



## MANAGEMENT SERVICES MEMORANDUM

#16-02

**DATE:** February 1, 2016

**TO:** Honorable Mayor Joyce Downing and City Council Members

**FROM:** David Willett, Acting City Manager   
Paula Jensen, Director of Management Services 

**SUBJECT:** Spring Event

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### BACKGROUND:

As an outcome of the 2014 Strategic Plan, the Management Services Department was charged with implementing 2-3 new City of Northglenn signature events. One of our goals for the new events is to be unique so that we can draw on a diverse audience. The first new event, Pirate Fest, was implemented in September 2015 and will be an annual event. A BBQ festival was proposed as the second new event, with implementation scheduled for Spring 2016.

### NEW INFORMATION:

Upon completion of Pirate Fest, staff went to task researching and evaluating the implementation of a BBQ festival in Spring 2016. Said research revealed several challenges to running a successful BBQ festival:

- To increase competitor turn out it is recommended we be sanctioned with Kansas City BBQ Society, requiring paperwork and fees for sanctioning, training for the coordinators, flying in (and housing) judges, and providing a large prize purse—\$10,000 recommended.
- The BBQ competitions are “about the competitors” instead of “about the attendees”, making this event seem off balance. Competitions require a place for competitors to park their RV and large cook grill, spend the night to begin cooking at 3:00 a.m., and competitors want to leave before the event ends to get to the next event. The competitors cannot serve food to the general public; they are there to compete, so it is necessary to get additional food vendors to serve the public.
- In 2015 there were 14 KCBS events in Colorado, with 7 on the front-range (Denver (2), Ft. Collins, Loveland, Frisco, Parker and Arvada), plus other competitions not sanctioned, making BBQ not very unique.

The coordinator from Arvada stated that it was “very costly” to get their first year event going in terms of budget, time, and effort city wide. Additionally, a tremendous amount of volunteer support was needed and they fell short. They will do the event a second year but with a heavier focus on craft beer.

Ultimately there are many opportunities to attend a BBQ event in Colorado. The question we raised is could we make a different style event that is unique in the market that would bring notoriety to Northglenn like Pirate Fest did for us in its first year? We believe our revised plan will do just this.

Our revised plan is to implement Food Truck Carnival. Using a preferred amusement company that provides county/state fair quality (big) rides, plus the currently trending food truck craze and a solid line up of performances on a large covered stage (we plan to have 8 bands between the three days) we feel that we can gather a large range of participation among young people, families, and a more hip young audience. The event will take place west of City Hall. This gives enough space for approximately 20 carnival rides, the approximate 40' x 80' tent, and the food trucks plus associated event parking. The scheduled dates are May 12 – 15.

**BUDGET IMPLICATIONS:**

During the 2016 budgeting process, a package request in the amount of \$42,500 was submitted to cover costs for the proposed BBQ Festival. This amount was appropriated through adoption of the 2016 budget. The food truck carnival will not exceed this amount.

**STAFF REFERENCE:**

If Council members have any comments or questions they may contact Paula Jensen at 303.450.8877 or [piensen@northglenn.org](mailto:piensen@northglenn.org).