



Parks, Recreation & Cultural Services
MEMORANDUM #09 - 2014

DATE: June 2, 2014
TO: Honorable Mayor Joyce Downing and City Council Members
FROM: John Pick, City Manager 
Amanda Peterson, Director of Parks, Recreation and Cultural Services 
SUBJECT: Movies in the Park

BACKGROUND

The City Manager was approached by Council Member Mullica about the possibility of a series of movies in the park on four evenings during the month of August 2014. Staff was then directed by the City Manager to evaluate the feasibility of implementing a new event series. The cost for a single movie night is anticipated to be approximately \$3,240-\$5,240, or \$12,040-\$18,040 for a 4 movie series. To follow is more detailed information about the proposed location and potential costs.

Location

The event was proposed to occur at Winburn Park, to be promoted as a “walk in” event. The site is laid out nicely for a movie, and provides ample flat space for seating. Some challenges with the area include a lack of lighting, a lack of close-in parking for those that are not willing/able to walk and a lack of restroom facilities. Other sites that may be considered are E.B. Rains Jr. Memorial Park or Northwest Open Space.

Dates

The movies series could be held on Wednesday nights in August (subsequent to the final Concert in the Park).

Parking

At Winburn Park, it would be necessary to work with nearby facilities (ie. the adjacent school, the church across the street and/or the Marketplace) to identify parking areas. These parking locations would still require a walk, but would allow for those who live further from the park to join in. In addition, it is very dark near Winburn Park. If people are walking in, some lighting may be necessary to get people safely out of the park and back to their vehicles.

Basic Costs:

A projector, player, 6x12 movie screen, sound equipment, set up/take down and a technician to run the equipment: \$1,700-\$3,000 per movie
Film rights to any major title: \$300-\$500 per movie

Other costs at Winburn Park:

Portolet rental: \$140 for the month
Tower light rentals: \$600 per movie night

Promotion:

Without the benefit of the brochure, as it has already gone to print for the summer cycle, other means of advertising would need to be employed. It is assumed that there will be \$500-\$1,000 in promotional expenses. Some possibilities are:

Ad in the Sentinel
Flyers/posters
Northglenn Connection
Your Hub
Marquee
Electronic Signs on I-25

Staffing

Staffing would be mostly absorbed into existing staff hours, but could result in some overtime depending upon the workload for that week (particularly with parks maintenance workers)

Park prep/clean up - approximately 10 staff hours per event (4 people at 2.5 hours each)

Event Planning - 40 hours (entire 4-movie series)

Event Staffing - 24 hours per event (6 people at 4 hours each)

Vendors

1-2 vendors would be contracted to provide the opportunity to buy snacks and beverages during the event. There would not be a direct cost to do so.

Sponsors

Seeking sponsors can be very time intensive. Some divisions currently actively seek sponsorships for some program areas, some do not. In general, it can be difficult to find a sponsor that pays for a significant portion of the event, outweighing the cost of staff time to seek out that sponsor and negotiate appropriate recognition for the sponsorship.

If the Council desires to move forward with this event in 2014, a budget amendment would be required, as there are no funds in the adopted budget to proceed with a movie series. Other alternatives may be to hold either a single movie night (rather than a series) or to hold either a single movie night or a movie series during the summer of 2015.

STAFF REFERENCE

If any Council Members are in need of additional information, please contact Amanda Peterson, Director of Parks, Recreation, & Cultural Services at apeterson@northglenn.org, or (303) 450-8950.