

RESOLUTION NO. 2026 – 54

TO ENTER INTO A PROFESSIONAL SERVICES CONTRACT WITH THE LOLLAR GROUP

WHEREAS, the Cullman City Council recognizes that it is in the City’s best interest to enter into a professional services contract with The Lollar Group for public relations and communications support;

BE IT RESOLVED by the Cullman City Council that the Mayor is hereby authorized to enter into a professional services contract with The Lollar Group for public relations and communications support in the amount not to exceed three thousand eight hundred dollars (\$3,800) per month.

ADOPTED BY THE CITY COUNCIL this the 15th day of December, 2025.

President of the City Council

ATTEST:

City Clerk

APPROVED BY THE MAYOR this the 15th day of December, 2025.

Mayor



The Lollar Group

CITY OF CULLMAN
PROPOSAL

SUBMITTED BY:

HOLLY LOLLAR, APR
THE LOLLAR GROUP
HOLLY@THELOLLARGROUP.COM
(205) 807-3759

PREPARED FOR:

CITY OF CULLMAN
KIM HALL
KHALL@CULLMANAL.GOV



LETTER OF INTEREST

December 10, 2025

Dear City of Cullman Team,

Thank you for the opportunity to support your team with public relations and communications strategies. The Lollar Group is delighted to submit our proposal for your evaluation and consideration!

Our response aims to highlight our expertise and ability to meet all the requirements necessary to successfully support the growing needs of the City of Cullman's Communications Department.

The Lollar Group was founded with a mission to support our clients through a variety of services, including community relations, brand development and management, special event planning, and media relations. We are fully prepared to assist the City of Cullman with communications strategies, coordination, onsite support, media training, crisis communications and much more.

One of our core strengths is building exceptional rapport with local media outlets. We have extensive experience integrating video content with media pitching and successfully managing events and crises. Moreover, our strong relationships with local community leaders position us to effectively communicate the City of Cullman's message and engage with the relevant community.

Should you require any clarification or further discussion on our proposal, please do not hesitate to contact us. We are readily available to address any concerns and promptly pay attention to your needs.

Thank you for considering The Lollar Group as a partner in advancing the City of Cullman's amazing municipality work for its citizens. We are truly excited about the opportunity to continue collaborating with your team, amplifying the city's visibility, and fostering meaningful community engagement.

Sincerely,



**HOLLY LOLLAR, APR
THE LOLLAR GROUP**



PAST EXPERIENCE

From one of the fastest growing food franchises in the world to local Alabama municipalities, we work to tell our clients' stories in a unique fashion to the media, to their customers and to the interested public.

Instead of joining the conversation, we work with our clients to create the conversation.

A few of our clients...



RIVERCHASE
GALLERIA

MUNICIPALITIES



VESTAVIA HILLS

About Us Advertise E-newsletter

Hoover Sun

HOOVER'S COMMUNITY NEWS SOURCE

News Businesses Schools Sports People Opinion Events Sponsors

See Senior Living in a NEW LIGHT. Hoover's newest community is NOW OPEN!

Hundreds gather for grand opening, ribbon cutting of Finley Center

BY LAUREN ROLAND JUNE 16, 2017 10:07 PM

Facebook Twitter Pinterest LinkedIn Email

1 of 20



Finley Center Grand Opening-10.jpg

Erica Techs

The ribbon cutting and grand opening for the new Finley Center near the Hoover Met was held on June 16, 2017.

Hundreds of people converged on the Finley Center in Hoover the morning of June 16 for the ribbon cutting ceremony to declare the facility officially open. This all-purpose facility holds 11 basketball courts, which can be converted into other uses including 17 volleyball courts, an event space for trade shows or banquets, as well as other purposes.

City of Hoover

About Membership Historical Sites Resources

Hoover's 50th Anniversary

City of Hoover
Celebrating 50 Years
1967 - 2017

Building Community Together



Allen Pate Andrew Fort Arnold Singer



Barbara McCallum Carolyn Kolar Cherlita Reese



Chuck Wingate Collin Connor Dana Stewart Senior Center

LIVE NOW The CBS 42 News at 5 p.m. CBS42 58° BIRMINGHAM

LOCAL NEWS

New attractions at Cullman waterpark to be finished by May 2022

By London Stotler
Published: Aug 4, 2021 / 05:28 PM CDT
Updated: Aug 6, 2021 / 05:54 AM CDT



WATERPARK EXPANDING

SHARE

CULLMAN, Ala. (WVAT) — Cullman Wellness and Aquatic Center's Wild Waters water-park is getting a three-acre addition after years of being at full capacity.

Destination Alabama: Hike up to Noccalula Falls

"We have run out of concrete here," said Diane Evans, aquatic director at the CWAC. "Normally on the weekends we're at full capacity and have been for several years."

On Thursday, the center announced they are in the process of adding three acres of attractions to their existing property.



Here is the rendering of what the new slide tower will look like.
©Courtesy/Cullman Wellness and Aquatic Center

THE LOLLAR GROUP EXPERTISE



General Firm Capabilities:

- Media relations
- Grassroots strategy
- Special event management
- Brand development
- Brand management
- Crisis management
- Community and diversity relations
- Video creation
- Social media strategy
- Governmental relations



THE LOLLAR GROUP EXPERTISE

Media Relations

Through our partnerships with our clients, we provide media relation services including drafting and disseminating press releases, media advisories, speeches, organizing press conferences and meetings with media professionals, as well as building and maintaining relationships with print, broadcast, and electronic media.

For additional contacts we use software systems and are able to pull customized and highly specialized contact lists. These systems also allow us to pull data, statistics and coverage reports showing the value and reach.

Special Event Management

The Lollar Group provides a turnkey approach to event management by developing the strategy behind an event, planning all steps to achieve event goals, managing and supervising all aspects of the event, and providing post event follow up and analysis.

