




Parks, Recreation & Cultural Services
Memorandum #24 - 2014

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: John Pick, City Manager 
Paula Jensen, Director of Management Services 
Amanda Peterson, Director of parks, Recreation & Cultural Services 

DATE: December 15, 2014

SUBJECT: Event Evaluation Follow-up – Budget Detail

BACKGROUND:

At the October 20, 2014 study session, staff unveiled conceptual plans for three new, signature events. At that meeting, all three events were received favorably, and staff was given direction to provide detailed information about the budget necessary to host each of the three events. As indicated previously, all three events are large-scale, festival style events designed to appeal to a variety of audiences.

TIME/BUDGET IMPLICATIONS:

Part 1: Event Planning

Staff evaluated both in-house event management and contracted event management.

A contracted event management individual or company could be hired to implement an event or series of events. These costs ranged from \$8,000-\$25,000 per event. Contracting would likely work best for a single, one-time event.

Hiring a Special Events Supervisor would be approximately \$76,991 (\$61,591 wages and \$15,400 benefits). Hiring an Events Supervisor would allow for long-term growth of each event, with “ownership” of the event details remaining with a city employee. This position will provide supervision and leadership for other existing city events and event staff, without additional cost. Hiring a city employee is the best fit for an event that will occur year after year, and if the intention is to implement two or more new events in the next two years.

Part 2: Event Implementation

Staff evaluated the three events, as presented. Attached is a budget detailing each of the events. The cost of each ranges from just under \$14,000 to just over \$42,500. The budget for the July 4th Family Festival is provided as a benchmark.

As we further vetted the three events, it came to light that Northglenn Uncorked may be better presented as a series of three individual, smaller events with a more

targeted audience. These three components include (1) the Color Run, (2) an Art Show and (3) a Wine and Food Festival. These costs have been separated on the attached budget detail.

It has been suggested that the Pirate's Plunder or Suds n' Swine be considered as the single 2015 event, as these may appeal to the largest local audience, and be the most straight forward to implement.

STAFF RECOMMENDATIONS:

Option 1 (Preferred): Hire a Special Events Supervisor to supervise existing events and staff, and to implement one to three new events and evaluate events, attendance and impact on a regular basis. In addition to providing leadership and vision for existing events, this individual would implement the Pirate's Plunder in the fall of 2015, and begin the planning process for implementation of additional desired events in 2016. A proposed job description is attached.

Option 2: Implement the Pirate's Plunder in 2015 utilizing a contracted service, with evaluation to occur throughout the process to determine if the event will be held in the future.

STAFF REFERENCE:

If Council members have any comments or questions they may contact Paula Jensen at 303.450.8877 or pjensen@northglenn.org or Amanda Peterson at 303.450.8950 or apeterson@northglenn.org

Position Title: COMMUNITY EVENTS SUPERVISOR**Classification Code:****NATURE OF WORK**

This is a professional position planning, developing, organizing, implementing, supervising and administering signature community events for the City of Northglenn. The incumbent will bring passion, excitement, inspiration and long term vision to the implementation of citywide events. The position may work with other governmental agencies; non-profit organizations; educational institutions; professional staff; and volunteers. The Community Events Supervisor acts as a division representative and is responsible for the supervision of one full time staff as well as contractual employees, when necessary. The incumbent is expected to exercise independent judgment in planning work details and in making technical determinations.

ESSENTIAL DUTIES & RESPONSIBILITIES

Oversees existing community and signature events including Kid's Fishing Derby, 4th of July Family Festival, and Noel Northglenn, as well as other events as assigned. Assists the Management Services and Parks, Recreation & Cultural Services departments in the development of new signature and community events for the City; will coordinate and direct said events; serves as lead and support roles for other events; directs and coordinates event operations with city employees, volunteers, and citizens to identify, plan, and improve special events in the City; performs administrative tasks including detailed budgeting records; prepares detailed event reports; recommends policies and procedures to Director of Management Services; secures sponsorships for large and small special events; works with appropriate city staff to insure the requisite number of volunteers are involved in special events; performs event evaluations; maintains accurate financial records; and performs additional duties as assigned.

