



ADMINISTRATION MEMORANDUM
13-14

DATE: July 1, 2013

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: David Willett, Acting City Manager 
Debbie Tuttle, Economic Development Manager 

SUBJECT: Northglenn Business Appreciation Breakfast

BACKGROUND

In 2012 the Economic Development department hosted the inaugural Northglenn Business Appreciation Breakfast at Boondocks Fun Center. Approximately 165 people attended the successful event. More than 75 businesses were nominated within six categories. Within each major category an overall winner and two honorable mentions recipients were selected.

The award winners were recognized for their dedication, innovation, leadership, growth, stability, customer service, entrepreneurial spirit and community commitment and involvement. The business award categories last year were for Outstanding Small Business, Outstanding Large Business, Outstanding Business Longevity and Outstanding Business Community Impact. Also the Young Entrepreneur Award recognized a Northglenn student for business entrepreneurship, innovation, vision, volunteerism, community commitment and academic status. As well as the Northglenn Legacy Award which was the highest business honor for its longevity, dedication, commitment and the overall positive impact made in the community.

STAFF ANALYSIS

The committee and staff are in the process of planning the 2013 event. The goal for this year's event is to increase the attendance from 165 to 250 people which will increase the overall costs. Last year we had a wait list of people that wanted to attend. As indicated on **Attachment A** there is only three potential venues that could accommodate the size of this event, which includes the Old Navy space at the Marketplace, the Ramada Hotel and the Northglenn Recreation Center gymnasium. Both the Marketplace and gym would require approximately \$10,000 more in additional costs for catering, audio visual equipment, pipe and drape, decorations, tables, chairs, linens and serving utensils.

FINANCIAL IMPACT

Last year's expenses were approximately \$7,000 at Boondocks with 165 people in attendance. Since this was our first event, we estimated \$6,000 for the 2012 event during the budgeting cycle which was in mid-year 2011. Since the event was held in November, we also earmarked the same \$6,000 budget for 2013, not knowing all the expenses that would be incurred for this event.

Now that we have a better understanding of the attendance, venue and logistical expenses, we have revised the venue budget which is reflected in **Attachment B**.

RECOMMENDATION

Due to the cost savings, the Business Appreciation Breakfast committee and staff recommends reserving the Ramada Hotel for October 24, 2013 for this event.

STAFF REFERENCE: If you have any comments or questions, please contact Debbie Tuttle at dtuttle@northglenn.org or 303.450.8743.

Venue Costs
2013 Northglenn Business Appreciation Event Estimates

Capacity	Potential Locations - Attendance Goal 250	Breakfast	Pipe & Drape AV & Equip	Tables/Chairs Linens/Plates	Estimated Total
Venue Options (250)					
350	Marketplace (Old Navy)*	\$4,600	\$5,050.00	\$2,500	\$12,150
500	Ramada (\$10 PP + 20% Gratuity)	\$3,000	\$530.00	\$0	\$3,530
300	Northglenn Gym*	\$4,600	\$5,050.00	\$2,500	\$12,150
* \$12 PP Avg Catering Cost with Gratuity, Setup & Delivery					
Catering Options (20% gratuity +Setup \$250/Delivery \$1K)**					
	Cracker Barrel (full breakfast) - \$12 PP	\$4,600			
	Atlanta Bread (Box) - \$10 PP	\$3,050	Box Breakfasts (no setup/\$50 delivery)		
	Blackeyed Pea - \$11.50 PP	\$4,450			
	Cinzzetti's Restaurant - \$12 PP	\$4,600			
Table/Chairs/Serving (250) **					
	Tables & Chairs	\$650			
	Linens	\$500			
	Plates/Silver/Serving	\$1,000			
	Delivery/Pick-Up/Surcharge	\$350			
		\$2,500			
AV Equipment* *					
	Screens (2)/Projectors	\$1,000			
	Audio System/Mics/Lectern	\$800			
	Delivery	\$250			
	Staff/SetUp/Delivery	\$1,000			
	Pipe & Drape (Behind stage)	\$2,000			
		\$5,050			

* Non-Ramada Venue \$12 PP Avg Catering Cost with Gratuity, Setup & Delivery ** Non-Ramada Venue

Other Venues (too small/or not a conducive layout for event)

Colo. Christian University - 75	Boondocks - (last year \$3200 - food/equip rental)
Northglenn Senior Center -125	Armadillo -175
Community Reach - 125	Seoul BBQ -190
Atlanta Bread - 125	Black Eyed Pea - 197
Gunther Toody's -145	Red Lobster - 175/90
Saigon Basil -150	Northglenn STEM Center -125
	Cinzzetti's - 650/75

Est. Budget
Tentative Date: Oct. 24, 2013
2013 Business Appreciation Breakfast

	Actual 2012	Ramada 2013	Other Venue 2013
Approved Total Budget:	\$6,000	\$6,000	\$6,000
Printing			
Save The Date Cards	\$241	\$275	\$275
Invitations	\$515	\$615	\$615
Programs	\$217	\$325	\$325
Name Tags	\$50	\$50	\$50
Stickers for Windows	\$0	\$250	\$250
Signs	\$0	\$1,000	\$1,000
Postage	\$405	\$500	\$500
	\$1,428	\$3,015	\$3,015
Decorations/Give Aways			
Table Decorations	\$0	\$0	\$100
Centerpieces	\$0	\$0	\$250
Give Aways	\$700	\$1,200	\$1,200
	\$700	\$1,200	\$1,550
Food (250 vs 160)	\$1,742	\$3,000	\$4,600
Venue	\$0	\$0	\$0
Equipment	\$1,465		
AV Equipment		\$550	\$5,050
Linens/Plates Silver/Tables/Chairs		0	\$2,500
	\$1,465	\$550	\$7,550
Awards			
Winners (6 vs 4)	\$225	\$360	\$360
Honorable Mention (12 vs 8)	\$342	\$540	\$540
Young Entr. & Legacy Award	\$131	\$135	\$135
Engraving/Logo	\$218	\$280	\$280
Bench	\$215	\$215	\$215
	\$1,131	\$1,530	\$1,530
Videographer	\$500	\$0	\$0
Estimated Total	\$6,966	\$9,295	\$18,245
10% Contingency	\$0	\$930	\$1,825
Est. Grand Total	\$6,966	\$10,225	\$20,070