Brand Development & Brand Management

For years, great emphasis has been placed on integrating marketing with communications. From a changing media landscape that includes social media, to the rise of reputation management, the perfect storm of events has set the conditions for professionals to realize the end. We tactically work with our clients in planning, developing and managing their brand through ongoing brand assessments.

Crisis Management

The Lollar Group manages crisis situations through effective planning and communication. Current economic realities have challenged organizations to employ cause-related marketing and corporate social responsibility that align with relevant causes in communities. Choosing the right cause and the right partners is essential in delivering measurable business results and building community currency in an increasingly competitive environment.

The Lollar Group has conducted crisis training for BL Harbert International (Corporate Construction), Verizon Wireless (Telecommunications), Junior League of Birmingham (Non-Profit Organization), as well as many other clients.

President Holly Lollar spoke on a crisis communications panel "After the Storm: Small Business Recovery Summit" which was sponsored by the Birmingham Business Alliance and co-sponsored by The Birmingham News and Charter Business after the devastating Alabama tornadoes in April of 2011. She has written two articles about COVID- 19 for the Birmingham Business Journal and Yellowhammer News. She also has obtained her accreditation in public relations (APR).

THE LOLLAR GROUP EXPERTISE

Community and Diversity Relations

At The Lollar Group, we strive to maintain mutually beneficial community relationships. With an emphasis on community relations, The Lollar Group specializes in providing client services on a variety of sensitive public affairs issues, including planning and administering grassroots strategies and coordinating media relations efforts. Gone are the days of partnering with a nonprofit, writing a check and receiving a halo for a company's commitment. Today, the strength and sustainer of cause movements rest in the hands of the consumer. Companies must now be innovative regarding their approach to support worthy and diverse causes.

Social Media Strategy

Social media is one of the most powerful tools to promote events and causes. Every client is different and we help clients build a strategy that is unique for them. We also plan social media calendars, support paid promotions, create video content, design graphics and work with influencers.



Today, as Alabama addresses its first case of COVID-19, our state is thankful to have had ample time to prepare. The announcement comes on the heels of yesterday's report from the Alabama legislature to quickly approve a supplemental appropriation bill which provides \$5 million to the Alabama Department of Public Health for coronavirus preparedness and response activities.

Earlier this week, Alabama received more than \$8.15

THE LOLLAR GROUP- Main Account Leads

Holly Shepherd Lollar, APR, is Founder and President

Holly Shepherd Lollar, APR, is Founder and President of The Lollar Group, a full-service communications company. Her current and past clients include Coca-Cola Bottling Company UNITED, Two Maids & A Mop, Chester's Chicken, Taziki's Mediterranean Café, the Alabama Grocer's Association, Spire, Verizon Wireless, Big Oak Ranch as well as many other businesses and nonprofits.

Prior to beginning her own company, she was Public Relations Account Director at o2ideas for three years. While at o2ideas, she succeeded in gaining international press coverage for clients. Prior to joining o2ideas, she was Vice President of Public Relations and Marketing for Kid One Transport, a statewide non-profit organization for three and a half years.

In 2002, Holly was Press Secretary for an Alabama statewide political campaign. Her prior experience in the non-profit sector includes her position as Community Relations Manager for the Alabama Policy Institute. Lollar graduated with a degree in Public Relations and Speech Communication from the University of Alabama, where she received the 2001 Eddy Fulk's Award in Recognition of Outstanding Community Service.

Lollar is a sustainer of the Junior League of Birmingham where she served for over 10 years and served on the American Advertising Federation- Birmingham's Board for six years. She is Past-President of the Junior Board of Glenwood, Inc. She is a board member of the Public Relations Society of America, Alabama Chapter and served on the Public Relations Council of Alabama-Birmingham's Board. She currently serves on the board of Sight Savers America.

Lollar also previously served on the Junior Board of Magic Moments, the Southeastern Diabetes Education Services' Board, the Young Professionals of Birmingham's Board, the Associate Board of the Alabama Policy Institute and on the Young Supporters Board of UAB's Comprehensive Cancer Center.

She was appointed by Governor Bob Riley to the Alabama Women's Commission as a Representative of the State At Large in 2003 as well as to the Black Belt Action Commission. She was also appointed to the Alabama State Service Commission where she still serves. She serves on the board of the University of Alabama's Capstone Agency and is an Oakley Society Mentor.

Lollar is a past recipient of both the PEAK Award for Ad Woman of the Year and Public Relations Director of the Year given by the American Advertising Federation- Birmingham.

In 2009, Lollar won the PEAK Award for Newcomer of the Year in recognition of her new company, given by the American Advertising Federation- Birmingham. Lollar received the distinguished honor of being named as one of the Birmingham Business Journal's "Top 40 Under 40" in March of 2011. She is a member of the 2011-2012 class of Leadership Vestavia Hills and is a graduate of the Junior League of Birmingham's Leadership Institute. She was recently named "Public Relations Practitioner of the Year- 2022" by the American Advertising Federation.

Lollar is currently obtaining her master's in Advertising and Public Relations with a concentration in Marketing Communication Management from the University of Alabama. She serves on the Board of Advisors for the College of Communication and Information Sciences at the University of Alabama. Lollar was named the 2023 Outstanding Alumna in Public Relations by the University of Alabama College of Communications & Information Sciences.

She holds her Accreditation in Public Relations (APR). APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.



HOLLY SHEPHERD LOLLAR, APR



Harrison Bevis, Account Coordinator

Originally from the Hoover Alabama area, Harrison currently lives in Birmingham after graduating Cum Laude from Auburn University. With a Bachelor's Degree in Public Relations, she brings a passion for communication and creativity to her role as an Account Coordinator at The Lollar Group.

