



 THE VILLAGE OF
ELLINGTON 

INCORPORATION ANNIVERSARY
Celebrating 25 Years of Excellence



OVERVIEW

Wellington will celebrate its 25th anniversary of incorporation with a yearlong list of gatherings, grand-openings, and special events highlighting our community's history, which both residents and visitors will enjoy.

EVENTS & CELEBRATIONS*

January

The Village kicks off its 25th in January with the grand re-opening of the newly renovated Essex Park (located at 1250 Essex Drive). Wellington's Council will join residents for a special ribbon-cutting ceremony and will highlight park improvements, including lighting, sidewalks, and an observation deck, as well as celebrate the importance of Wellington's many community parks.

February

Wellington Classic Brew Fest returns to Wellington's Town Center on Saturday, February 8, 2020, from 2:00 PM – 6:00 PM. What better way for guests, 21 and over, to raise their glasses and celebrate the Village. This event will feature an array of beer and hard ciders from Florida and beyond, accompanied by an assortment of food trucks and other craft beer-centric games, entertainment, and live music.

March

In March, Wellington's Council will kick off our 25th Anniversary Spring celebrations by joining residents at the following events and groundbreakings:

1. Marchtoberfest (March 6 & 7)
2. Bacon & Bourbon Fest (March 21 & 22)
3. Tiger Shark Cove Basketball Court Grand Opening (March 26)

The Village, together with the Palm Beach County Sheriff's Office will host A Day for Autism celebrating diversity in our community.

Day for Autism

March 28, 2020

10:00 AM – 1:00 PM

April

In April, Wellington invites residents to fall in love with our Great Hometown by visiting Wellington's parks and nature preserves. Wellington will highlight 5 of our most popular parks.

1. Scotts Place Playground
2. Tiger Shark Cove Park
3. Olympia Park
4. Peaceful Waters Sanctuary
5. Wellington Environmental Preserve Lakeside Family Fun Days return to Lake Wellington, offering yet another reason to celebrate.

Wellington's Council will continue our 25th Anniversary Spring celebrations by joining residents at the Wellington High School Sports Complex Ground Breaking.

Wellington's Earth Day & Arbor Day Celebration will mark our community's distinction as a "Tree City" for 22 years running and our continuing efforts towards environmental preservation and sustainability.

May

Town Center's much-anticipated Promenade Grand Opening & Ribbon Cutting takes place in May. The public is invited to join Wellington's Council and be one of the first to enjoy a stroll through this beautiful addition to the Lake Wellington waterfront.

On Monday, May 25, 2020, we celebrate Memorial Day by honoring those who made the ultimate sacrifice to ensure our freedoms.

June

The beginning of summer in our Great Hometown marks the beginning of the Aeroclub Pathway Widening and the Wellington Rotary Peace Park Boardwalk projects.

Wellington will also celebrate the completion of four important capital improvement projects:

1. Peaceful Waters Boardwalk Replacement Ribbon Cutting
2. Baseball Field #21 Ground Breaking
3. C-2 Pathway Ribbon Cutting

July

This year's July 4th Celebration marks our Village's year of fun and

fireworks. Starting with our a Patriotic Pool Party at the Wellington Aquatics Complex, and culminating with the big fireworks display at Village Park, visitors will enjoy fun activities and contests scheduled on the hour.

The Wellington Amphitheater also celebrates a milestone this year. Residents will celebrate the Amphitheater's 10th anniversary with a special performance on July 10th by the first band ever to play at the venue. Attendees will also enjoy Food trucks, vendors, and other entertainment.

Back to School Bash

July 25th

9:00 AM to Noon

August

Summer Wine Down

August 8, 2020

5:00 PM – 10:00 PM

September

Lakeside Family Fun Days continue on Lake Wellington, offering yet another reason to celebrate.

Wellington will join the Rotary Club in championing peace for all at the World Peace Day Ceremony. This year's ceremony marks the 13th anniversary of this community tradition.

October

Another long-awaited upgrade to Wellington's Waterfront debuts in June with the Promenade/Boardwalk Docks Grand Opening.

Lakeside Family Fun Days continue on Lake Wellington, offering yet another reason to celebrate.

Fall Festival is one of Wellington's largest annual events. What better way to celebrate the Village's 25th than with this community favorite. Along with the haunted hallways, laser tag, and hayrides, visitors can take a walk down memory lane at Wellington's 25th Anniversary booth, featuring photos and fun facts from incorporation and beyond.

November

On Wednesday, November 11, join Wellington and the American Legion Chris Reyka Memorial Wellington Post 390 honor all past and present members of the armed forces with a Veterans Day Parade and Ceremony.

Wellington has been honoring military heroes with this community gathering for more than a decade.

Lakeside Family Fun Days continue on Lake Wellington, offering yet another reason to celebrate.

Hot Chili Cool Wings

November 28

9:00 AM – 10:00 PM

December

Join Wellington’s Council in celebrating the completion of the Water Treatment Plant Project, which heralds the beginning of a new decade of delivering continued quality Utility service to our customers.

The last Lakeside Family Fun Day of the year will draw visitors from around our Great Hometown, as we celebrate our community’s incorporation at our community’s gathering-place, Town Center.

A favorite holiday tradition returns in December; the Wellington Holiday Parade has been marching into town every year since 1983, well before our official incorporation as a Village.

Wellington Boat Parade- December 19 from 5:00PM to 8:00PM

Celebrate Wellington’s past, present, and future at the Grand 25th Anniversary–Noon-Year’s Eve Celebration at the Wellington Amphitheater. This fantastic finally to our yearlong anniversary celebration will kick off a morning of family-friendly activities, leading up to our Countdown to Incorporation at noon.

