

SESQUICENTENIAL

# STRATEGIC PLAN





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# EXECUTIVE SUMMARY

## THE SITUATION

The Community Development Center (CDC) in Columbus Junction is aiming to host a series of sesquicentennial events that highlight and celebrate the unique cultures within the city. The CDC's sesquicentennial celebration must celebrate the past, present, and future of Columbus Junction while also building community, developing new town leaders, and marketing Columbus Junction to surrounding communities.

## RESEARCH REPORT

We asked how past events and community relations are perceived by community members. We also asked what types of events have worked for communities similar to Columbus Junction.

### *KEY POINTS*

- Columbus Junction is an extremely diverse community racially, ethnically, and linguistically.
- The inclusion of different cultures and traditions in events are agreed-on issues within the community.
- Nearly all business owners noted that they would be willing to help with communication efforts for the events.

## STRATEGY

Overall, our goal is to create a series of events that celebrate the past, present and future of Columbus Junction. Over the next five years, each year has a specific aim that will lead to the achievement of a sesquicentennial that celebrates 150 years together as a community. We plan to:

- 2020: Inform community groups of the upcoming sesquicentennial
- 2021: Involve community groups in research and ideation
- 2022: Develop and distribute key messages for success
- 2023: Secure business and community partners
- 2024: Attract visitors to Columbus Junction

## TACTICS

We plan to achieve our goals and objectives by marketing through a range of communication channels, developing targeted marketing materials, and conceptualizing events that appeal to all community groups.

- Develop and distribute “key messages and keys to success” handout
- Develop dedicated event page on the city’s website
- Encourage joining and posting to the Columbus Junction community Facebook page
- Share inspiration readings, videos, and podcasts with the event team
- Market through both interpersonal and media channels
- Collaborate with local churches
- Invite annual events to be part of the special sesquicentennial year
- Involve students in the creation of event ideas, marketing, and researching Columbus Junction history
- Develop expanded Taste of Columbus Junction event
- Incentivize attending event

The Community Development Center (CDC) in Columbus Junction is directed by Mallory Smith.

# SITUATION ANALYSIS

Located in Eastern Iowa, Columbus Junction (CJ) is a small town with a culturally diverse population of around 2,000 people. The CDC's purpose is to improve and enhance the quality of life for its community members. This is achieved through leadership development, tourism, and the marketing of CJ. The CDC is in the early stages of planning a series of events for the city's sesquicentennial, occurring in 2024. Smith envisions celebrations that engage all members of the culturally diverse CJ community.

The sesquicentennial events align with the organization's objectives in enhancing the quality of life, tourism, and marketing of CJ. The events present an opportunity to strengthen the bond between community members by bringing them together to celebrate this community milestone and have the potential to also increase tourism, driving economic activity for local businesses in the downtown area. However, because CJ is a culturally diverse community, putting on a community-wide celebration of this scope presents challenges that include planning events that appeal and represent the wants and needs of all community members and convincing community members why they should participate in them. Other potential challenges include how to effectively and efficiently communicate information about the events to all community members, especially the Chin Burmese community.

## CORE PROBLEM

The Community Development Center in Columbus Junction must put on sesquicentennial celebrations that represent the wants and needs of all community members, so that high levels of attendance and active engagement are reached.

## ORGANIZATION ANALYSIS

The CDC has a history of creating some inclusive events, especially events targeting the town's large Hispanic population. According to The Hawk Eye, events such as "Market Mercado Friday," a Hispanic farmers market with live mariachi, were created by Smith to celebrate Hispanic Heritage Month. Smith states that funding for many of these projects comes from community-member donations. Outside of community donors, funding largely comes from grants written by Smith.

Public perception of the CDC is quite healthy. Columbus Junction mayor, Mark Huston, made it known in an interview that he is fond of Smith and her achievements. KCII Radio reports that Smith has organized many events to improve the structure of CJ, such as sidewalk repairs and crosswalk installations. Successful improvements to the town such as these bring strong positive reactions from the residents. The sesquicentennial should be marketed as the CDC's project, so that residents and attendees can see what the organization is capable of accomplishing. This will lead to even better public perception and more community funding in the future.

The barriers to a successful sesquicentennial lie in the limited outside knowledge of CJ and the diverse, often hard-to-reach population. Of the 20 in the classroom planning group, 19 were unaware of Columbus Junction's existence. This shows that marketing of the celebration must travel outside of the immediate area, as one of the goals of the event is to build the town's brand. Another barrier is the disconnect between the long-time locals and the Chin population.

## AUDIENCES / KEY PUBLICS

Since the goal of the campaign is to bring all community members together to celebrate, the campaign must target all key publics to find out what they want from events and encourage them to participate. Opinion leaders to target for the campaign to strategically deliver the information to community members will be the pastors of the churches in CJ, the managers of the Tyson plant, business owners, community groups, the CJ public library, and the district schools. Because the community is diverse with 44.5% Hispanic and 15.2% Asian, it will be crucial to reach this audience through opinion leaders who are able to convey the message of the sesquicentennial with credibility.

The key publics to focus on for reaching the Chin Burmese and Hispanic populations are leaders from churches, the Tyson plant, and the public library. In CJ, there are many churches that are prominent gathering places for community members, especially for the ethnic population. For example, pastors are often called upon to interpret and share information with the Chin Burmese population. Pastors are trusted individuals that have direct contact with members weekly who speak their language and are able to deliver the campaign's communication efforts and relay questions or input that this audience may have. Another key public is the Tyson plant managers because the company is the largest employer of the Hispanic and Chin Burmese population in the CJ community. The managers would be helpful in relaying and interpreting the campaign's information directly to its workers of this audience. The public library interacts with the Chin and Hispanic populations often through hosting events that serve their needs, like Friday questions. The library can relay information to them at these events.

The key publics that would help reach community members beyond the ethnic populations include the school district and the local newspaper. Columbus Junction is a majority-minority school district with students from CJ and four other communities nearby and is the largest school district in the county. This is valuable in getting campaign information to the families of the students via newsletters, flyers, calls, and emails to reach families in the community. Another key public is contacts at the local newspapers. Since the campaign wants to attract the elderly population too, this is an ideal key public to get information to demographics who still utilize the newspaper as a way to receive information.

## CONCLUSION

To hold a successful sesquicentennial celebration, the Columbus Junction Community Development Office should focus on communicating why celebrating this occasion as a unified group is beneficial to the community as a whole and to individuals living within the community. The campaign should focus on defining relatable messages, exploring promotion channels, and measuring the effectiveness. Future research requires a broader range of participants to discover potential campaign content and communication channels for the CJ community and outside visitors.

# RESEARCH SUMMARY

To successfully celebrate Columbus Junction's sesquicentennial, all community members need to feel included and have a purpose to attend the celebration. We conducted our research to better understand how to do this. Our research helps determine how Columbus Junction's past events have been perceived by community members. It also shows what types of events have worked for communities similar to Columbus Junction.

## METHODS

### *COLUMBUS JUNCTION*

- In-person interviews
- Email conversations
- Phone interviews
- News/web articles
- Social media

### *WEST LIBERTY*

- Email conversations
- Phone interviews
- News/web articles
- Social media

## KEY FINDINGS

### *COLUMBUS JUNCTION*

- Columbus Junction is an extremely diverse community both racially and linguistically.
- The inclusion of different cultures and traditions in events are agreed on issues within the community.
- Pastor Sang Bawi suggested the town should work towards supporting each other.
- Most members of the community find comfort and community while partaking in religious events.
- "Even when everyone is 'invited to the table,' they're not always treated as if they got the same invitation." - Cristina Ortiz
- Columbus Junction has had success with events in the past, such as the Louisa County Fair, Chin National Day, Columbus Day, the Centennial Celebration, and local sporting events.
- The Columbus Day celebration is a favorite town event.
- Although, the Chin have been asked to host events in the past that they have felt have not been well attended and supported.
- Nearly all business owners noted that they would be willing to help with communication efforts for the events.



## WEST LIBERTY

- In 2013, West Liberty successfully celebrated its 175th year of establishment with a year-long series of events, heavily promoted through the school district.
- Events were dedicated to specific cultural group.
- Multiple events were held on the same day to encourage attendance at several events.
- The celebration incorporated improvements to West Liberty – the town was decorated in foliage and trees were planted.

## CONCLUSION

Community turnout for the 150th anniversary will be a testament to the abilities of the marketing and public relations tactics to appeal to all groups in Columbus Junction. Leading up to the 150th year celebration we should stress the importance of supporting different cultures in order to ensure unity within Columbus Junction. Interpersonal relationships and utilizing town influencers will be far more impactful and effective than using just social media because of spotty connections or newspapers because of segmented readership. Every group, even those traditionally neglected, should be provided a seat at the table when planning events.

We believe the goal of the 150th celebration should stray from showing what Columbus Junction is, and instead show what Columbus Junction can become. Utilizing techniques put forward by the West Liberty celebration, such as dedicating months to certain cultural groups, or organizing mass plantings of foliage around the town. Our idea for the sesquicentennial is that it will leave Columbus Junction in a better state than it was when the event started. This means eliminating cultural barriers, connecting older and younger generations, and truly beautifying the area through community projects.

# STRATEGIC PLAN



# REASON, PURPOSE, KEY MESSAGES, AND KEYS TO SUCCESS

## REASON

To celebrate 150 years of Columbus Junction

## PURPOSE

To engage and unify the entire Columbus Junction community

## TAGLINE (2024)

Celebrating 150 years together as a community

## KEY MESSAGES

- “Celebrate past, present, and future of Columbus Junction”
- “Everyone belongs at the 150”
- “Columbus Junction welcomes visitors”
- “Leave Columbus Junction better than we found it”

## KEYS TO SUCCESS

- Involve opinion leaders to help develop events and spread the word
- Host events that will appeal to all demographics within the community
- Utilize Columbus Junction businesses through marketing and sponsorships
- Market event through multiple channels (churches, businesses, community FB page, newspaper, etc.)