Harrison first joined the Lollar team in 2023 as an Account Manager, quickly showcasing her talent and dedication, which resulted in her promotion in 2024 to Senior Account Manager. Her skill set spans a wide variety of crucial areas, from fostering strong team relationships and managing client profiles to excelling in media relations, graphic design, and crafting effective social media strategies.

Before joining The Lollar Group, Harrison honed her craft with hands-on experience at The Oaks Agency, a prestigious student-run PR firm, and within Auburn University's Public Relations department. As part of the executive board at The Oaks Agency, she led a team of social media directors, guiding them as they worked with real-world clients throughout the Auburn/Opelika area, further solidifying her ability to lead and succeed in dynamic environments.

At The Lollar Group, Harrison has had the privilege of collaborating with a diverse array of clients, each bringing their own unique needs and goals to the table. She has poured her creativity and expertise into everything from crafting compelling content and delivering detailed coverage reports to composing persuasive pitches, speeches, and press releases—and so much more. Her experience spans a broad spectrum of industries, having worked with clients in the non-profit sector, entertainment, food and beverage, and beyond! Harrison's adaptability and passion for delivering results make her an invaluable asset to every project she touches.

HARRISON BEVIS



OUR WORK

ROCK THE SOUTH

MANAGED PR FOR RTS 2019, 2020, 2021, 2022, 2023 AND 2024.

- Media Outreach and Coverage Reports
- Media Training- Talking Points Support for Rock the South Team
- Members Response Preparedness
- Crisis Management and Recovery
- Managed cancellation/rescheduling of the 2020 RTS due to Covid-19

Alabama Life & Culture

Rock the South 2021: Luke Combs, Nelly, Miranda Lambert, Lynyrd Skynyrd on lineup

Updated Apr 05, 2021; Posted Apr 05, 2021



Country star Luke Combs is on the lineup for Rock the South 2021 in Cullman, Alabama.

By Mary Colurso | mcolurso@al.com

[Rock the South](#) has announced more than a dozen acts for its lineup this year, including [Luke](#)



Rock the South 2019: Lineup, schedule, tickets, other info for AL music festival

dated Jul 25, 2019; Posted May 29, 2019

Mary Colurso | mcolurso@al.com



If you're a newcomer to [Rock the South](#), here's what you need to know about this year's music festival in Cullman, Alabama. Veterans? It's time to go over the details of the 2019 fest, to make sure your weekend goes smoothly.



Rock the South 2020 canceled

by Erica Lopez
Thursday, April 9th 2020



Rock the South 2019 in Cullman, Alabama (abc3340.com)



Rock the South for 2020 has been cancelled due to COVID-19. Event founder Shane Quick talks about why they're giving back to the local community.

Crisis Management

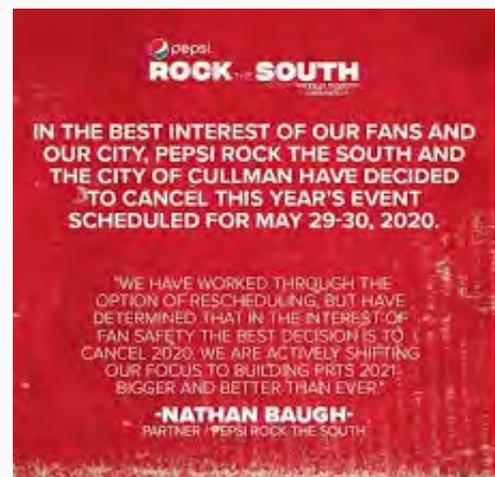
RTS Crisis Example- Hit and Run

In 2019, there was a hit and run at Rock the South. We were on site to work with the Rock the South Team, the City of Cullman, Cullman Police Department and local news stations. We worked to plan a press conference, prepare statements, prep speakers and organize news coverage.



RTS Crisis Example- Covid-19

Due to the 2020 Pandemic Rock the South was cancelled. Before the call to cancel we were monitoring and reporting cases and the status of other festivals. We worked with the Rock the South Team and the City of Cullman to write statements and strategize the best approach. We prepared statements, prepped speakers and organized news interviews and coverage for this announcement.



OUR WORK

AMERICAN KIDNEY FUND

The Lollar Group partnered with the American Kidney Fund to create awareness by crafting and distributing press releases, producing videos, and tracking media coverage.



Orlando Gutiérrez, M.D. American Kidney Fund Board of Trustees

American Kidney Fund.mp4

Shared with Dropbox



American Kidney Fund

FOR IMMEDIATE RELEASE

CONTACT: Alice Andujar
404.292.1091
andujar@akidneyfund.org

BIRMINGHAM RESIDENTS FIGHT KIDNEY DISEASE AT AMERICAN KIDNEY FUND'S KIDNEY ACTION DAY

BIRMINGHAM, Alabama (October 23, 2017) – Hundreds of Birmingham-area residents learned about their risks for kidney disease and what they can do to help prevent it at the American Kidney Fund's (AKF) Kidney Action Day® Sunday at Railroad Park. More than 125 attendees received free health screenings at the event, checking for diabetes and high blood pressure, the two leading causes of kidney disease, as well as testing their kidney function.

Birmingham City Councilor Kim Raftery presented a proclamation from the Mayor's office and urged those in attendance to get health screenings. State Representative Jack Williams and Birmingham City Councilor Sheila Byrnes encouraged residents to take advantage of Kidney Action Day to learn how they could help protect themselves from kidney disease, the ninth leading cause of death in the United States.

More than 12,000 Alabama residents are living with kidney failure—including 3,300 in metro Birmingham—and nearly 9,000 of them depend on dialysis for survival.

