

**Client:**  
City of Kingsport, TN

**Industry:**  
Government, Municipalities

**Project:**  
Celebrating Kingsport's Centennial



## Purpose

- Launch a fundraising effort and build a new park as a gift to the city.
- Host signature events to celebrate the year and foster and grow community spirit.
- Increase community engagement and encourage other businesses, organizations, nonprofits, religious organizations, schools and more to participate by partnering with the city on a centennial event.

## Solutions

- Create and facilitate subcommittees that covered an array of interests including art, history education, events, fundraising, and marketing and public relations.
- Execute four signature events within the community: New Year's Eve block party, 100th birthday celebration, "Kingsport Pops" 4th of July celebration, and the grand opening of Centennial Park.
- Facilitated Centennial Commission appointed by mayor.

## Results

- Raised a million dollars to build and open Centennial Park; a gift to the community.
- Over 80 organizations participated with the city's celebration.
- Created a lasting "Walk Through History."



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