# GOALS AND TACTICS

## 2019-2021: UNIFIED AND UNIQUE

- Inform individuals and groups in Columbus Junction of sesquicentennial existence

### *TACTICS*

- Develop dedicated event page on the city's website
- Share inspiration resources with the Historic Preservation Committee
- Encourage joining and posting to the Columbus Junction community Facebook page
- Begin posting Chuck's class videos about community

## 2022: HONOR AND EMBRACE OUR HISTORY

- Involve community groups, including opinion leaders, in developing ideas for the sesquicentennial and researching Columbus Junction history
- Begin sharing key messages and keys to success with those involved
- Begin sharing Columbus Junction history with the community

### *TACTICS*

- Develop and distribute "key messages and keys to success" handout
- Clearly communicating keys to success will allow Mallory to make sure planned events fit the aims of the sesquicentennial
- Involve students in the creation of events, marketing, and researching Columbus Junction history
- Poster contest, writing and performing a play
- Post content about Columbus Junction's history on community Facebook page, website, and at the library

## 2023: JOIN THE JUNCTION

- Develop business sponsorships and partners
- Inform the community about planned events

### *TACTICS*

- Develop expanded Taste of Columbus Junction event
- Present on sesquicentennial to local churches and organizations, particularly those celebrating big anniversaries in 2024
- Send out sponsorship letters to recruit business partners
- Begin posting event flyers

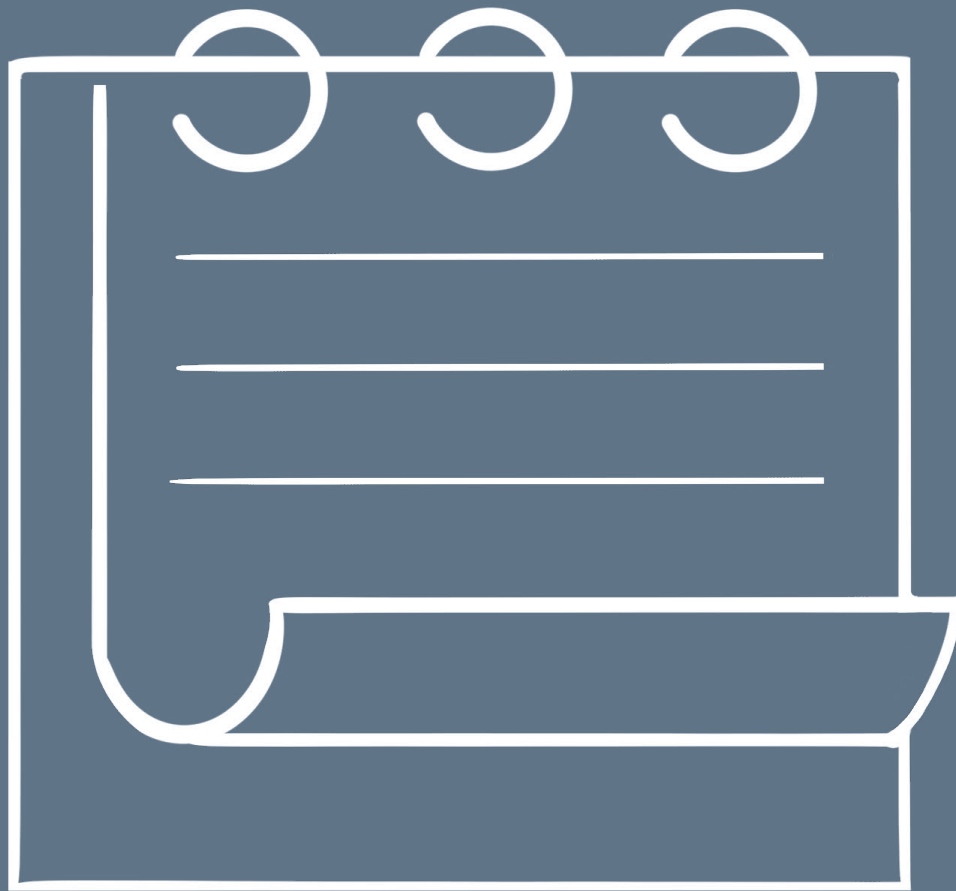
## 2024: CELEBRATING 150 YEARS TOGETHER AS A COMMUNITY

- Attract groups from outside the Columbus Junction community to attend sesquicentennial
- Host a series of events celebrating Columbus Junction's past, present, and future
- Encourage most Columbus Junction residents to attend at least one sesquicentennial event

### *TACTICS*

- Tailor events to attract different groups
- Incentivize attending events
- Competition events with prizes
- Events for kids (soccer tournament, carnival)
- Market every event individually on Facebook page, community webpage, local media
- Push Taste of Columbus Junction event to surrounding communities

# EVENT PLANNING RESOURCES



# KID AND FAMILY EVENTS

Columbus Junction has many young families and involving kids of all ages will be key to the success of the sesquicentennial. We suggest developing at least two events targeted at each age group to ensure that kids of all ages and adults are engaged and excited to attend.

## AGE GROUP (KIDS: 12 AND UNDER) EVENTS:

### *1. CARNIVAL – PUPPET FESTIVAL, CRAFTS, FACE PAINTING, BINGO, POTATO SACK RACES*

Why/purpose: Fun way for the children to get involved in the celebration. Incorporate 150th into the crafts, puppet show, and in the competitions in some way. Aim to get all families to come to event with their children.

Partners:

- Different cultural groups (Welsh, Hispanic, Chin) could introduce a game of their heritage that the children could partake in - fun and informative way for the children to learn more about each other's cultures.
- School parent volunteers (PTO members)
- Examples: West Liberty has put on puppet shows for kids in the past during their community events. Might use this same company <https://owlglass.org/>

### *2. PARADE – FEATURING TRACTORS, VINTAGE CARS, SCHOOL BAND/CHOIR, KID'S ARTWORK, HANDMADE FLOATS*

Why/purpose: Children can actually be a part of the parade. The purpose would be to showcase students from the school, specifically choir/band members or any other kinds of performers, as well as it could showcase artwork from the students on some of the floats. Include float that incorporates the 150th.

Partners/Need:

- Parents and/or teachers (PTO) to help kids make floats.
- Students from the school
- Members of the Hispanic and Chin communities can make floats showcasing their culture - churches could each make a different float and have their members help.
- Farmers (for tractor purposes)
- Columbus Fire Department – fire trucks
- Mayor – have his own float
- Local groups could have their own floats (such as Lions and LULAC council)
- Examples: The West Liberty 175th celebration held a parade that included tractors, vintage cars, and music <https://www.youtube.com/watch?v=ZRaPOHPy3vY>

## AGE GROUP (TEENS/YOUNG ADULTS: 13 TO 39) EVENTS:

### 1. CONCERTS FROM LOCAL ARTISTS

Why/purpose: Cool way to incorporate individual members of the community into the 150th. Purpose will be to show the community's individual talent, and for entertainment. This could even turn into a talent show for older students at the school.

Partners:

- Members of the community to volunteer to perform
- Performers from surrounding communities
- Big Ten Rentals for concert stage equipment <https://bigtenrentals.com/event-planning/concert/>
- Need: Whatever equipment the performer needs, as well as a platform/stage.
- Examples: Buchanan County Fair has local singers perform at their events, and many other county fairs have some kind of music performed at their events <http://www.buchanancountyfair.org/>

### 2. SOCCER TOURNAMENT

Why/purpose: Soccer is an important part of Columbus Junction as shown through our research. Will involve students and anyone else who wants to sign up in that age group – could have multiple games leading up to a final match.

Partners:

- Students and teachers from the school to help to plan/put on soccer tournament
- Columbus Junction Parks and Recreation (area for tournament)
- Soccer players from the school (or any student athletes)
- Need: People to sign up to play, prizes, brackets
- Examples: Research and talking to Mallory and Mandy showed that kids like to play soccer in the parking lots



## AGE GROUP (ADULTS: 40 AND UP) EVENTS:

### 1. TRIVIA NIGHT ABOUT THE TOWN'S HISTORY

Why/purpose: older members of the town can test their knowledge of the town's history.

Partners/Need:

- Venue to hold the trivia night at - maybe the local bar or any one of the restaurants on the main road (ex. Mugz Tavern)
- Someone to come up with questions (can get info from library), potential prizes (pay to play)
- Examples: West Liberty's 175th held a trivia night about the town's history <http://wlheritagefoundation.org/event/june-29th/>

### 2. TOWN LIGHTING

Why/purpose: Everyone in the town will enjoy, from young to old. Can be something that they do at the end of each of the event days. Purpose would be to bring the town together at the end of the events.

Partners/Need:

- Volunteers to help put up the lights (school parents, PTO, school teachers, members of the local churches)
- Fire Department could use their ladders to hang the lights
- Individual businesses could buy their own lights and decorate their doors/windows/outside areas
- Access to hundreds of lights – buy in bulk at Walmart
- Examples: Pella's Tulip Time held a lighted parade at night during their events. We could use this as an example <https://www.visitpella.com/tulip-time-activities/>

# EXPANDED TASTE OF COLUMBUS JUNCTION FESTIVAL

This food festival event will serve as the main and sort of capstone event of the Columbus Junction sesquicentennial. It will take the already-existing Taste of Columbus Junction event to a new level.

In the past, the Taste of Columbus Junction has aimed to raise money for local organizations and bring community members together over their love for food. This new event will be held in the downtown area to not only highlight the local restaurants but showcase Columbus Junction's downtown area as well.