"Kidney disease is a serious health issue in Birmingham, but we are working to help turn that around through education and awareness events like Kidney Action Day," said Dr. Orlando Gutiérrez, a nephrologist who is an associate professor of medicine at UAB's School of Medicine and Epidemiology and a member of the Board of Trustees of the American Kidney Fund. "If your kidneys fail, you need dialysis or a transplant to live. We want to help people avoid kidney disease, and if they have it, we want to find it early so that we can treat it before it progresses to kidney failure."

WBRC Fox 6 sports anchor Jeff Bell (right) spoke to the crowd about his own experience with donating a kidney to his mother when her kidneys failed in 1995. Anneke's Crunk Fitness took the stage to show that a high-energy workout can be a lot of fun, and entertainment was provided by UAB's Music for the Soul and the band Just a Few Cats.

Kidney disease is an increasingly common but often-preventable condition. More than 80 million Americans have kidney disease and millions more are at risk. Diabetes and high blood pressure are the leading causes of CKD. Other risk factors include having a family history of kidney disease, being over 60, and being African American, Asian American, Native American or of Hispanic ethnicity. Left undiagnosed and untreated, CKD can lead to heart attacks, stroke, kidney failure and death.

American Kidney Fund

American Kidney Fund - Kidney Action Day
Media Coverage

Recap Video:

- Completed
 - Can be used for social media
 - Used for media recap outreach for TV stations that are unable to attend

Submitted to the following calendars for consideration:

- Birmingham365.org
- BirminghamLive
- StyleBoutFrom Birmingham "Happenings"
- Birmingham Forest
- Al.com
- Birmingham Magazine
- BIMetro
- Birmingham Moon
- Birmingham Mommy
- Iron CityBike
- Alabama Travel
- BirminghamLive
- Alabama Magazine
- The Birmingham Times

TV / Media Mentions:

- WIAT-CBS **Wake Up Alabama Sun** Market: Birmingham-Austin (Tombola, AL) [45] Oct 23 2017 05:00AM CT
- WIAT 42 News - Wake Up Alabama Sun Oct 23 2017 05:00AM CT
- [5:14:56 AM] The American KIDNEY Fund with another effort at raising awareness about KIDNEY disease. At Birmingham's RAILROAD PARK, the organization held KIDNEY action day on Sunday. It included free health screenings, fitness
- View
- [5:15:12 AM] Activities, healthy cooking demos, food samples, and games. This is really important because over 3,000 people in the Birmingham area alone have KIDNEY failure and a lot of other people have KIDNEY disease and a lot of people don't know they have until they get blood or urine test--according to the American KIDNEY Fund they see about 600 new cases of KIDNEY failure diagnosed each year--and some local kids and their families enjoyed the "simulacra spooktacular" in Birmingham. More

OUR WORK

COCA-COLA UNITED



FOUNDED IN 1902 AND HEADQUARTERED IN BIRMINGHAM, ALABAMA, COCA-COLA BOTTLING COMPANY, UNITED IS THE THIRD LARGEST BOTTLER OF COCA-COLA PRODUCTS IN THE UNITED STATES.

We handled event logistics associated with mural unveilings in Panama City and Calera. Also, we created reels and recap videos.

These are examples of our work:

- [Panama City Mural Unveiling](#)
- [Calera Reel](#)

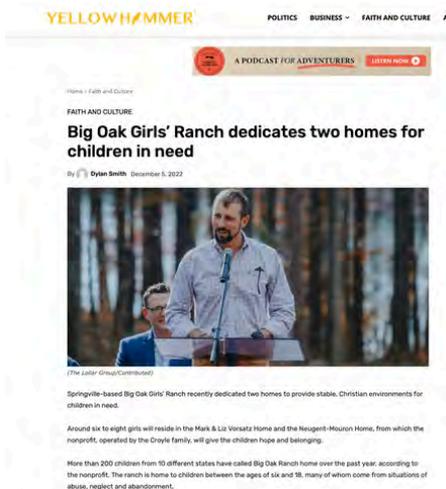


OUR WORK

BIG OAK RANCH - HOUSE DEDICATION



- Developed compelling press releases highlighting the significance of the event and the impact of Big Oak Ranch's work.
- Reached out to media and facilitated interviews.
- Provided media kits and press materials to journalists, including high-quality photos, videos, and impactful testimonials.
- Actively monitored media coverage and engaged with journalists to ensure accurate and positive representation of the dedication ceremony.



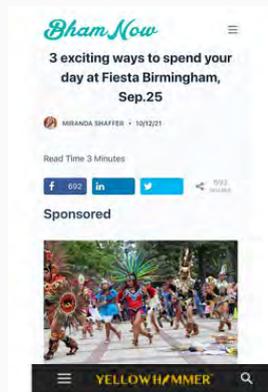
OUR WORK

FIESTA BHAM 2021, 2022, 2023, 2024 & 2025

The Lollar Group worked the Fiesta team to promote the event by scheduling all media interviews throughout Alabama. This includes both traditional media (radio, print, TV and online) and outlets that cover both festivals and the music industry.

The Lollar Group also provided design and creative strategy suggestions, secured and managed influencers (both Hispanic and Non-Hispanic) and helped with social media during the event. We were also available on site to coordinate media and support any crisis communications needs that could have arrived during or after Fiesta 2025. We worked with a Spanish translator on site at Fiesta 2025 who was able to translate, speak and understand several Spanish dialects for "real-time" social media posting.

Overall, our team generated over 55,000 content impressions and reached over 38,000 people through content. See here for the [Fiesta 2025 Coverage Report](#).



RELEVANT CASE STUDIES

ALABAMA AEROSPACE AND AVIATION HIGH SCHOOL

The Lollar Group worked to fulfill the dream of Alabama's first Aviation High School by generating earned media in order to make the case that the school needed to obtain its charter status. This was a yearlong campaign resulting in over 50 stories and successfully launching the admissions process for the school's first students who will begin in the fall of 2022.



