

CITY MANAGER'S OFFICE MEMORANDUM
#23-2019

DATE: March 25, 2019
TO: Honorable Mayor Carol Dodge and City Council Members
THROUGH: Heather Geyer, City Manager *hmg*
FROM: Heather Rule Grady, Interim Communications Manager *HRG*
SUBJECT: Updated 50th Anniversary Celebration Plans and Budget

PURPOSE

This memo provides an update on the status and plan for the City's 50th Anniversary celebration. This update is the result of an internal staff re-evaluation of prior Council direction and assessment of the program budget as a result of the communications staffing transition. Staff seeks consensus to move forward with the revised plan and amended budget request.

BACKGROUND

The previous 50th Anniversary Celebration plan has been reviewed, evaluated and updated based upon the following four principals guiding our year-long festivities:

- Celebrate Northglenn!
- Tap into existing events with a 50th Anniversary "splash" element
- Make Northglenn shine
- Incorporate as many members of the community as possible throughout the year

Three events have already taken place to date. The events executed to date include:

- Mingle with the Mayor at Periodic Brewing (January 9)
- 50 Years of Photos (February 5)
- Women's History in the Making (March 4)

This memo outlines the remaining activities and events that either enhance an existing event with a 50th Anniversary element or create a new event, activity or item to focus on the 50th Anniversary. All events will seek to incorporate historical elements of the city as well as celebrate the diversity of the city. The update has taken into account staffing and budget considerations.

Revised 50th Celebration Plan

In order to implement the remaining program elements, the Communications Division is requesting additional funds be allocated, if Council would like to move forward on the amended plan outlined in this memorandum. The funding request would be for an additional \$48,000. The original budget allocation was \$52,500. Detail is provided below, but additional highlighted elements include:

- Consideration of expansion of the street banner program from 35 banners to 70 banners;
- The purchase of lapel pins;
- The creation and purchase of a commemorative puzzle;
- The addition of a more traditional celebratory event – "Celebrate Northglenn."

Activities completed or underway:

- 50th Anniversary logo
- Police challenge coin and badges

- 50th Anniversary calendars
- Resident recognition program
- Original owner plaque program – will be run by the Community Foundation
- Street sign retirement sales – partnership with public works and CPAAAN

Remaining Recommended Program Elements:

Overall SWAG

Street Banners - AMENDED

Purchase and installation of 70 - 50th Anniversary banners (and hardware) throughout the city on high traffic area roads to create an impact area in all four wards. The original budget allocation would have allowed for 35 banners. Upon review of budget and internal committee and staff discussions, it has been recommended that we install additional banners and hardware in order to activate a banner program for future events and activities for Northglenn Arts, Parks and Recreation, etc. With the purchase of banners and installation of hardware at key locations, this is more of a capital investment with long-term use. The cost of hardware is 75% of the initial cost. There is potential future sponsorship for banner production.

	Option 1 – 35 Banners	Option 2 – 70 Banners
Areas of Impact	Community Center Drive and Northglenn Marketplace	Community Center Drive, Northglenn Marketplace, North Washington Street, 120 th Ave., Future Light Rail location
Cost	\$4,984 initial cost Banner production: \$1,309 Hardware: \$3,675	\$9,968 initial cost Banner production: \$2,618 Hardware: \$7,350

Lapel Pins - NEW

50th Anniversary lapel pins would be purchased for staff, Council, boards and commission members, resident recognition recipients, original owners and those attending the “Celebrate Northglenn” event. Projected budget impact - \$3,000.

Drawstring Backpacks - NEW

Drawstring backpacks are a reusable item with high visual impact and community engagement. Bags will be purchased for the Arbor Day event and Derby Days. Projected budget impact - \$2,500.

50 Trees and Arbor Day Trees - AMENDED

Fifty trees will be planted in 2019 throughout Northglenn in honor of the 50th anniversary. In addition, 5 trees will be planted in Danahy Park in partnership with Westview Elementary School, also turning 50 in 2019. Mayor Dodge and Council as well as former city officials will be asked to participate in the Arbor Day event. Projected budget impact - \$7,857.

