.gov)
- StoryMap style website designed by Rosemary Mosher and Liz Allen
- Brick Sales are generated thru the website

Brick Sales:

- Bricks are on sale NOW for \$100
- 20 Bricks sold to date
- The proceeds from the Brick sales will go to benefit the St. Louis Bells Clock Tower in Anniversary Park in New Auburn
- Economic Development Department is working on showcasing the smallest bell in City Hall to help generate interest from the public
- Each of the Schools PTO are looking to purchase a brick for the schools to have representation
- Goal is to sell 2,000 bricks!

Event Updates:

- New Years Auburn
  - Monday December 31, 2018
  - Run from 7pm-1am (bands will end at MidNight)
  - 21+ Only event
  - Free Concert showcasing 3 different bands; Hello Newman & Justin and Shelly Carver are confirmed to play. Still looking to confirm the third band.
  - Fireworks will be shot over the river from Simard Payne Park, the show will be a minimum of a \$5,000 show
  - Gritty's will supply the bar and wine booths
  - Food Trucks will be in Festival Plaza to supply food to concert goers
  - There will be a Photo Booth set-up to capture memories
  - Shut down Main St. to allow for spectators to set up in both festival plaza and the street
  - We will designate a Chem Free Spectators area for those who are not 21+ and can not enter the concert area (alcohol restrictions)
- Birthday Party
  - Friday February 22, 2019

- Looking at having designated Cake sites that will pass out cake during certain hours. The goal is stagger the times and locations to allow for anyone during the day to get a piece of cake.
- Would like to get different video clips of people wishing the city Happy Birthday – reach out to a producing company for help
- Anyone sharing the City’s Birthday will receive a special birthday gift at City Hall.
- Any child born on the City’s Birthday during our 150<sup>th</sup> celebration year will receive a lifetime of free Rec Camp from Auburn Recreation. Must be an Auburn Resident to receive the gift.
- Working on establishing a Birthday Pub Crawl at Auburn locations
- Trying to find a way to make sure every student in Auburn receives something in celebration of the birthday (cake is no longer allowed to be served or brought into schools).
- Memorial Day Parade
  - Monday May 27, 2109
  - Parade Route is being finalized
  - Working with the local Veteran Groups to combine into one parade for Memorial Day
  - Looking into hosting reenactors in Bonney Park
  - Working on putting a list together for floats interest in participating
  - Looking at having three main viewing areas with grandstands
  - Grand Marshals will be local notable individuals
  - Working with the Airport to have Veteran Military presence
- Homecoming/Reunion
  - Battle of the Bridge/Homecoming weekend in October
  - School liaisons are taking the lead on this event, a committee is bring put together and will begin meeting in October
  - Have confirmed EL will host the Battle of the Bridge game for 2 years in a row (2018, 2019)
  - Reaching out to years that will be celebration in 2019 (1969, 79, 89, 99, 09 etc) before they plan their reunions
  - Host a large tailgate before the big game
  - Offer Reunion opportunities throughout the weekend
  - Homecoming dance for the EL students

#### Sponsors

- Currently have confirmed the 3 Legacy Partners (Maple Way Dental, Emerson Toyota, Great Falls Marketing) for \$10,000 each

- Now focusing efforts on the other levels; looking at having a total of \$38,000 total in fundraising efforts

#### Historical:

- Rachel from Museum LA heading it along with her staff
- Looking at putting together a Historic Timeline
- Work with the Schools and student to have a kids exhibit
- Museum in the Streets will be completed by late Summer early Fall 2019 which will have 15-19 Historic Downtown locations in Auburn
- Looking to offer a passport for Locally registered Historic Landmarks and Locations
- Working with the Maine State Historian
- Holding various 'Collection' dates to gather old memories and stories from locals
- Using the St. Louis Church as a pop-up Museum
- 2019 Holiday Parade will feature a Vintage Santa and have characters scattered throughout the parade/celebration in vintage attire

#### Art Show

- Recently was approached to do an Art Show that would include a Jury Show
- To be held indoors at the Norway Savings Bank Arena during their ice-out season
- Meeting with interested Committee Chairs next week to form a work group

#### Online Store Front

- Established an online store that will sell apparel with the 150<sup>th</sup> logo
- This will be done through a third party and will not require any inventory or staff time
- City receives a 20% commission on sales once we hit \$500
- Free hosting site, no minimums for customers, and direct shipping to customer

#### Future Items

- Work groups will continue to work on events
- Begin setting up the soft events committees and work groups
- Selling of coins
- Media and Press exposure
- Logistics Meeting for Police, Fire, Public Works etc. for each event