AEROSPACE & AVIATION HIGH SCHOOL

Alabama Aerospace and Aviation High School Earns State Commission Approval
Coverage Report Aug. 31- Sept. 5

Dallas Article

- Alabama Aerospace and Aviation High School Earns State Commission Approval: The public schools set to open in 2022. (DallasMorningStar, Aug. 31, 2021)
- NPR: NPR, Inc.: Alabama Aerospace and Aviation charter school. (Miami New Aug. 31, 2021)
- The Birmingham Times- Coming soon
- Alabama Public Charter School Commission approves aviation-focused charter school. (BHM Aug. 31, 2021)
- New aviation charter school approved for Bessemer. (AL.com Aug. 31, 2021)
- Alabama aerospace and aviation charter school gets approval from state. (AHC 11/01 Update Aug. 31, 2021)
- Aviation charter school expected to open in Bessemer as fall of 2022. (WYFF Charlotte Aug. 31, 2021)
- Al Aerospace and Aviation High School prepares to open in Bessemer. (2021/08/31 Update Aug. 31, 2021)
- Alabama Public Charter School Commission approves aviation-focused charter school. (NewYork Aug. 31, 2021)
- Alabama Public Charter School Commission approves aviation-focused charter school. (NewYork Aug. 31, 2021)

Meriv Media Reports

- The CutOff News** Market: Birmingham-Aniston-Tuscaloosa, AL
New Aerospace and Aviation Charter School Moves Forward With Plans To Open in Be... Sep 5 2021

New **AEROSPACE AND AVIATION CHARTER SCHOOL** Moves Forward With Plans To Open in Bessemer Sep 4, 2021
Alabama Aerospace and Aviation High School (AAHS) has received approval from the Alabama Public Charter School Commission and is moving forward with plans to open the school in the fall of 2022 in Bessemer, Alabama. The aviation-focused public charter school will offer an immersive, industry-aligned education for an intentionally diverse student population designed to prepare them for future aerospace and aviation careers. "It's excited about what this school means for our communities, students, families, and broader workforce development in the state of Alabama," said AAHS founder Ruben Morris.

Unique Visitors: 233 Calc Publicity Value: \$00
- AL.com Everything Alabama** Market: Birmingham-Aniston-Tuscaloosa, AL
A vaccine shot, Keith McCants, an aviation charter school. Open in Alabama. Sep 3 2021

A vaccine shot, Keith McCants, an **AVIATION CHARTER SCHOOL** Open in Alabama. There's a new program in Alabama where, at selected college football games, if fans get their first vaccine shot they get a \$75 gift card to the campus bookstore of the home school. Here's an important note for some: You don't have to get a book. (No, it wasn't any particular fan base that made us clarify that.) Campus bookstores can have all kinds of stuff: fan gear, ballcaps, t-shirts, tins, mugs, patches, foam fingers, spotkeychains.

Unique Visitors: 871,227 Calc Publicity Value: \$4,784
- WHAT CBS** Market: Birmingham-Aniston-Tuscaloosa, AL
WHAT 42 News 5pm Sep 2 2021

(5:12:02 PM) (3:07) (Shen) also, a new charter school is about to take flight in Jefferson County. The courses offered and how students can apply to get in, next. (We team) **AVIATION CHARTER SCHOOL** is set to open in bessemer next fall. (Shen) founder ruben morris, talk us the construction will be started. (Shen) career paths in...

OUR WORK

ALABAMA GROCERS ASSOCIATION

We work with the AGA to highlight and showcase Alabama products. We plan press conferences, events and media interviews based surrounding Alabama products.



VIDEO EXAMPLES:

[Buy Alabama's Best Video](#)

[2022 Buy Alabama's Best Video](#)

[2021 Wholesaler of the Year](#)

[2021 Retailer of the Year](#)

[2021 Vendor of the Year](#)

ALABAMA GROCERS ASSOCIATION

PANDEMIC SUPPORT

Scheduled interviews for the AGA president to address the issues that grocers were facing during the pandemic.



VIDEO CREATION

Create videos that highlight AGA Award Winners and the work that AGA does in the community.



OUR WORK

LAKESHORE VETERANS

- Conducted targeted outreach to important community figures, such as local government officials, veterans organizations, and influential community leaders, to personally invite them to the Lakeshore Foundation Veterans Day announcement.
- Developed a comprehensive media strategy that included issuing press releases, organizing press conferences, and arranging interviews with Lakeshore Foundation representatives to ensure statewide media coverage of the Veterans Day announcement.
- Engaged with local and statewide media outlets through proactive media pitching, fostering relationships with journalists, and securing media placements to amplify the message and reach a broad audience.



ALABAMA DAILY NEWS
INSIDE ALABAMA POLITICS NEW MEMBER PROFILES COMMENTARY

Vintage Photos From The 1970s That Will Shock You

Lakeshore Foundation announces free memberships for veterans

NOVEMBER 16, 2022 • NEWS



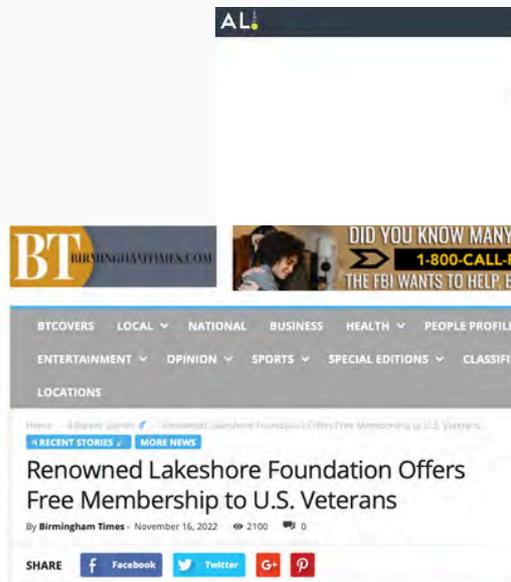
BY MARY SELL

The Lakeshore Foundation announced this week that membership at its 45-acre recreational campus in Homewood is now free for all U.S. veterans.