## PURPOSE

- Incorporate people from outside communities (not many people from outside the community will come just to celebrate Columbus Junction but they will come for food and music)
- Communicate who Columbus Junction is today and what makes it special

## HOW WE PLAN TO BUILD ON THE TASTE OF COLUMBUS JUNCTION

- Invite people from the surrounding communities
- Have a ticket booth where attendees purchase tickets to pay for food items
- Incorporate a fundraiser (ticket sales) benefitting local and state-wide organizations to attract a wider variety of people
- Take place along main street (close street to create a ped-mall feel)
- Food stands/tents of local restaurants and bars lining the street
- Aim to have highest number of attendees of all events
- Emphasis on Columbus Junction downtown area

## COMMUNITIES TO REACH OUT TO

- Washington, Iowa; Quad Cities; Iowa City, Iowa; Cedar Rapids, Iowa; Mt. Pleasant, Iowa

## TIMING

The event will be on the same day as other day-time events (like the carnival and music festival) in an effort to maximize attendance of both community members and people from outside communities.

- Mid afternoon to give other events time to wrap up to avoid any conflict
- Come and go as you please style event from 3 p.m. to 10 p.m.
- Ideally the last gathering of the sesquicentennial celebration

## ENTERTAINMENT

The event will have food, music (including live) and activities to appeal to people of all ages.

### *PERFORMERS:*

- “Whensday” (the local rapper Chuck’s class spoke to)
- Past performers at local bars such as Mugz (a local tavern)
- Students at the University of Iowa looking for a summertime gig

### *ACTIVITIES:*

- Face paint stand for children
- Carnival-style games (ring toss, basketball hoops, etc.)

### *SIMILAR SMALL TOWN EVENTS TO MODEL AFTER*

- Barbecue Festival in Lexington, NC ? <https://www.barbecuefestival.com/>
- Florida Seafood Festival in Apalachicola, FL ? <http://www.floridaseafoodfestival.com/>
- For more ideas on similar festivals held in small towns visit: <https://www.fodors.com/news/events/americas-15-best-small-town-festivals>

### *HOW THIS WILL ENHANCE THE SESQUICENTENNIAL*

- Will be the gathering that ties the entire sesquicentennial together
- It will honor the past of Columbus Junction, highlight the present and create excitement for the future of the community
- It will show outsiders what Columbus Junction is all about

## MARKETING

A main goal of this event is to draw people from outside communities to Columbus Junction. To do so, we will:

- Create flyers on sites like Canva to post on bulletin boards in gathering areas (libraries, coffee shops, etc.) in both Columbus Junction and outside communities
- Post on local community Facebook pages
- Contact the local radio stations and newspapers in surrounding communities
- Market event as an outdoor summertime festival with food, drinks and live music rather than focusing on the 150 years of Columbus Junction (to appeal to outside communities)

# ANNIVERSARIES AND OTHER TOWN EVENTS

To celebrate the sesquicentennial as a community through a long-time span, incorporating the celebration with other anniversaries could raise awareness among various community groups and demonstrate the inclusiveness of the celebration by addressing the commitment each group has made the community. For annual events (e.g., Chin National Day, Columbus Day, etc.), the office should start planning with community groups early to utilize their influence within the group and promote the event to other community members.

Name	Date	Group/Organization	Suggested Activities
Chin National Day	Approx. February 20	Carson Chin Baptist Church	Cultural performance; food festival; book club; education on Chin culture
St. David's Day	February 25	The Welsh	Parade; feast; outdoor activities
St. Patrick' Day	March 17/18	Local businesses	Parade; showcase involves in local business; children carnival
Public Health Week	April	Ambulance service	Public health education; honoring the commitment of the ambulance service
Howell Family Reunion	June	The Howell Family	Potluck lunch; golf outing
School Reunion	June	Columbus Junction Community High School; local educators	Guest speakers in local high school; outdoor picnic; open pool; group dinner; local band performance
Swinging Bridge Festival	Mid-June	Parks and Recreation Committee	Farmer's market; wine tasting; education on history; picnic; 5K race/walk; children activities
Homecoming Week	Mid-late September	Columbus Junction Community High School; local educators	Football game; Pep rally; student performance; guest speakers
Hispanic Heritage Month	September	LULAC	Reading club; food festival; performing arts; education on Hispanic culture
Victory Christian Center Anniversary	last Sunday in September 2019 – 20 <sup>th</sup> anniversary	Victory Christian Center	Cookout; family outdoor activities; celebration service
Columbus Day	Approx. October 14	Community groups; local business	The Lion's Breakfast; parade, carnival; car show; cultural celebration; business showcase; 5K run/walk at Chautauqua Park
The Columbus Gazette 135 <sup>th</sup> Anniversary	Founded in 1887; 135 years in 2022	The Columbus Gazette; the library	Book club; writing workshop; honor its commitment;



# DIGITAL MARKETING RESOURCES



# DEDICATED EVENTS PAGE ON CITY WEBSITE

The city page will be a hub for all information and inspiration relevant to the 2024 sesquicentennial. Content posted each year until the event will represent the taglines and goals for that year.

Year	Tagline	Key messages	Visuals	Important info
Now 2020/ Early 2021	Celebrating 150 Years Together as a Community		Logo for event	<p>Use this space to get people excited about and engaged with the event.</p> <p>Possible ideas: timeline of CJ's founding, community achievements, "look how far we've come" examples, suggestion box online or at the library for event or fundraiser ideas/sponsorship opportunities.</p> <p>Consider posting all of this without explicitly advertising the sesquicentennial for a few months to get people curious about what's going on</p>
2021	Unified and Unique		Videos from Chuck's class + additional videos	<p>Post videos from Chuck's class weekly</p> <ul style="list-style-type: none"> <li>• Create similar videos highlighting other parts of the community</li> </ul>
2022	Honor and Embrace History		Historical images of downtown	<p>Inform community members on how to create events</p> <ul style="list-style-type: none"> <li>• List contact info for who they need to be in touch with to create the event</li> <li>• Have forms available online for people interested in hosting to apply with</li> <li>• Create informative articles on different demographics' history in the town</li> <li>• Encourage groups to look into their own history in CJ</li> <li>• "Did you know..." "On this day X years ago..."</li> <li>• Feature stories on long-standing community members</li> </ul>
2023	Join the Junction		Flyers for events followed by calendar of events	<p>Advertise events on webpage early in the year (short summary for each event)</p> <ul style="list-style-type: none"> <li>• Post full event calendar about half way through the year with detailed description as well as time and place</li> <li>• Encourage businesses to contribute to the event</li> <li>• Post information on how to sponsor an event + how to contact those in need of sponsor</li> <li>• Promote local business at events</li> </ul>
2024	Celebrating 150 Years Together as a Community		Full Calendar + photos from successful event	<p>Calendar front and center all year until celebration ends</p> <ul style="list-style-type: none"> <li>• Downloadable iCal version</li> <li>• Detailed event information as each event arises</li> <li>• Highlights from successful events</li> </ul>

# TURNING THE COMMUNITY FACEBOOK PAGE INTO AN EVENT HUB

Encouraging community members and groups to post all events to the community Facebook page between now and the event will help develop the page into a community-wide event hub where people can go to find out about events sponsored by different groups. We also created a guide on how to use and distribute the flyer.

## POST YOUR EVENTS ON OUR COMMUNITY FACEBOOK PAGE

Get everyone involved!



Get up to date with the latest events and information going on in our community!  
<https://www.facebook.com/groups/ColumbusJunction>

## SPREAD THE WORD FASTER



Want the latest and greatest of what's going on in the community? Check out our community page which will inform you and allow you to inform the rest of the community on upcoming events and/or bring awareness to something.



If you want to add your event to the site, follow these simple steps:

1. Join the page
2. Post it on our discussion wall
3. Go to the events tab on the left hand side
4. Press create an event
5. Fill in necessary information
6. Then hit create!

<https://www.facebook.com/groups/ColumbusJunction>

\*See full-sized flyer in appendices



## HOW TO USE THE FLYER TO PROMOTE USAGE OF FB PAGE:

- Ask restaurants, businesses, and library to put it on their storefront window or somewhere visible: When interviewed restaurant and business owners were very open about allowing flyers to be posted regarding the event or any events for that matter
- Library, school and other organizations should also post the flyer or a reminder with a link to the Facebook page on their web site, similar to the way the Community Development Center did below:

Below is a list of key events, details are added as they become available. Email your event information to [cdc@columbusjunctioniowa.org](mailto:cdc@columbusjunctioniowa.org) to have it included. Event information is also likely to be found on the [City of Columbus Junction Facebook group page](#).

- Create a post (upload image of flyer) on the Facebook page to remind those that are already in the group to post as well
- Events that are hosted by CDC, library, and city should be posted more frequently to inform and influence people to post their own events
- By using the FB page rather than handouts, groups will save paper and money

## EXAMPLE OF AN EVENT POSTED TO THE COMMUNITY FACEBOOK PAGE:



- Has picture relevant to event that grabs audience attention
- Tells you the who, what, when, where, and why
- Offers additional relevant information
- Provides contact information and additional links for more information

# COMMUNITY FACEBOOK POSTING GUIDE

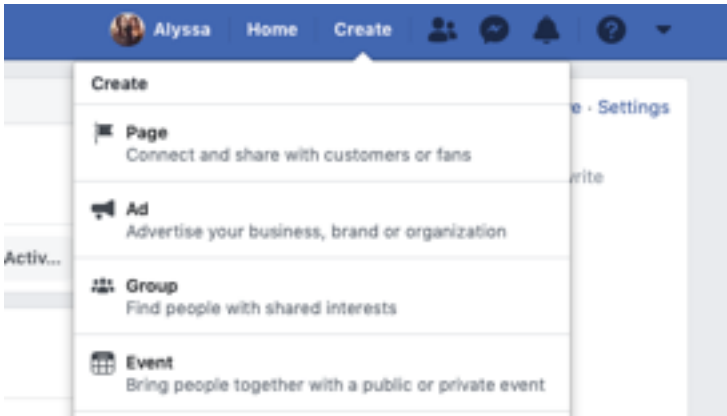
The guide is meant to be used by community members unfamiliar with best practices for posting events and other information on Facebook. It can be posted distributed on paper or electronically to community partners to encourage them to use Facebook effectively to promote their organizations and events.