****A complete list of events and details will be available on Wellington’s website. Events scheduling is subject to change***

Community Outreach

Media Coverage

Wellington Magazine monthly feature on programs and services:

- Senior Classes & Programs (January)
- Recreation Programs – Events (February)
- Town Center Promenade (March)
- Recreation Programs – Athletics (April)
- Grants & Scholarship Programs (May)

- Recreation Programs – Aquatics (June)
- Youth Programs (July)
- Community Programs & Community Center (August)
- Building Department – Flood Insurance & Community Rating System Program (September)
- Your Choice Recreation - Pathways, Environmental Preserve & More (October)
- Wellington’s 25th Anniversary (November)
- Wellington’s Non-Profits: Wellington Community Foundation, Wellington Historical Society, and Wellington Art Society (December)

The following local publications will feature articles/newsletters highlighting anniversary celebrations

- Palm Beach Post
- SunSentinel
- Town Crier
 - a. Special 25th Anniversary Magazine
- Wellington Neighbors Newsletter
- Around Wellington

Television Appearances

- Staff will promote the 25th Anniversary Celebration by appearing on the three local television stations (WPBF, WPTV, WPEC).

Public Service Announcements

Wellington’s Council members, Board & Committee Members, community leaders, and residents will help tell the story of our Village through a series of public service announcements that will play on WellingtonTV, the Wellington Community Center and Village Hall lobby TV screens, social media, and the Village’s website.

1. Celebrating a Great Hometown
 - a) The story of who we are as a community and how we got here.
2. Wellington Through the Years
 - a) A look back at development and growth since incorporation
3. Keeping the History Alive

- a) Hear from community founders, representatives with the Wellington Historical Society, the Wellington Art Society, and Garden Club and learn how they are preserving our community's history through art and education.
- 4. A Piece of Paradise in Palm Beach County
 - a) Learn about the features that make Wellington a top choice for families and businesses and see how it's ideal location, services, and amenities, have made Wellington a central hub in Palm Beach County.
- 5. Wellington's Parks and Nature Preserves
 - a) Through this Public Service Announcement, Wellington invites residents to discover our Great Hometown's hidden gems by visiting Wellington's parks and nature preserves. Wellington will highlight 5 of our most popular parks.
 - i) Scott's Place Playground
 - ii) Tiger Shark Cove Park
 - iii) Olympia Park
 - iv) Peaceful Waters Sanctuary
 - v) Wellington Environmental Preserve
- 6. Environmental Preservation through Sustainability
 - a) Learn how Wellington has fulfilled on its commitment to environmental sustainability through green practices and earned the distinction of "Tree City" for 22 years.
- 7. Celebrating our Past, Embracing our Future
 - a) A look at Wellington's 25th Anniversary Celebrations and a preview of how our community will continue to embrace its mission to provide high-quality services that create economic, environmental, and social sustainability for residents and visitors.

Website

- 1. Direct URL for the webpage at Wellingtonfl.gov/Celebrating25
- 2. 25th Anniversary webpage offers as look at Wellington's path to incorporation, and beyond. The page will feature the latest information on 25th Anniversary events and activity schedules. Videos and Public Service announcements will also be featured

on this page.

3. Wellington's online calendar will feature all anniversary celebrations and events. In addition, Calendar links will direct visitors to the 25th Anniversary webpage for additional details and historical information. Each event will be visible on the website's Homepage the (on the week of the event), the Village Calendar, the Parks and Recreation Monthly Calendar, and Events page.
4. Graphics/ Information for the 25th Anniversary may be found on the following pages:
 - a) Website Homepage image rotators (main rotator and calendar rotator)
 - b) Parks and Recreation
 - c) Events Monthly Calendar
 - d) Events* (no visible due to recent web changes)
 - e) About Wellington
 - f) Latest News
 - g) Living

Signage and Outdoor Displays

1. 3' x 8' Banners at the following locations Scott's Place/ Amphitheater area
 - a) Scott's Place fence facing Forest Hill Boulevard
 - b) Olympia Park
 - c) Tiger Shark Cove Park
2. Changeable letter sign on Forest Hill Boulevard updated to market celebration events
3. 14' feather banners on display on the day of primary events to draw attention of passing traffic
4. 3' x 7 ½' Village Park front entry wall sign
5. Live Wellington & 25th Anniversary pole banners on display starting in the Fall
6. 24"x36" road-median "Horsehead" signs promoting the anniversary celebration
7. 5 large A-frames placed in various locations throughout the Village, for the week leading up to the final celebration event

Print

1. Marketing flyers provided for the following Community Services events:
 - a) Neighborhood Watch Meetings
 - b) Neighborhood Walk & Talks
 - c) Feel Good Fridays
 - d) Village-wide Neighborhood Meeting
 - e) Senior Symposiums
 - f) Super Fridays
2. Handouts/Flyers distributed to all front desks and public lobbies in the Village

Social Media

1. Featured on the Wellington 25th Anniversary Celebration event page on Facebook, visible on both the Parks & Recreation and Village pages.
2. Event information shared on Wellington's & Wellington's Parks and Recreation's Facebook, Twitter, Instagram, and Nextdoor accounts
3. Reminder posts and day of event coverage (photos and videos) shared to social media and to the event page on Facebook
4. Event Hashtags in use:
 - #WellingtonTurns25
 - #Wellington25thAnniversary
 - #Celebrating25 #Wellington25
 - #GreatHometown