Lakeshore's Operation Lima Footrot already offers camps and programs for injured military and their families at no cost. In addition, Lakeshore established Operation Endurance, which offered free memberships to local veterans with a service-connected disability.

There are about 400,000 veterans living in Alabama, according to the Alabama Department of Veterans Affairs.

Lakeshore currently provides opportunities for veterans through physical activity, research, advocacy and



BT BIRMINGHAMTIMES.COM

RECENT STORIES MORE NEWS

Renowned Lakeshore Foundation Offers Free Membership to U.S. Veterans

By Birmingham Times - November 16, 2022

SHARE Facebook Twitter G+ Pinterest



Member of Lakeshore Foundation cycling on a recumbent bike. (PROVIDED PHOTO)

lakeshore.org



ALABAMA LIFE & CULTURE

Lakeshore offers free membership for military veterans

Published: Nov. 17, 2022, 1:18 p.m.



By Greg Gorman (ggorman@al.com)

Lakeshore Foundation announced this week that U.S. military veterans qualify for free membership at its 45-acre campus in Homewood, thanks to new funding from the state.

Alabama Lt. Gov. Will Ainsworth, who is chairman of the Military and Stability Commission, said the state legislature provided a grant worth hundreds of thousands of dollars from the state's general fund to underwrite military membership at Lakeshore.

OUR WORK

BRIDGEWAYS

THE LOLLAR GROUP SUPPORTED:

- Created brand awareness for new name launch
- Created awareness of BrigeWays mission and programs
- Asisted with event planning



OUR WORK

COMMUNITY FOOD BANK

A few of the projects we worked on with the Community Food Bank:

- [Alabama Symphony Orchestra Food Drive](#)
- [Feast for Hope Gala Recap Video](#)
- [Feast for Hope Event Video](#)
- [Food Reclamation Video](#)



OUR WORK

ELIZABETH SMART/ON RIVER TIME

Smart visited Birmingham for a fundraiser for our client, On River Time. We handled scheduling her media interviews and worked with her communications team on prepping her for all questions and press interaction.

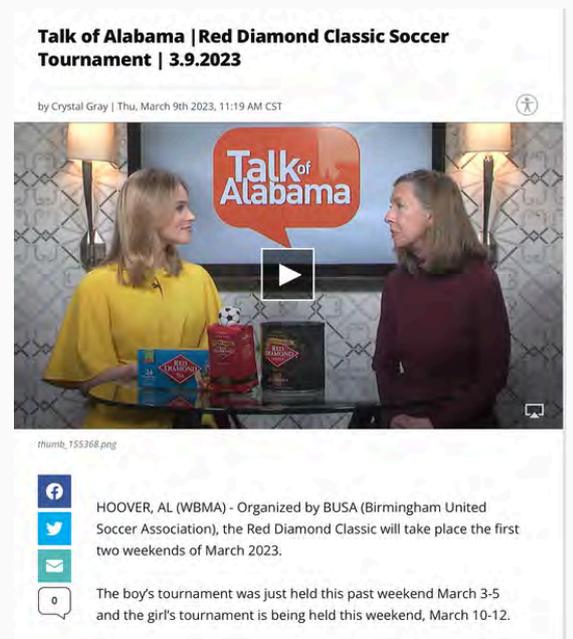
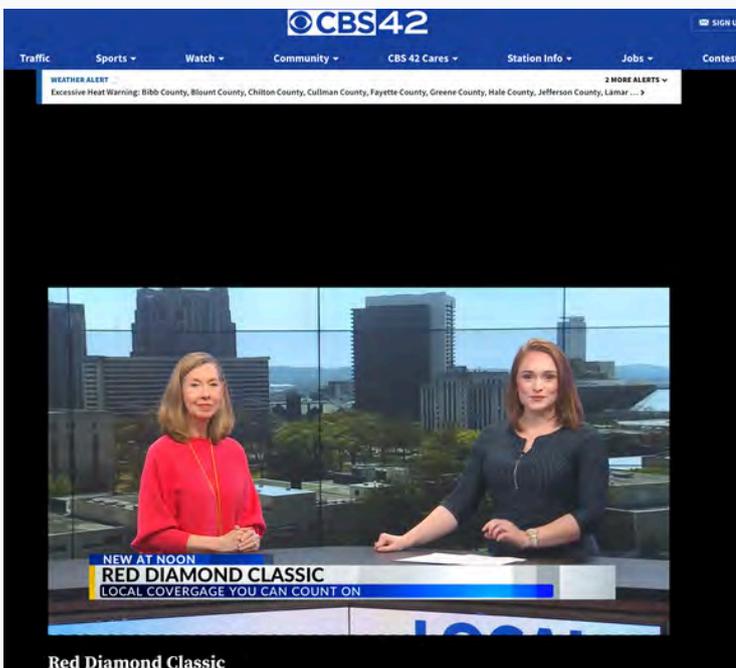
- [Electronic Press Kit](#)



OUR WORK

RED DIAMOND CLASSIC

- Developed a comprehensive media outreach strategy to promote the Red Diamond Classic kids' soccer tournament to media outlets.
- Coordinated with participating teams and coaches to identify inspiring player stories, unique team dynamics, and notable achievements to pitch to media as human-interest stories.
- Scheduled interviews and photo opportunities with players, coaches, and tournament organizers to generate media coverage and showcase the excitement and competitive spirit of the event.
- Worked with videographers to capture engaging footage of the tournament, including game highlights, player interviews, and etc., to create compelling video content for social media and promotional purposes.