## FACEBOOK GUIDE

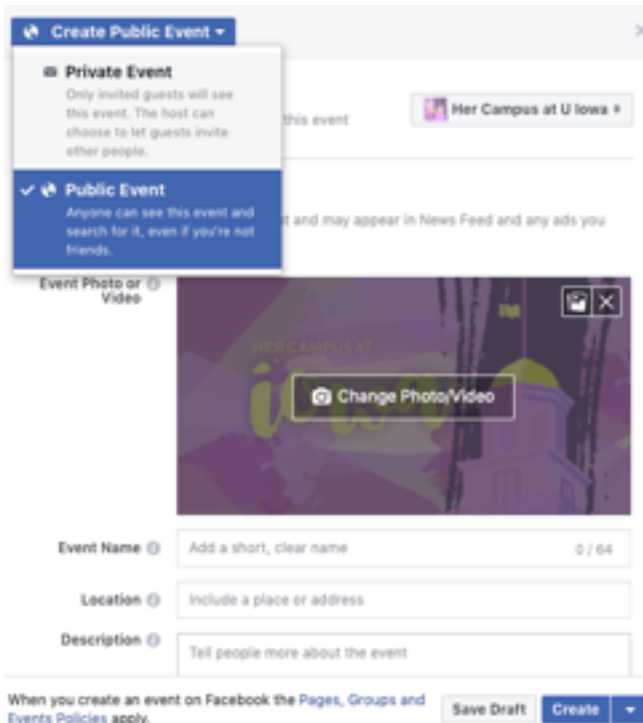
Facebook is a useful social media channel to bring awareness to the community about events. To optimize reach and engagement in order to mobilize people to events, follow below.

### GUIDE TO CREATING EVENTS ON FACEBOOK:

To Create the Event: Log into organization Facebook account, go to dashboard, and click “Create” drop down to “Event”.



Choose “Create Public Event”.



**Event Cover Photo:** Include an engaging picture or graphic that has the event name and logo or depicts the event i.e. a picture of the organization or organization’s name and logo.

- The dimensions for the photo: 1200x628 pixels

**Event Description:** Create an engaging description that has an enthusiastic and welcoming tone that includes the following details:

- Who is putting on the event
- What the purpose of the event is
- What the event will include (activities, music, food, etc.)
- Where it will be
- Why people should attend

**Good Description Example:**

“Wrap up your summer in the heart of Downtown Elmhurst with a music, food and drink festival for the whole family! Share a great time with neighbors and make new friends as you enjoy food from the most delicious restaurants in Elmhurst City Centre and dance along to the best cover bands in the Midwest!”

**Bad Description Example:**

“The Elmhurst City Centre will host a festival in the downtown area.”

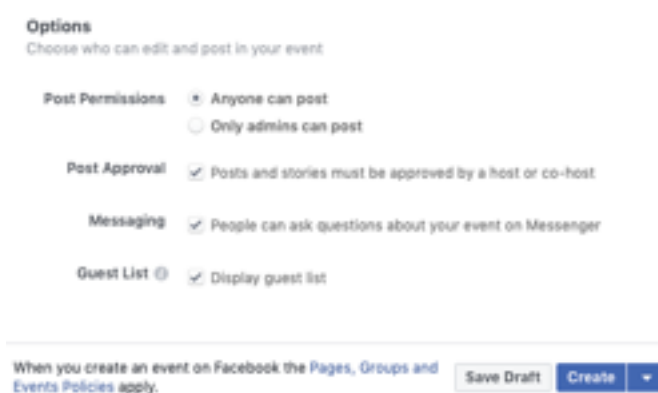
**Good Event Example:**



# COMMUNITY FACEBOOK POSTING GUIDE

**Category & Keywords:** Choose category that best fits your event and then scroll down to “Details” and plug in single space keywords that capture your event. Both feature allows Facebook to recommend your event to people who have interests in the category or keywords i.e. “Music”, “Food”, “Family”, “Kids”, “Dance”, “Sports”.

**Post Permissions:** Check for “Anyone Can Post” to allow questions to be posted to your event page but ensure you check “Post Approval” so posts are appropriate and positive to event, and check “Messaging” if people have private questions.



## GUIDE TO SHARING EVENT:

Audience engagement will maximize your reach and increase your event’s attendance. This can be done by using the “Share” and “Invite” feature on Facebook.

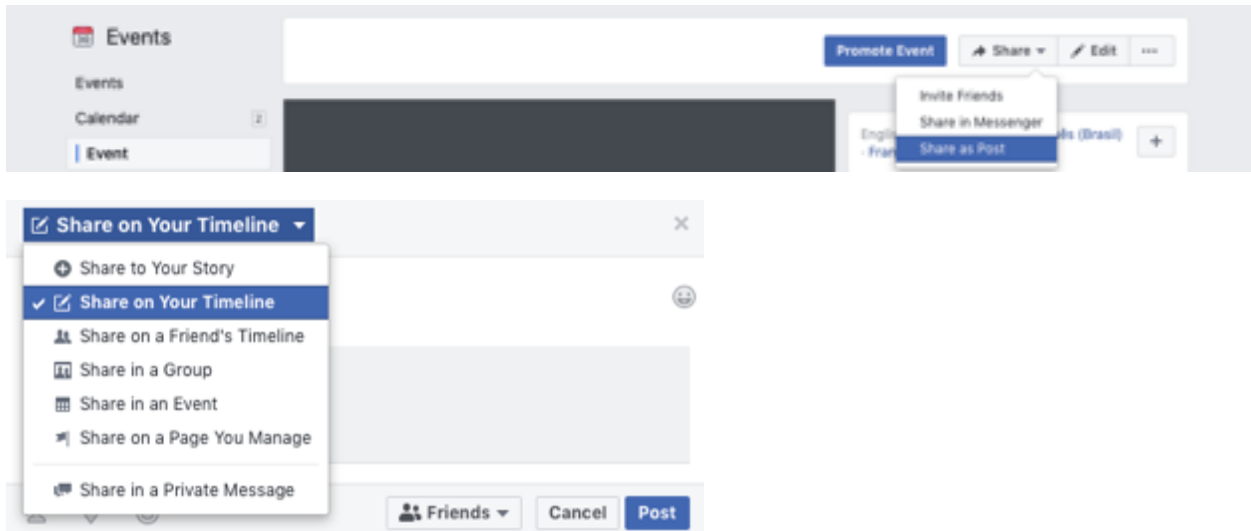
How to Invite People to Event: After the event is created and published, go to click “Share”, and drop down to “Invite Followers”.



Click “Select All”, and click “Send Invites”.



**Maximizing Reach:** There are many sharing options to spread the word. Click “Share” event, and then choose “Share on Your Timeline” as the host, “Share in a Group” of your organization’s Facebook group or relevant Columbus Junction community Facebook groups, “Share in an Event” in Columbus Junction 150th, or “Share in Page You Manage” as in your organization.



Encourage all members of the organization and “Followers” of your page to “Share” the event post and to “Invite” friends of the event on their individual Facebook accounts. Once shared on their personal newsfeed, more people outside of immediate reach will see it in their newsfeed to respond to event and/or share it themselves.

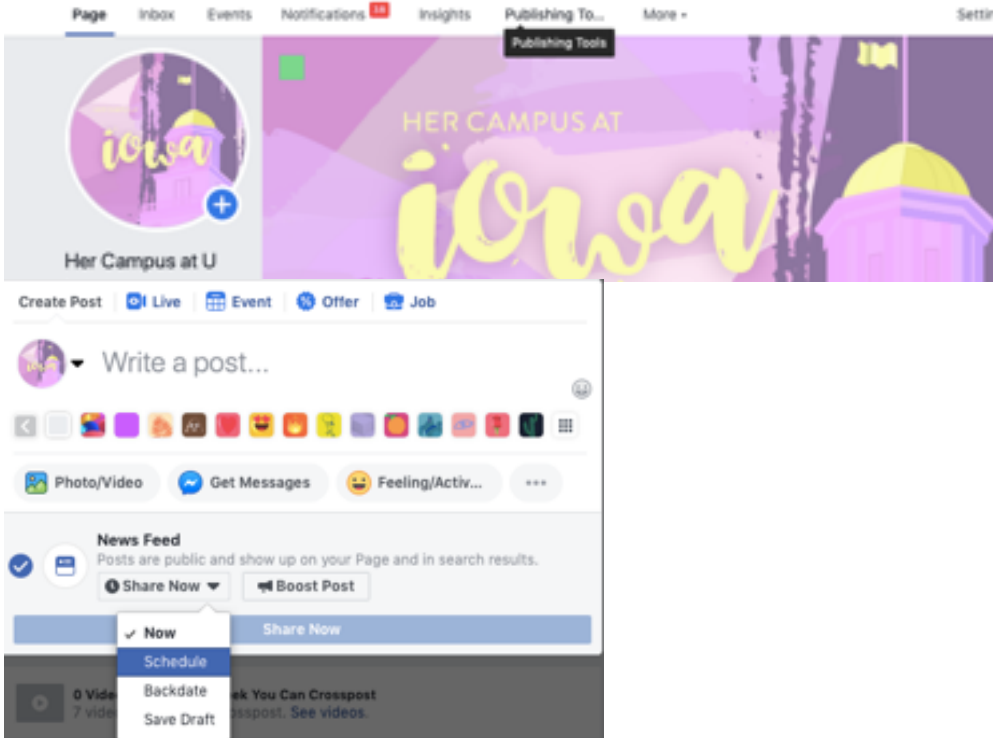
## *GUIDE TO FACEBOOK POSTS:*

### **When to Post:**

- Weekdays: People are most active between 1-4pm
- Weekends: People are most active between 12-1pm

# COMMUNITY FACEBOOK POSTING GUIDE

**Scheduling Posts:** Facebook has a feature that allows you to schedule and manage posts. Go to dashboard, click “Publishing Tools”, click “Create”, and type post. When finished click “Share Now” drop down to schedule, pick time and date to publish.



