



Carolina Beach Centennial Planning Framework

September 2021

CB-18—Beauties on Parade on Main Boardwalk, Carolina Beach, N. C.
"The South's Miracle Beach"



MISSION STATEMENT

The mission of this centennial celebration is to honor the past and present of Carolina Beach and to inspire its continued growth and prosperity into the next century.

Tagline: *Waves of the past carried on the tides of tomorrow.*

PURPOSE

The purpose of the CB Centennial Committee is to identify programs, events and opportunities celebrating 100 Years of incorporated Carolina Beach and work with the community, businesses and town staff to prioritize, fund and execute a plan of action that will delight residents and visitors from March- September 2025.



...ING IN THE ATLANTIC OCEAN, CAROLINA BEACH, NEAR

A LITTLE BIT OF CB HISTORY

The incorporation of Carolina Beach was introduced in the House on February 21, 1925. This process went through channels until being ratified by the senate and sent to Secretary of State on March 6, 1925.

Wilmington Dispatch, dated September 5, 1925, state that 'Carolina Beach became an incorporated town on this date...' The mayor and other town officers assumed office on September 5, 1925.

The Centennial Committee recommends kicking off the Carolina Beach Centennial Celebration on Thursday, March 6, 2025, and end the festivities on the weekend of September 5th, 2025. This will allow for a wide range of inclusive programs and events that residents, visitors and businesses can all participate in throughout the spring & summer.



2021 GOALS

- Establish a mission statement & tag line ✓
- Establish the Centennial celebration timeline (March 6-September 5, 2025) ✓
- Project , Programs & Events Pitch ✓
- Press Release Announcing Centennial Committee ✓
- Council Presentation- Scheduled for September 2021
- Launch Official Centennial Logo Contest- September 2021
- Begin Marketing schedule to include Wilmington and Beaches Convention & Visitors Bureau- Jan 2022 ✓
- Establish a Centennial page on TOCB website & official FB page to communicate progress, events & fundraisers- *in progress*
- Prioritize projects – Discuss risks, cost, impact of each proposal and assign “owners” to lead the project – *ongoing*
- Establish goals for 2022, 2023 & 2024 – *in progress*
- Confirm a depository for all donations and sponsorship monies with an established non-profit – *in progress*





SAMPLING of PROPOSED PROJECTS

- Painted Venus flytrap Resin Statues throughout town (similar program to Airlie Garden Squirrels & Owls)
- Car Show with cars from each decade
- Install a Time Capsule on the Boardwalk
- Update the town seal to incorporate the Centennial with a banner “#100 years”
- Commission Interactive 100th Birthday Mural
- Water Tower Refresh with Centennial Banner
- QR Code Experience- “CB Past & Present” Self Tour
- Dedicate streets for “famous” locals who helped shape or impacted CB
- Boat Parade & Decades Golf Cart Parade
- Judge Burnett Sundial Install
- Vintage Bathing Suit Exhibition
- Honor the Freeman Family & celebrate their contributions to CB through the Arts

CENTENNIAL COMMITTEE

- Jennah Bosch * Sharon Carlson
- Ryan Cavanaugh * Elaine Henson
- Christine Higgins * Alannah Keeler
- Debra LeCompte * Maureen Lewis- Chair
- Vince Losito * Shelia Marshall
- Frances Massey * Jasmine McKee
- LeeAnn Tluchowski -Secretary
- Town Liaisons ~ Alan Griffin * Lynn Barbee





THANK YOU!

For more info or to get involved,
Please contact us at cb100@carolinabeach.org