OUR WORK

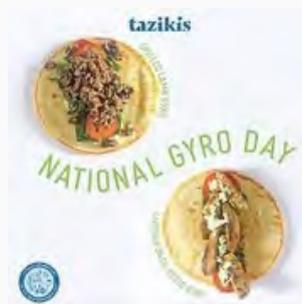
TAZIKI'S MEDITERRANEAN CAFÉ

Taziki's has restaurants in over 90 markets in 17 states. Here is a recap of our work: [2019 EOY Presentation](#)

For Taziki's Mediterranean Café, we assisted each of their franchisees with grand openings, promotions and events.

This includes:

- Working with local franchisee team to determine benefiting charity from grand opening
- Compiling a local media list
- Drafting and issuing a 'Coming Soon' press release
- Working with local team to compile invite list for event
- Drafting and issuing an opening day media advisory
- Drafting and issuing a recap media kit to news stations (press release with photos and videos from event)
- Securing interviews and cooking segments on local news stations
- Work to promote various new food and menu products.
- Work to promote and pitch National Days.
- [2019 EOY Coverage Report](#)



OUR WORK

KING'S HOME



THE LOLLAR GROUP HAS WORKED WITH THE KING'S HOME TO PROMOTE THEIR GENERAL EFFORTS IN THE COMMUNITY AS WELL AS THEIR PRODIGAL POTTERY PROGRAM.

- Show Your Love Fundraiser - Exceeded expectations for raising money through social media and general media strategy.
- Lew 60 for 60 - Raised more than the goal of 60K due to a combination of social media and press coverage.
- Kampfire - Worked to raise money with the raffling of Bassmaster Champion- Randy Howell's fishing boat.



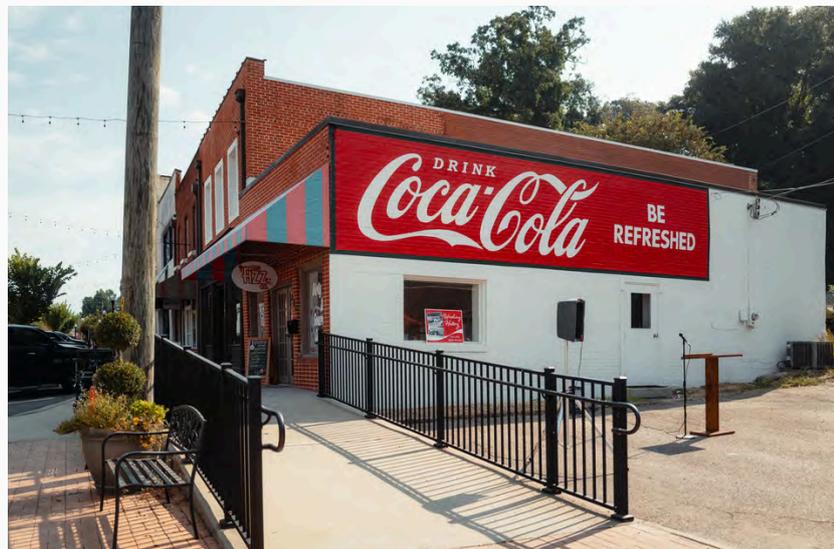
OUR WORK

WETUMPKA CITY MURAL REFURBISHMENT - COCA COLA



THE LOLLAR GROUP HAS WORKED WITH THE CITY OF WETUMPKA AND COCA COLA TO PROMOTE THEIR GENERAL EFFORTS IN THE COMMUNITY AS WELL AS REFURBISH THEIR CITY MURAL.

- Our team supported the launch of a new mural in downtown Wetumpka—a collaboration between Main Street Wetumpka and Coca-Cola United Bottling Company. Located at 100 Company Street, the mural revives the classic Coca-Cola script logo, paying homage to the historic hand-painted advertisements once common throughout Southern towns. The ribbon-cutting celebration drew community members and local leaders, highlighting the project's success in preserving local heritage while sparking nostalgia and civic pride.



OUR WORK

CITY OF CULLMAN PROJECTS AND EVENTS



- CULLMAN PARKS, RECREATION, AND SPORTS TOURISM (CPRST) AWARDED 2023 GOLD MEDAL BY AAPRA.
- OKTOBERFEST COVERAGE REPORT
- CULLMAN STRAWBERRY FESTIVAL RELEASE
- WILDWATER COVERAGE REPORT
- CULLMAN SPORTS AND EVENTS FACILITY COVERAGE
- TERRY PINES GOLF COURSE COVERAGE REPORT





PARTNERSHIP DETAILS & COST

SOCIAL MEDIA, WEBSITE, NEWSLETTER, AND EVENTS

Social Media

Strategic Content Calendars:

- Develop monthly content calendars tailored to events, alerts, and key moments within the city. Optimize engagement and platform performance.

Video Content Production:

- One video per month on a specific topic. (Road work, Christkindl, Strawberry Festival, etc.)
- Produce short-form and long-form videos optimized for each platform (Reels, Recap Videos, etc.).
- Handle shot lists, editing, captioning, and trend integration.

Photo Content Creation:

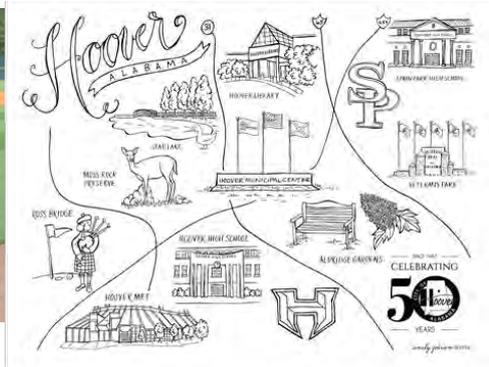
- High-resolution photo content that aligns with brand aesthetic and community goals.