**Tips for creating engaging event posts:** Include Images: Posts with pictures/infographics/graphics receive more engagement since it is eye-catching. Make sure images are relevant to your event and organization.

- Ideal Facebook image size: 1,200 x 628

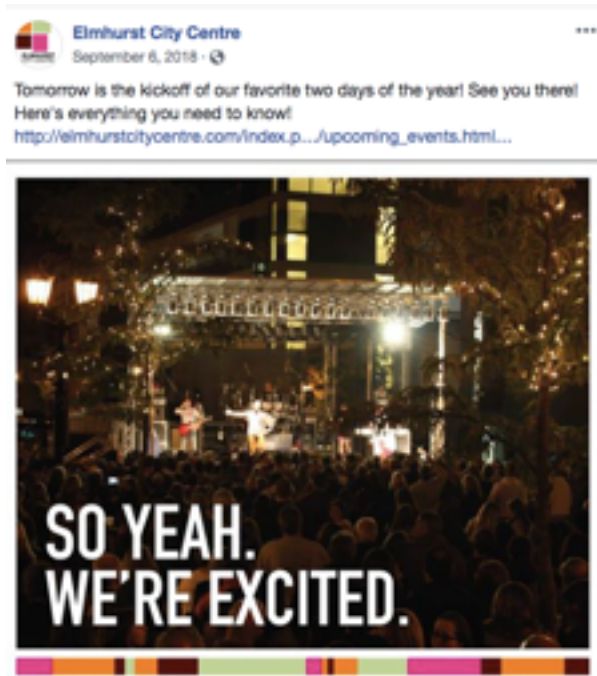
## Good Image Example:



**Content:** The goal of your posts is to be enthusiastic, informative, and timely. Write purposeful posts leading up to the event that remind people of the event, announce the schedule/lineup of the event, post pictures from previous events, and announce updates/changes regarding the event.

- Include link to organization event website if applicable

## Good Post Example:



## GUIDE TO ENGAGING WITH AUDIENCE:

**Responding to comments/messages:** People will likely comment questions under event posts and/or directly message your page. It is important to respond positively with an enthusiastic tone and to respond in a timely manner, this encourages people to come and stay informative.

**Event Wrap-up:** Post a "Thank You" to attendees for coming to the event is a way to show your organization's appreciation and share the success of the event. It may entice attendees to come again next year and/or new attendees to come. This can be done in a wrap up post that includes pictures from the event and what's coming up next for your organization (if applicable).



# RESOURCES FOR BUSINESSES AND CHURCHES





# MATERIALS FOR BUSINESSES

We suggest that the planning committee begin to involve the businesses in the year 2021. At this time, businesses should be aware of the sesquicentennial event and its purposes. We suggest that the planning committee set up a meeting with business owners to explain the goals of the event and what their specific involvement might entail based on their products and services. Below you will find a one-page document that should be given to businesses with all of the necessary information surrounding the event and their involvement.

## POTENTIAL BUSINESS PARTNERS

### *RETAIL:*

Twin Rivers Market, The Feed Wagon, Take 2 Scene 2, Simply Soothing, Our Shop, Gip's Consignment Service, G&W Auto Parts, Fandago's Erica Clothing Store

### *AGRICULTURE:*

AG Junction, Louisa Veterinary Clinic, Louisa County Fairgrounds

### *HEALTH CARE SERVICES:*

Community Health Centers of Southeastern Iowa Inc, Englert Chiropractic, Hy-Vee Pharmacy, Integrated Therapy Specialists, Mercy Family Medicine of Columbus Junction

### *RESTAURANTS:*

92 Roadhouse Bar & Grill, Antojitos Carmen, Chin Hills Asian Restaurant, Dairy Sweet, Economart, El Mariachi, La Perla De Mexico, Las Palmas, Legends Junction Pizza, Santa Ann Bakery and Restaurant, The Thirsty Camel

### *RECREATION/CITY:*

Columbus Pool, Police Department, CJ Speedway

# MATERIALS FOR BUSINESSES

## LETTER FOR BUSINESSES

### **"Celebrating 150 Years Together as a Community" Columbus Junctions Sesquicentennial"**

Date  
Historic Planning Committee  
Street  
City State Zip

Dear \_\_\_\_\_,

In 2024, the city of Columbus Junction will celebrate 150 years of community. Throughout the next four years, we plan to engage your business and gain your support in joining community members together.

Goal of event: Unite the community by celebrating the past, present, and future of Columbus Junction.

Benefits to community:

- Increase inclusiveness
- Create closer relationships
- Increase knowledge about other cultures

Benefits to your business:

- Spread awareness through advertisements and logo on all marketing materials
- Engagement with community members
- Increase audience reach

We ask that your business sponsor events surrounding the sesquicentennial through:

- Donations of funds, products, or services to events
- Flyers/advertisements
- Vendors at event

We appreciate your donations to the Columbus Junction Sesquicentennial. Your involvement will contribute to the celebration of Columbus Junction's ever-changing community.

Sincerely,

(Historical Planning Committee President)

# LETTER FOR RESTAURANTS

## **“Celebrating 150 Years Together as a Community” Columbus Junctions Sesquicentennial**

Date  
Historic Planning Committee  
Street  
City State Zip

Dear \_\_\_\_\_,

In 2024, the city of Columbus Junction will celebrate 150 years of community. Throughout the next four years, we plan to engage your business and gain your support in joining community members together. Restaurants are encouraged to participate in an expanded “Taste of Columbus Junction” event in which restaurants will have booths set up for people to taste test all of the flavors of Columbus Junction. This will attract not only residents of Columbus Junction, but people from other counties as well. This event will allow your restaurant to showcase your best cuisine and expand your customer base. We ask that you donate your services to this event.

Goal of event: Unite the community members by celebrating the past, present, and future of Columbus Junction.

Benefits to community:

- Increase inclusiveness
- Create closer relationships
- Increase knowledge about other cultures

Benefits to your business:

- Spread awareness through advertisements and logo on all marketing materials
- Engagement with community members
- Increase customer base to beyond Columbus Junction

We ask that your business sponsor events surrounding the sesquicentennial through:

- Donations of products or services to events
- Flyers/Advertisements
- Vendors at event

We appreciate your donations to the Columbus Junction Sesquicentennial. Your involvement will contribute to the celebration of Columbus Junction’s ever-changing community.

Sincerely,

(Historical Planning Committee President)

# MATERIALS FOR CHURCHES

## POPULAR RELIGIONS IN COLUMBUS JUNCTION

- Catholicism
- Presbyterian
- Christian
- Methodist
- Baptist

## HOW CHURCHES COMMUNICATE WITH MEMBERS

- Announcements
- Newsletters
- Some Flyers
- Through Social Interactions
- Personal Relationships
- Facebook Pages and Websites

Church	Phone	Website	Email
United Methodist Church	<a href="tel:(319)728-2669">(319) 728-2669</a>	none	seccjumc@iowatelecom.net
St. Joseph's Church	<a href="tel:(319)728-8210">(319) 728-8210</a>	<a href="https://saintjosephcj.webs.com/">https://saintjosephcj.webs.com/</a>	<a href="mailto:coljctstjoseph@diodav.org">coljctstjoseph@diodav.org</a>
Presbyterian Church USA	<a href="tel:(319)728-2667">(319) 728-2667</a>	<a href="https://www.facebook.com/pages/Presbyterian-Church/131897400187819">https://www.facebook.com/pages/Presbyterian-Church/131897400187819</a>	<a href="mailto:cjpreschurch@windstream.net">cjpreschurch@windstream.net</a>
Hope Bible Church	<a href="tel:(319)728-2355">(319) 728-2355</a>	<a href="http://www.hbccj.org/default.asp?sec_id=180001356">http://www.hbccj.org/default.asp?sec_id=180001356</a>	<a href="mailto:hopebiblechurch@iowatelecom.net">hopebiblechurch@iowatelecom.net</a>
Victory Christian Center	<a href="tel:(319)728-3000">(319) 728-3000</a>	<a href="http://www.victorypeople.cc/">http://www.victorypeople.cc/</a>	<a href="mailto:hello@victorypeople.cc">hello@victorypeople.cc</a>
Carson Chin Baptist Church	<a href="tel:(319)212-0880">(319) 212-0880</a>	<a href="http://www.cbc Iowa.org/?fbclid=IwAR2pv_4ilhZj8eggM-l4S3kdrWZNh4boK7biOjflHN-ZIWxiRKHzltHoFyIWs">http://www.cbc Iowa.org/?fbclid=IwAR2pv_4ilhZj8eggM-l4S3kdrWZNh4boK7biOjflHN-ZIWxiRKHzltHoFyIWs</a>	<a href="mailto:dapling@gmail.com">dapling@gmail.com</a>
Spring Run Church	none	<a href="https://www.facebook.com/pg/SpringRunChurch/about/?ref=page_internal">https://www.facebook.com/pg/SpringRunChurch/about/?ref=page_internal</a>	<a href="mailto:springrun1@hotmail.com">springrun1@hotmail.com</a>
Pleasant Grove Community Church	<a href="tel:(319)728-2032">(319) 728-2032</a>	<a href="https://www.facebook.com/pleasantgrovecommunity-churchcjjia/">https://www.facebook.com/pleasantgrovecommunity-churchcjjia/</a>	none

## HOW TO INCLUDE CHURCHES IN SESQUICENTENNIAL

- Develop a steering committee with a representative from each church
  - Build relationships within the community
  - Have community members invest in the event, which increases attendance
  - Bring populations (Chin and Hispanic) to events when they may not usually attend