Puzzle of Stonehocker Farm - NEW

One hundred puzzles would be produced with a professional photograph of Stonehocker Farm. These could be given away; be sold at cost; or sold above cost for a small donation to the Northglenn Historic Preservation Commission, Northglenn Historic Preservation Foundation, or Northglenn Arts. Projected budget impact - \$1,000.

50th Anniversary Brew - AMENDED

Work with Periodic Brewing to develop a 50th Anniversary beer for them to sell at events and in brewery. Could include a community event for tapping the first keg at the brewery. Recipe is being developed at this time. Projected budget impact - \$0.

Events

We will put up 50th Anniversary signage on entry banner signs during each event on Community Center Drive. Banners will be produced in-house. We would also seek to capture events in photography and video for additional uses throughout the year.

There are potential sponsor opportunities to offset costs for some of these activities and events, most notably Celebrate Northglenn. If council would like, staff can further investigate sponsorship.

Arbor Day Celebration – April 19, 2019 - EXISTING

In partnership with Westview Elementary School, the city will plant 5 trees with 450 elementary school students. Current and former city council members and mayors will be asked to participate. There will be a small program and students will be given a 50th Anniversary bag and a tree for them to plant at home. Projected budget impact - \$2,800. Audience – targeted.

Food Truck Carnival 50th Anniversary Activation – May 11, 12, 2019 - AMENDED

There will be a 50th Anniversary themed activation during Saturday and Sunday. Saturday will feature an ice sculpture performance and a themed selfie truck. Sunday will have a selfie truck with historical photos of Northglenn and 50th Anniversary frame. Projected budget impact - \$2,700. Audience – full community.

Derby Days – June 1, 2019 - EXISTING

The 50th Anniversary celebration will contribute 50th Anniversary bike bells and drawstring backpacks to participants. Projected budget impact - \$500. Audience – targeted local audience of youth and families.

Forged in Iron - Iron Pour and Concert Series kick off – June 5, 2019 - EXISTING

Artist performance and sculpture tile give away for attendees. Mayor and City Council will be asked for involvement in this event. This will coincide with the kick off of the concert in the park series. Projected budget impact - \$18,900. Audience – full community of Northglenn.

Mural Unveiling and 4th of July Celebration – July 4, 2019 - AMENDED

Tunnel Mural officially unveiled. Artist will be signing printed copies of a portion of the mural. Mayor and City Council will be asked for involvement in this event. The event would include current and former police officers and firemen and women in the event. Projected budget impact - \$2,500. Audience – full community of Northglenn, Metro Denver arts communities.

Magic Fest – August 17, 2019 - EXISTING

Selfie truck with 50th anniversary theme and Instagram frame. Additional activation may include adding a 50th anniversary logo for body painting. Projected budget impact - \$1,000. Audience – attendees of Magic Fest.

Pirate Fest – September 20 and 21, 2019 - AMENDED

50th Anniversary regatta prize for best historical representation; could also do a PerIMack home ship entered into regatta by Mayor / Council / Staff. 50th anniversary branded elements of existing treasure hunt. Selfie truck with 50th themed Instagram frame. Mayor's Feast on Friday night to include the Mayor hosting surrounding city Mayors for a small gathering with heavy appetizers and

a costume contest to be judged on the main stage. This could be the rekindling of the former Mayor's Race that used to take place at the 4th of July celebration. Projected budget impact - \$3,900. Audiences – attendees to event, local jurisdictions, full Northglenn community.

Elks Club Sign Dedication – September 28, 2019 - AMENDED

As the first City Hall for the City of Northglenn, we will commemorate this through an afternoon plaque installation and dedication at the building and a small gathering with current and former mayors, council members and Elks Club members. Projected budget impact - \$1,700. Audience – long-time residents, current and former council members and mayors, original home owners and long-time business owners.