Custom Graphic Design:

- Create branded graphics, infographics, and promotional assets tailored for different social platforms.
- Design templates for recurring content series to maintain a polished, recognizable look.

Platform Management & Optimization:

- Manage posting, scheduling, and community interaction across social media channels.
- Monitor analytics and adjust strategy based on performance data.



DECEMBER 2025

SUN	MON	TUE	WED	THUR	FRI	SAT
	01 #MotivationMonday	02 Thanksgiving Procrastination	03	04 #TestimonialThursday	05	06
07	08 Be Intentional	09 #TipTuesday	10 Group Away Clean	11	12 Pre-party & Post-Party Clean	13
14	15 #MotivationMonday	16	17 Enjoy The Season	18 #TestimonialThursday	19	20
21	22 Make Your Home Bright	23 #TipTuesday	24 Happy Holidays	25	26 Survey Fresh	27
28	29	30	31 Ring in a great new year	Fresh Start		

LINK TO DECEMBER PHOTOS

Captions:

- December 1: #MotivationMonday Let the glow of the season fuel your goals and inspire your next chapter.
- December 2: ✨ From sparkling kitchens to fresh-smelling bathrooms, we'll make your home shine brighter than the holiday lights! 🎁 Kick off the season stress-free — book your holiday clean today! 🧹🧼
- December 4: #TestimonialThursday "The house was left spotless, with every room fresh, tidy, and well-organized. Attention to detail was clear—floors were shining, surfaces dust-free, and the shower looked sparkling clean like new. With my husband on deployment, having this kind of reliable, thorough help has been such a relief. Professional, dependable, and very much appreciated!" — Taylor M.
- December 8: The holidays are hectic enough — the cleaning doesn't have to be. 🧹 Let us handle the mess so you can focus on memories that truly sparkle. ✨ / Book your holiday clean today!
- December 9: #TipTuesday With all the grilling and upcoming holiday baking, now's the perfect time to clean out and reorganize your spices. Even if expired spices aren't harmful, they lose flavor over time—toast anything older than a couple of years!





PARTNERSHIP DETAILS & COST

PUBLIC RELATIONS AND COMMUNICATIONS SUPPORT

Sept/Oct

- Reviewed communications plans from other cities to gather best practices and structure ideas
- Assisted in managing communications related to the Fire Department situation
- Met with Mary Beth and Mayor Jacobs to brainstorm initial communication goals and strategies

December

- Work with the City of Cullman in the interim of hiring a new Director of Communications
- Create overall City of Cullman Communications Plan
- Draft City of Cullman Crisis Communications Plan
- Meet with new City Council (communication alignment + onboarding)

January

- Confirm legality of external council meetings
- Begin planning the new city website and media center (design + content outline) with CivicPlus
- Start creating portal for submitting questions/info
- Create Council-focused page and draft content (submit info to Kim)
- Ensure all communication channels (socials, website, media center) are aligned
- Establish communication procedures for departments
- Identify or purchase media monitoring software/site

February

- Work with CivicPlus to hold first meeting regarding new website
- Hold first Coffee with the Council event
- Create and launch Council Instagram page
- Launch department social media pages
- Launch portal (ensure linked to app + website)
- Integrate FAQs, license links, and docs into the app
- Link all pages (portal, app, website)

March

- Meet with department heads to review new communication procedures
- Approve Communications Plan
- Conduct media training for department heads
- Conduct media training for council members
- Review and update handbook with stronger social media policy
- Send legal team writing for all pages + Meta legal contact info
- Continue working with CivicPlus on the website

April

- Finalize everything with CivicPlus and City of Cullman Website
- Create images and graphics to promote new website and offerings for the city
- Begin ongoing media monitoring + monthly reports
- Ensure all communication channels (socials, website, media center) are aligned
- Launch development of the new website + media center

May

- Organize and promote 250-year anniversary initiative
- Review performance of all new communication channels
- Gather feedback from council, departments, and residents
- Update procedures or policies as needed for continuous improvement

\$3,800

(December, January, February, March, April and May)

TOTAL: \$22,800

Signature:

Date:

Signature:

Date: 12/10/2025

Holly Lollar, President
The Lollar Group

WHAT CLIENTS HAVE SAID

“The Lollar Group was instrumental in the launching of Hoover’s Finley Center. From the designing of the logo for our new sports and events facility, to managing every detail of its opening, we could not have been more pleased with their attention to detail and hard work.”

- Frank Brocato, Mayor, City of Hoover, 2015-2025

“I highly recommend The Lollar Group for publicity and media relations. I first met Holly Lollar years ago, when I was working as a news anchor and reporter, and she would pitch story ideas to me. Now, as the Executive Director of On River Time, Holly is who I trust to help expand awareness of our nonprofit. They handled publicity for two of our large-scale events, including one that featured Elizabeth Smart as our keynote speaker. The Lollar Group did an excellent job leveraging that media opportunity. Multiple news stations attended the event, and their team graciously managed interview requests while being considerate of Ms. Smart’s needs and schedule. Holly and the team at The Lollar group are professional, diligent, and demonstrate upstanding character. I highly recommend their services.”

- Wendy Garner, Executive Director, On River Time

LOLLAR GROUP REFERENCES

NATHAN ANDERSON

Executive Director of Cullman Parks, Recreation & Sports Tourism
nanderson@cprst.org
615.308.6816

WENDY GARNER

Executive Director, On River Time
wgarner@onrivertime.org
205.222.5090

PAM COOK

Community & Stakeholder Engagement Director, Coca-Cola UNITED
PamCook@ccbcu.com
205.249.1132