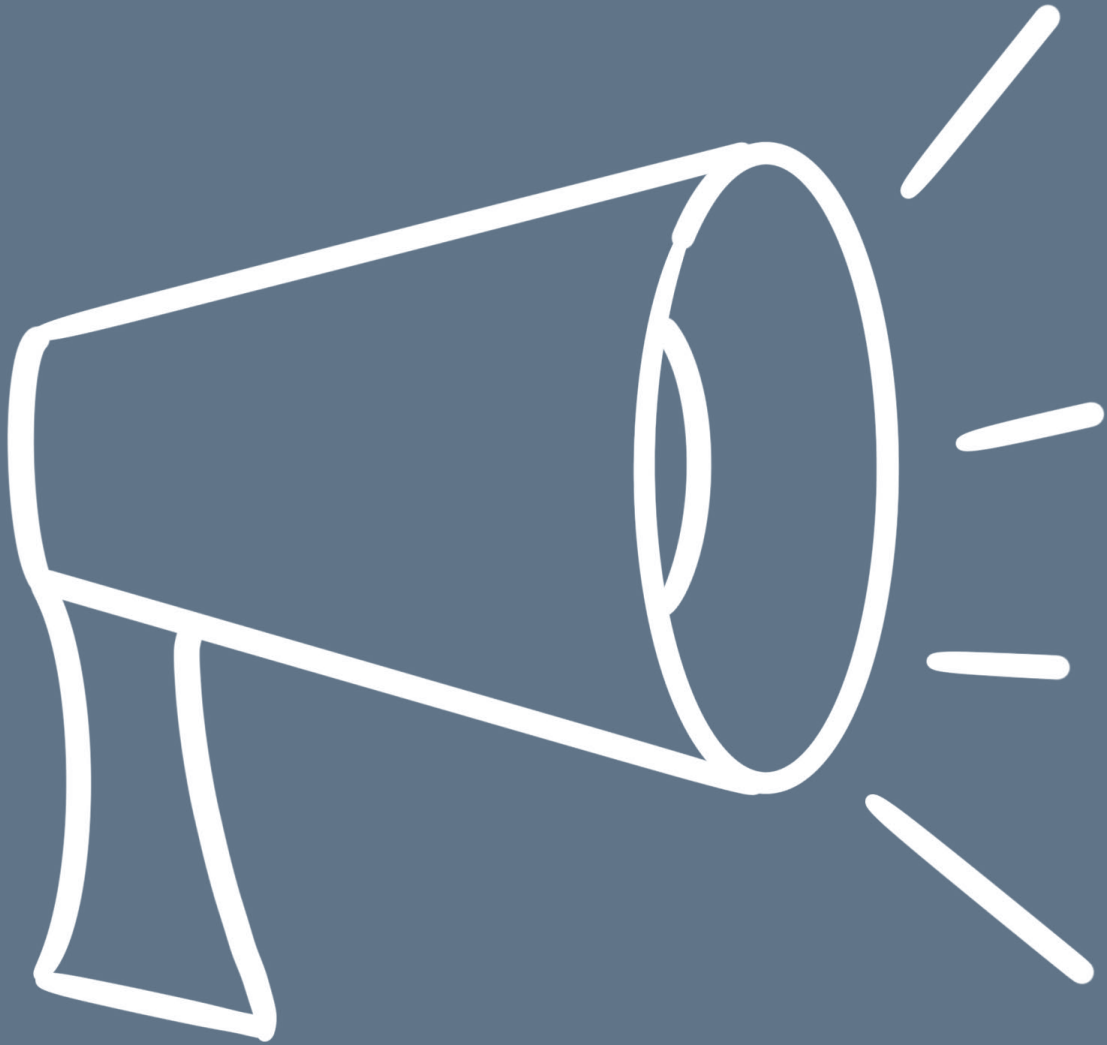
## POTENTIAL BARRIERS & HOW TO PERSEVERE

- Language barriers - have translators for Hispanic and Chin Burmese populations
- Technology barriers
- Some churches may feel competition with such a high volume of churches and smaller population

## TIMELINE & IDEAS FOR SESQUICENTENNIAL

Timeline	Theme	Idea
2021	<b>Unified and Unique</b> (videos from Chuck's class)	Use churches as locations to view videos through a social hour with appetizers or a church dinner.
2022	<b>Honor and embrace our history</b> (getting other groups to research the last 50 years)	Explore history of all churches, religions, and cultures in Columbus Junction by tying in the library, community centers, and churches. Implementing competitions such as art contests, talent shows, book clubs, etc. could allow community members to study the history and perform or recreate it.
2023	<b>Join the Junction</b> (Getting businesses to join in)	Begin steering committee that includes representatives from each church and denomination. Begin advertisements and marketing strategies in churches.
2024	<b>Celebrating 150 Years Together as a Community</b>	One mass service for all religions in the Chautauqua Park or similar community service. Each denomination can have a specific role within this service. This will promote unity. It would be impactful if the churches dedicated something long lasting that will bring communities together. A church-sponsored community garden with cultural dishes using the produce would be great.

# EXTERNAL COMMUNICATION SUPPORT



# COMMUNICATION CHANNEL GUIDE

Category	Specific Effort	Location and Audience	When to implement
<p><b>Face to Face communication:</b> This category of communication would allow for crystal-clear explanations of why Columbus Junction is hosting this celebration, how it may benefit the community, and how individuals can participate.</p>	<p><b>1. Presentations</b></p>	<ul style="list-style-type: none"> <li>• Presentations at Columbus Junction elementary and high school to students and staff</li> <li>• Presentations at each Columbus Junction church (8)</li> </ul>	<ul style="list-style-type: none"> <li>• Present at churches six months prior in order to effectively reach a significant percentage of the church-goers.</li> <li>• Present at the schools one month prior to spark the youth's interest. This is not too early, so the student should not forget.</li> </ul>
	<p><b>2. Tabling</b></p>	<ul style="list-style-type: none"> <li>• Tabling in areas with high foot traffic such as gas stations, banks, community parks, schools, and stores.</li> </ul>	<ul style="list-style-type: none"> <li>• Tabling efforts should begin one year prior to allow for ample time to fundraise for a community-wide project. Ample time for residents to find ways to get involved, too.</li> </ul>

# COMMUNICATION CHANNEL GUIDE

Category	Specific Effort	Location and Audience	When to implement
<p><b>Written communication:</b> This category of communication would encompass a variety of printed promotional materials to first spark interest, then spread awareness of the specific details of the sesquicentennial celebration events.</p>	<p><b>1. Posters</b></p> <ul style="list-style-type: none"> <li>A suggestion would be to create a multi-purpose bulletin board in the entry of the Civic Center to serve as a physical information hub in Columbus Junction               <ul style="list-style-type: none"> <li>- Should be utilized for more than just the sesquicentennial</li> </ul> </li> </ul>	<p>Posters hung in the following areas: Restaurants on Main Street, Tyson Foods Inc., Schools, Churches, Banks, Gas Stations, American Legion, Post Office, Parks, and Civic Center</p>	<ul style="list-style-type: none"> <li>Poster each year [2021, 2022, 2023] with its respective tagline, focusing on exciting residents</li> <li>Posters in 2024 with “Celebrating 150 Years Together as a Community” and more specific details [date, time, location] of events</li> </ul>
	<p><b>2. Brochures &amp; Table Tents</b></p> <ul style="list-style-type: none"> <li>Iteration 1: Include Why We Celebrate [Explanation of our mission and goal for the sesquicentennial celebration] and What We’re Doing [Broad description of events; “Come enjoy performances, competitions, &amp; interactive events this fall.”]</li> <li>Iteration 2: Include How To Participate [Specific timeline of events] &amp; How to Contribute [Describe volunteer opportunities, information sharing tips, and fundraising efforts]</li> </ul>	<p>Brochures and table tents available in the following areas: Restaurants on Main Street, Churches, Banks, Post Office, and Mercy Family Medicine</p>	<ul style="list-style-type: none"> <li>Iteration 1 should be distributed between 2021-2023</li> <li>Iteration 2 should be distributed in 2024</li> </ul>
	<p><b>3. Letters home with students</b></p> <ul style="list-style-type: none"> <li>Create a letter template for teachers to send to parents informing them of the events specifically tailored to children</li> </ul>	<ul style="list-style-type: none"> <li>Location is Columbus Junction Elementary School</li> <li>Audience is students and their parents</li> </ul>	<ul style="list-style-type: none"> <li>Send letters once the logistics [date, time, and location] of all the children’s events are finalized.               <ul style="list-style-type: none"> <li>- Likely 2024</li> </ul> </li> </ul>



Category	Specific Effort	Location and Audience	When to implement
<p><b>Broadcast media communication:</b> This category of communication would entail sending press releases and story pitches to different media entities to encourage them to narrate the sesquicentennial celebration into a newsworthy story to share with their audiences.</p>	<p><b>1. Press releases &amp; story pitches</b> - Short, yet impactful.</p>	<ul style="list-style-type: none"> <li>• Send to newspapers, television stations, and radio station</li> <li>• Focus on both local and statewide media</li> <li>• Example: Des Moines Register</li> </ul>	<ul style="list-style-type: none"> <li>• Send press releases one or two weeks prior to the event it's regarding [2024]</li> <li>• Send story pitches two to three weeks prior to the event it's regarding [2024]</li> </ul>
	<p><b>2. Announcements at sporting events</b></p>	<p>Statement over loudspeaker at Columbus Secondary School sporting events Example: "Don't forget next week is the Columbus Junction X event in conjunction with the 150 year celebration of our great town. You won't want to miss it. Sign-up to participate at Y website by Z deadline. Go Wildcats!"</p>	<ul style="list-style-type: none"> <li>• Begin making these announcements as soon as the logistics [date, time, and location] of the events are finalized. - Likely 2024</li> </ul>