Celebrate Northglenn – September 28, 2019 - NEW

A ticketed celebratory event held at the Recreation Center gymnasium. The timing reflects a distancing from the final month of the November election and campaigning and allows us to reflect upon the entire year's celebration and events as well as the past 50 years through video and photography. The event will feature heavy appetizers, a program of distinguished guest speakers, a dance performance by the two local dance studios, incorporation of local choral groups, videos of 50th anniversary events, including honorees of resident recognition program and additional visual displays of Northglenn's past and present. Guests will be given a nice giveaway bag with a pin and local products. It would be an early evening event and could be ticketed or free to invited only guests. Projected budget impact - \$28,800. Audience – current and former government officials from Northglenn, current elected officials from neighboring jurisdictions along with Lakewood and Wheat Ridge (jurisdictions also celebrating 50 years in 2019); resident recognition program honorees and their families; original owner families; community members.

Safe Street Halloween – October 26, 2019 - AMENDED

The entire event will celebrate the 50th Anniversary of the city, the 20th Anniversary of Safe Streets and the 50th Anniversary of Scooby Doo on TV. The 50th Anniversary budget would account for hiring professional character actors to work the lines outside and a photo station for attendees to have a free photo to capture their experience. Projected budget impact - \$3,000. Audience – attendees to event, full Northglenn community.

Noel Northglenn – December 6, 2019 - EXISTING

50th Anniversary ornaments would be purchased to hand out to 500 attendees. Projected budget impact - \$1,500. Audience – attendees to event, full Northglenn community.

STAFF RECOMMENDATION

Staff recommends Council consensus on the revised plan and budget request.

BUDGETS / TIME IMPLICATIONS

A \$52,500 budget had been allocated in the 2019 budget for 50th Anniversary events. An additional \$48,000 in funding is requested. The request for the additional \$48,000 is lower than the \$56,930 because the January 9 and February 5 events came in under budget with a savings of \$9,891. The requested funding in the amount of \$48,000 has a small contingency of \$961. If Council directs, the communications team will work on sponsorships to offset direct event costs, where possible.

A work plan and communications plan will be developed for all events. This will impact communications team staff planning to ensure promotion of events before and after each event takes place as well as the use of video production for use online and on Channel 8.

STAFF REFERENCE

Heather Rule Grady, Interim Communications Manager, hgrady@northglenn.org, 303.514.9650.

ATTACHMENT

1. 50th Anniversary Proposed Budget Summary

Northglenn 50th Anniversary Budget		
Date Updated: March 15, 2019		
Revenue by Element	Projected	Actual (to date)
<i>Funding Sources</i>		
Contemplated sales at Events	\$2,500	\$0
Professional Services budget allocation	\$27,500	\$27,500
Supplies / non-capital budget allocation (rental/lease)	\$10,000	\$10,000
Miscellaneous Communications Services budget allocation	\$15,000	\$15,000
Total Revenue	\$56,000	\$52,500
Expenses by Event/Activity		
<i>Overall Event SWAG and other</i>	\$28,357	
<i>Specific Events</i>		
<i>Mingle with the Mayor - January 9 Periodic Brewing</i>	\$4,700	\$525
<i>February 5 - 50 years of photos</i>	\$6,650	\$400
<i>Women's History in the Making</i>	\$5,875	\$6,409
<i>Arbor Day</i>	\$2,850	
<i>Iron Pour and Concert event</i>	\$18,898	
<i>Food Truck Carnival</i>	\$2,700	
<i>Derby Day</i>	\$500	
<i>July 4 and Mural unveil</i>	\$2,500	
<i>Magic Fest</i>	\$1,000	
<i>Resident Recognition</i>	\$0	
<i>Original Owner program</i>	\$0	
<i>Dedication ceremony - Elks</i>	\$1,700	
<i>Pirate Fest</i>	\$3,900	
<i>Celebrate Northglenn</i>	\$28,800	
<i>SafeStreets</i>	\$3,000	
<i>Noel Northglenn</i>	\$1,500	
Total Expenses	\$112,930	\$7,334
Profit / Loss	-\$56,930	\$45,166