MARGINAL DUTIES

Assists in other Community Engagement Division and Parks, Recreation & Cultural Services Department activities as needed.

EDUCATION AND EXPERIENCE

Must possess a Bachelor's Degree from an accredited college or university, five years of progressively responsible experience in event planning, specifically large scale public events (1000+ attendees) and at least two years of program administration, budgeting and evaluation experience.

Excellent verbal and written communication skills, including media and sponsor relations, are essential.

Proficiency with MS Word and desk-top publishing required.

Marketing and promotions background strongly encouraged.

Equivalent combinations of education and experience will be considered.

Position Title: RECREATION PROGRAMS SUPERVISOR
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MATERIALS/EQUIPMENT USED

Standard office equipment.

WORKING ENVIRONMENT/PHYSICAL ACTIVITIES

This position will work evenings, weekends and holidays. Occasional lifting of up to 50 pounds required.

Event management/supervision may require long hours – physical stamina is necessary.

ADDITIONAL POSITION INFORMATION

This is an exempt position (not eligible for overtime compensation).

Any one position may not include all of the duties listed nor do the listed examples include all duties which may be found in positions of this class.

| Event | Parking | Police - Alcohol or Road Closures | Shuttle | Portolets/Grey Water/Handwashing | Radios | Entertainment 1 | Entertainment 2 | Entertainment 3 | Stage | Sound | Activity 1 | Activity 2 | Marketing | Staff Shirts | Staff Meals/Expenses | Entertainment Meals/Expenses | Décor/Supplies | Miscellaneous | Total |
|-----------------------------------|------------|-----------------------------------|------------|----------------------------------|----------|-----------------|-----------------|-----------------|------------|------------|------------|------------|------------|--------------|----------------------|------------------------------|----------------|---------------|-------------|
| July 4th Family Festival | \$5,200.00 | | \$4,000.00 | \$3,600.00 | \$255.00 | \$40,000.00 | \$6,500.00 | | \$2,300.00 | \$4,700.00 | \$2,850.00 | | | \$780.00 | \$1,500.00 | \$400.00 | \$925.00 | \$300.00 | \$73,310.00 |
| Pirate's Plunder | \$2,000.00 | | | \$1,800.00 | \$255.00 | \$1,500.00 | \$2,500.00 | \$2,500.00 | \$2,300.00 | \$3,000.00 | \$2,000.00 | \$1,500.00 | \$2,000.00 | \$780.00 | \$500.00 | \$400.00 | \$6,000.00 | \$300.00 | \$29,335.00 |
| Suds N' Swine | \$2,000.00 | \$3,000.00 | | \$3,600.00 | \$255.00 | \$5,000.00 | | | \$2,300.00 | \$3,000.00 | | | \$2,000.00 | \$780.00 | \$500.00 | \$800.00 | \$9,000.00 | \$10,300.00 | \$42,535.00 |
| Northglenn Uncorked - Color Run | | \$1,000.00 | | \$1,200.00 | \$255.00 | | | | | | | | \$2,000.00 | \$300.00 | | | \$9,000.00 | | \$13,755.00 |
| Northglenn Uncorked - Wine & Food | \$2,000.00 | \$3,000.00 | | \$1,800.00 | \$255.00 | \$5,000.00 | | | \$2,300.00 | \$3,000.00 | | | \$2,000.00 | \$500.00 | \$500.00 | \$800.00 | \$4,500.00 | \$2,300.00 | \$27,955.00 |
| Northglenn Uncorked - Art | | | | \$1,200.00 | \$255.00 | \$5,000.00 | | | \$2,300.00 | \$3,000.00 | \$2,500.00 | \$1,500.00 | \$2,000.00 | \$500.00 | \$300.00 | \$800.00 | | \$300.00 | \$19,655.00 |