# COMMUNICATION CHANNEL GUIDE

Category	Specific Effort	Location and Audience	When to implement
<b>Mobile Communication:</b> This category of communication would include communication efforts to Columbus Junction residents' cell phones.	<b>1. Robocalls</b> - Computerized auto dialer should deliver pre-recorded message	<ul style="list-style-type: none"> <li>Messages come from the superintendent to Columbus Junction elementary and secondary student's parents</li> </ul>	<ul style="list-style-type: none"> <li>Make an automated call three to four days prior to an event [2024]</li> <li>Make robocalls to promote each event [2024]</li> </ul>
	<b>2. Texting service [Textedly]</b> - Text messages sent in bulk with event reminders, donation requests, and general announcements.	<ul style="list-style-type: none"> <li>Only Columbus Junction residents who join the listserv would receive these messages</li> <li>Sign up at tabling events or Columbus Junction Library</li> </ul>	<ul style="list-style-type: none"> <li>Start sending messages in late 2023 with information about community wide project &amp; volunteering</li> <li>Consistently send message throughout 2024</li> <li>Send a feedback survey after all events have occurred</li> </ul>

Category	Specific Effort	Location and Audience	When to implement
<b>Social communication:</b>  This category of communication involves promotional efforts of the sesquicentennial celebration on social media. Social media promotional campaigns tend to be successful, but we created a social media how-to guide to better serve those who wish to actively promote the celebration online.	<b>1. Facebook</b> <ul style="list-style-type: none"> <li>Share "Columbus Community Development Center" page within the Columbus Junction community group for people to "like"</li> <li>Columbus Community Development Center page should create Facebook events for each sesquicentennial event</li> <li>Advertise the social media how-to guide to residents</li> </ul>	<ul style="list-style-type: none"> <li>Location of these efforts will be online</li> <li>Audiences are Columbus Junction residents with internet access and members of neighboring communities.</li> </ul>	<ul style="list-style-type: none"> <li>Begin sharing announcements in 2023</li> <li>Create Facebook event as soon as the logistics [date, time, and location] of the event is finalized. - Likely 2024</li> </ul>
	<b>2. Columbus Junction website</b> <ul style="list-style-type: none"> <li>Let people know that the website has a specific page dedicated to the sesquicentennial.</li> <li>This will serve as another information hub for those interested in the celebration.</li> </ul>	<ul style="list-style-type: none"> <li>The page will be on <a href="http://columbusjunctioniowa.org/">http://columbusjunctioniowa.org/</a></li> <li>Audience is Columbus Junction residents with internet access</li> </ul>	The webpage should be created between now and 2021.

# PRESS RELEASE TEMPLATE

The CDC and other organizations involved in planning the sesquicentennial should use a standard press release template to promote the lead-up and events to local and regional newspapers, TV, and radio.

LOGO

Contact: First, Last Name

Phone: (555)-555-5555

E-mail: ###

## Headline

Write a strong, catchy, concise headline. Include name of the event and location or theme.

**Intro Paragraph:** [City, State, Month Date] Include the 5W's

- Who is putting on the event
- What is the purpose of the event
- When is the event (date and timeframe)
- Where is the event located
- Why it is important for people to come
- Keep all paragraphs brief, to 3-4 sentences.

**Second Paragraph Summary:** description of the event with important information (who is performing, the event schedule, etc.)

**Quote:** Quote from event organizers or members that is enthusiastic and draws people to come.

Example: "This is a great event for the community to socialize, while tasting authentic food."

## Boilerplate[copy and paste]

*Found in 1874, the City of Columbus Junction is "Celebrating 150 Years Together as a Community." In partnership with the Columbus Junction Community Development Center, community organizations are coming together to put on inclusive events that celebrate, honor and embrace Columbus Junction's community members and its longstanding history. The Community Development Center works to promote Columbus Junction, to develop and assist with projects that improve the quality of life for residents and to encourage local leadership development. For more information visit: <http://columbusjunctioniowa.org/community-development-center>.*

###

# **IMPLEMENTATION AND APPENDICES**

# READ, WATCH & LISTEN

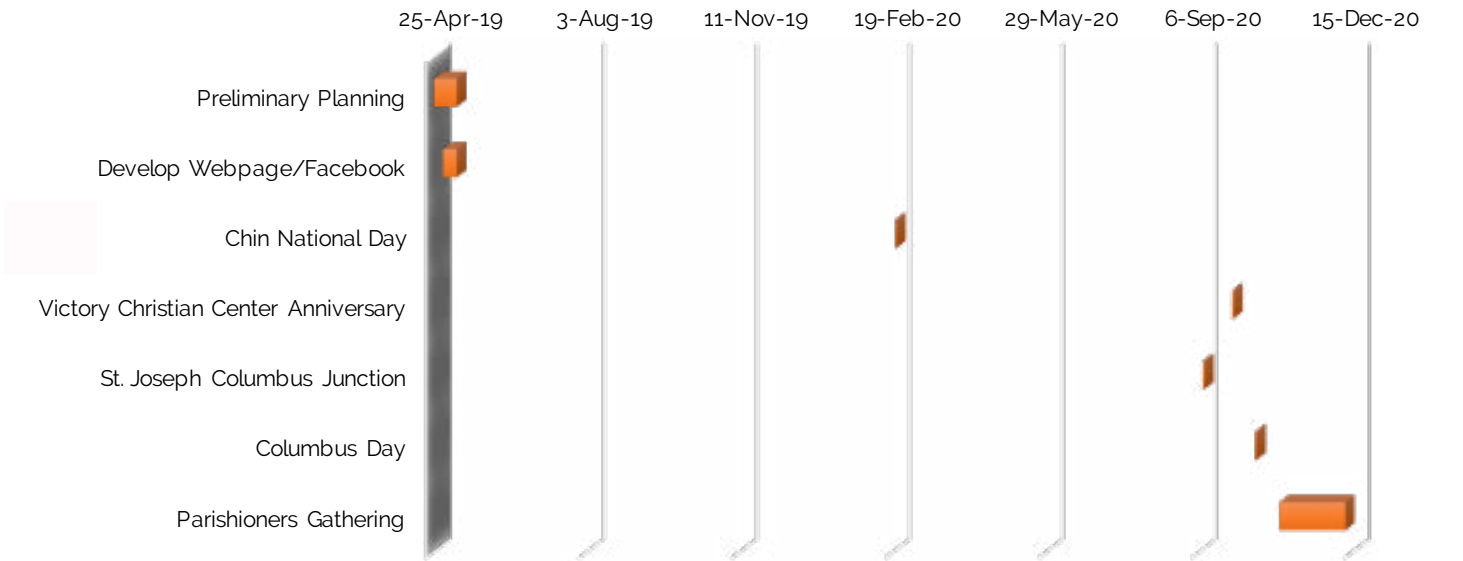
## SESQUICENTENNIAL INSPIRATION

These books, videos, websites, and podcasts can inspire the Historical Preservation Committee and others connected to the sesquicentennial about best practices for creating collaborative, cohesive community events.

Book	<u><a href="#">Columbus Junction: The First Hundred Years</a></u> by Mary V. Zielinski	Honors the past, provides a frame of reference, brings awareness to town's accomplishments, and instills interconnectedness.	Available at C.J. Library
Book	<u><a href="#">The Art of Gathering: How We Meet and Why It Matters</a></u> by Priya Parker	How to focus on distinctiveness of people involved in gathering, bring a focus and custom-tailored purpose for any occasion, and commit those to a boldly defined purpose.	Available at C.J. Library
Book	<u><a href="#">The Energy Bus</a></u> by Jon Gordon	Helps create positive energy, describes how to cultivate cohesive environments, how to inspire others to get "on board."	Available at C.J. Library
Podcast	Come Together: Uniting People Through Food and Opportunity	How to unite different cultures and optimize individuals' unique strengths for the betterment of the community using food as a focal point.	<a href="http://addpassionandstir.com/come-together-uniting-people-through-food-and-opportunity/">http://addpassionandstir.com/come-together-uniting-people-through-food-and-opportunity/</a>
Podcast	Positive University Podcast by Jon Gordon	"Positive inspiration... to help you overcome your challenges and make a greater impact."	<a href="https://podcasts.apple.com/us/podcast/positive-university-podcast/id1329995882">https://podcasts.apple.com/us/podcast/positive-university-podcast/id1329995882</a>
Podcast	We're All in This Together by Mike Robbins	"Interesting and influential business leaders, thought leaders and change makers."	<a href="https://podcasts.apple.com/us/podcast/were-all-in-this-together/id1134737783">https://podcasts.apple.com/us/podcast/were-all-in-this-together/id1134737783</a>
Video	Unite Diverse Neighborhoods Through Artsy Community-Wide Events by Kristen Swilley	Combining residents' time, talent and treasure to create events.	<a href="https://www.wcpo.com/news/insider/commenal-hopes-to-unite-diverse-neighborhoods-through-artsy-community-wide-events">https://www.wcpo.com/news/insider/commenal-hopes-to-unite-diverse-neighborhoods-through-artsy-community-wide-events</a>
Video	Indivisible: Green Bay	"As home to one of the most storied NFL franchises, Green Bay is unique. Nate Boyer continues his journey here to learn how the power of football is uniting a diverse community."	<a href="https://www.facebook.com/">https://www.facebook.com/</a>
Video	Uniting Western Sydney's Diverse Communities Through Football by Andrew Thomas	"An innovative programme called 'Football United' aims to help newly-arrived refugee and migrant children integrate into their local multi-cultural community."	<a href="https://www.aljazeera.com/news/2018/06/uniting-western-sydneys-diverse-communities-football-180621101135206.html">https://www.aljazeera.com/news/2018/06/uniting-western-sydneys-diverse-communities-football-180621101135206.html</a>
Web	PBS - Timeline of Events, 1870-1880	Learn about the social climate of the United States the decade Columbus Junction was founded (1874).	<a href="https://www.pbs.org/weta/thewest/events/1870_1880.htm">https://www.pbs.org/weta/thewest/events/1870_1880.htm</a>

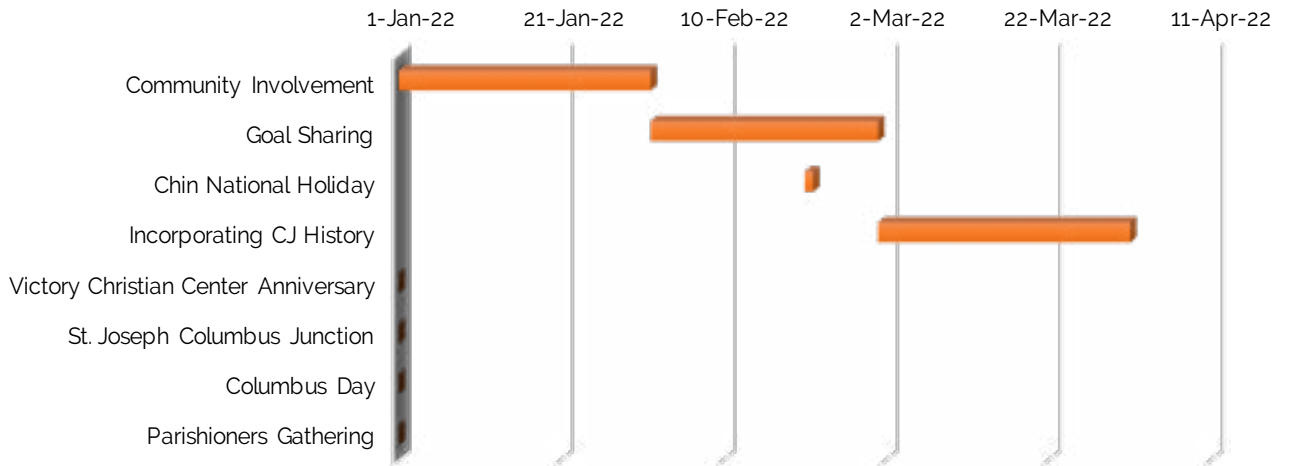
# IMPLEMENTATION CHARTS

## 2019-2021: Unified and Unique



	Parishioners Gathering	Columbus Day	St. Joseph Columbus Junction	Victory Christian Center Anniversary	Chin National Day	Develop Webpage/Facebook	Preliminary Planning
Start Date	28-Oct-20	12-Oct-20	8-Sep-20	27-Sep-20	20-Feb-20	1-May-19	25-Apr-19
Days to Complete	43	1	1	1	1	9	15

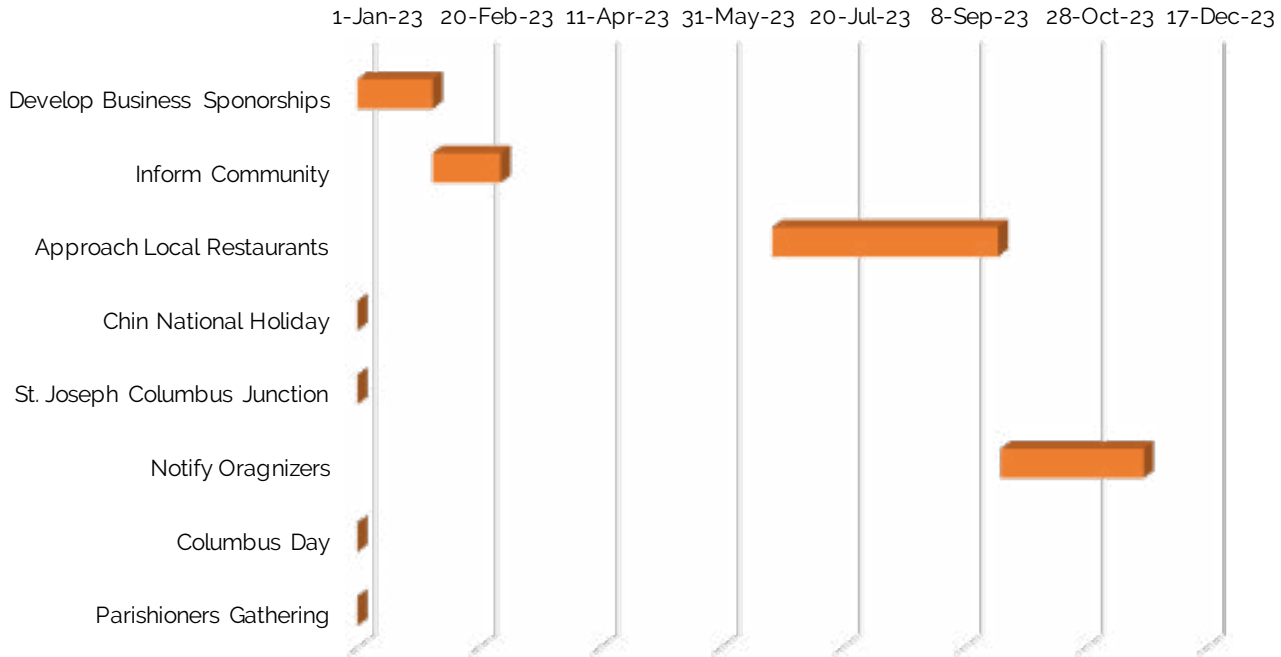
## 2022: Honor and Embrace our History



	Parishioners Gathering	Columbus Day	St. Joseph Columbus Junction	Victory Christian Center Anniversary	Incorporating CJ History	Chin National Holiday	Goal Sharing	Community Involvement
Start Date	28-Oct-20	10-Oct-20	8-Sep-20	25-Sep-20	1-Mar-22	20-Feb-22	1-Feb-22	1-Jan-22
Days to Complete	43	1	1	1	31	1	28	31

# IMPLEMENTATION CHARTS

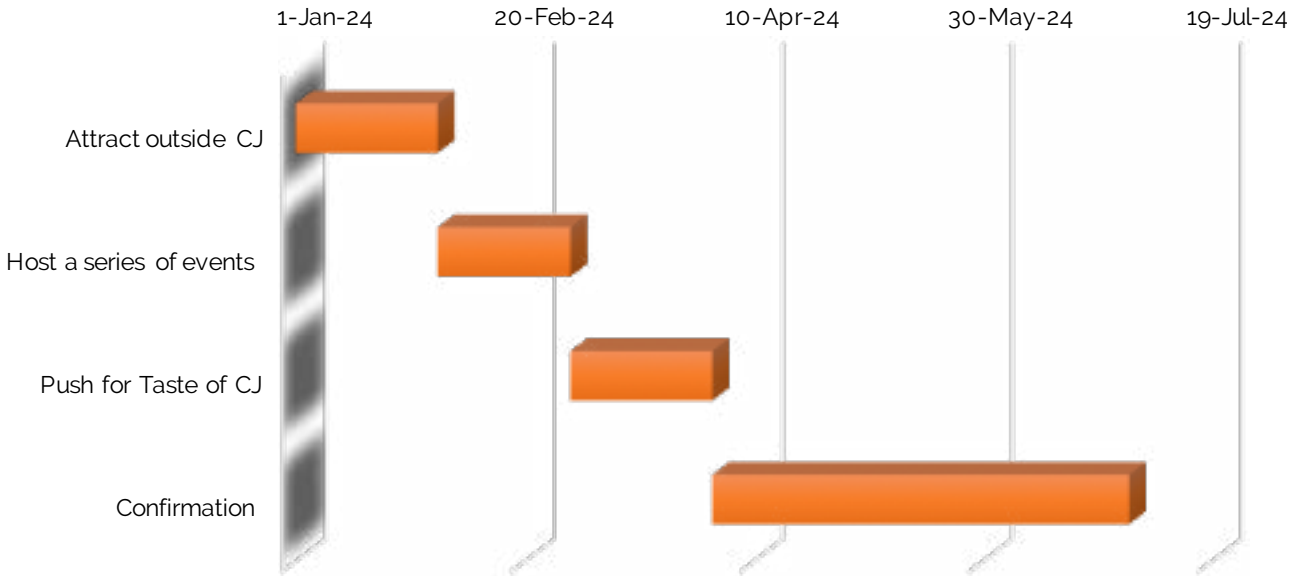
## 2023: Join the Junction



	Parishioners Gathering	Columbus Day	Notify Oragnizers	St. Joseph Columbus Junction	Chin National Holiday	Approach Local Restaurants	Inform Community	Develop Business Sponsorships
Start Date	28-Oct-20	9-Oct-20	23-Sep-23	8-Sep-20	20-Feb-22	21-Jun-23	1-Feb-23	1-Jan-23
Days to Complete	43	1	59	1	1	93	28	31



# 2024: Celebration 150 Years Together as a Community



	Confirmation	Push for Taste of CJ	Host a series of events	Attract outside CJ
Start Date	1-Apr	1-Mar-24	1-Feb-24	1-Jan-24
Days to Complete	91	31	29	31

This final chart demonstrates the final touches in the planning of the sesquicentennial. Unlike the previous charts, it does not outline the events leading up like Columbus Day but rather the planning requires for the final reveal of the show.

# POST YOUR EVENTS ON OUR COMMUNITY FACEBOOK PAGE

Get everyone involved!

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Get up to date with the latest events and information  
going on in our community!  
<https://www.facebook.com/groups/ColumbusJunction>

# SPREAD THE WORD FASTER

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Want the latest and greatest of what's going on in the community? Check out our community page which will inform you and allow you to inform the rest of the community on upcoming events and/or bring awareness to something.



If you want to add your event to the site, follow these simple steps:

1. Join the page
2. Post it on our discussion wall
3. Go the events tab on the left hand side
4. Press create an event
5. Fill in necessary information
6. Then hit create!





