

**CITY MANAGER'S OFFICE MEMORANDUM**  
**#39-2019**

**DATE:** July 22, 2019

**TO:** Honorable Mayor Antonio B. Esquibel and City Council Members

**FROM:** Heather Geyer, City Manager *Hmg*  
Heather Rule Grady, Interim Communications Manager *HRCGR*

**SUBJECT:** 50<sup>th</sup> Anniversary Celebration Plans Update

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**PURPOSE**

The purpose of this memorandum is to provide City Council with an update on the progress made to date with the 50<sup>th</sup> Anniversary Celebration Plans. Additionally, this update highlights upcoming events and activities.

**BACKGROUND**

Following a transition in the communications division with the communications manager position, Heather Rule Grady was hired to serve as Interim Communications Manager. On March 25, 2019, she presented updated 50<sup>th</sup> Anniversary Celebration Plans to City Council for feedback. Activities are happening according to plan as presented at that time.

50<sup>th</sup> Anniversary Celebration Planning Guiding Principles

During the communications transition, a thorough review was done on the previous 50<sup>th</sup> Anniversary Celebration plans. Staff updated, vetted the plan internally and developed the following four guiding principles for the City's year-long festivities:

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

**COMPLETED EVENTS AND ELEMENTS**

The following events that were successfully completed include a brief recap of the program.

50<sup>th</sup> Anniversary logo

The logo was designed in-house and approved by City Council on December 17, 2018. This logo has been used by staff and members of City Council in email signatures. The logo has been applied to special event staff t-shirts and other marketing materials.

Police challenge coin and badges

The Police Department has produced a commemorative challenge coin that has been available to residents for purchase. Additionally, they produced a special 50<sup>th</sup> Anniversary badge for officers to wear during the year. 103 challenge coins have been sold to date. They are and have been available for sale at the Justice Center and City Hall until we sell out of coins.

#### Lapel Pins

50<sup>th</sup> Anniversary lapel pins were purchased for staff, Council, board and commission members and resident recognition recipients. The pins will also be provided to original owners and those individuals who attend the "Celebrate Northglenn" event in September. Pins were distributed to every staff member with a thank you note.

#### Drawstring Backpacks

Drawstring backpacks were purchased and have a high visual impact with the 50<sup>th</sup> Anniversary logo. Bags were purchased for the Arbor Day event and Derby Days. The backpacks have been well received by recipients. Additional backpacks were provided to Parks and Recreation for summer programs.

#### 50<sup>th</sup> Anniversary Calendars

A total of 350 calendars were designed in-house. The images that were used are from city archival photos and contributions from residents. Total printing cost was \$2,108.21. There are still a few calendars that have not been distributed and are available at City Hall. The August issue of Connection will include a reminder for residents may come in to pick one up.

#### Original owner plaque program

The Historic Preservation Commission is working on an original owner plaque program. The communications division will support in public information and engagement efforts. Original owners will be incorporated into the Celebrate Northglenn event in September. At this point, the communications team is awaiting direction from the Historic Preservation Commission.

#### Street sign retirement sales

This program is a partnership between the City and the Citizens Police Academy Alumni Association (CPAAAN). Communications is awaiting information from CPAAAN. 20 signs have been sold to date. We are finding that there are unique stories behind the interest in the street sign program. One individual received two signs of streets named after his grandfather. While his grandfather no longer lives here, we have photos and an interview of the grandson giving his grandfather the street signs. We have promoted the sales through each edition of Connection this year, but have now been asked for more promotional support at this time.

#### Resident Recognition Program

The Resident Recognition Program was proposed to City Council on February 25, 2019. The program criteria were amended in June of 2019. A total of 8 residents have been recognized to date. Eleven will be recognized on July 22; six will be recognized on August 26 and four are scheduled for September 9. This makes a total of 31 submissions to date that are eligible under the new criteria. We have a goal of recognizing at minimum 50 of the community's unsung heroes.

This program is growing in terms of the number of residents being nominated. Due to this, we are amending to recognize residents at both council meetings each month through the end of the year. We are promoting the program through Connection, website, social media channels and word of mouth.

Council has expressed interest in continuing the program in 2020. Staff will bring this item back for discussion in the fall.

Mingle with the Mayor at Periodic Brewing

This was the official kick-off to the city's 50th year.

50 Years of Photos

On February 5 at the Senior Center, residents brought old photos to share with city staff. These contributions have been scanned and used for on-line galleries and in the historic items display at city hall.

Street Banners

Purchase and installation of 60 - 50<sup>th</sup> 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.

*Program Recap:* The original timeframe for installation of banners was not met. Staff had to address issues with the vendor and ensure that City purchasing policies were followed. Equipment had to be ordered and the review by Xcel Energy took longer than expected to get approval and some proposed locations were not approved. The City was not allowed to put any banners on wood poles previously identified. Therefore, two locations were not possible, one of those being South Huron. Banners were installed beginning on the week of the Food Truck Carnival and completed by July 4 on approved Xcel poles.

	60 Banners - Actual
Areas of Impact	Community Center Drive, Northglenn Marketplace, North Washington Street, 120 <sup>th</sup> Ave., Future Light Rail location, 104 <sup>th</sup> Ave., Washington Street
Costs	Initial cost: \$8,782.20 Banner production: \$2,244 Hardware: \$6,538.20

Street Banner Designs



#### 50 Trees and Arbor Day Trees

Fifty trees were be planted in 2019 throughout Northglenn in honor of the 50<sup>th</sup> anniversary. Trees have been planted and signs have been placed at each tree indicating it is part of the 50th Anniversary celebration. Actual budget - \$7,857.

#### Arbor Day Celebration – April 19, 2019

In partnership with Westview Elementary School, the city planted 5 trees with 450 elementary school students. Students were given a 50<sup>th</sup> Anniversary bag and a tree for them to plant at home.

*Program Recap: The program was a huge success and happened on a beautiful day. Students, faculty and staff expressed great appreciation for their bags, trees, notebooks, pencils and erasers. Students who were unable to attend were given filled backpacks as well.*

#### 50<sup>th</sup> Anniversary Brew

As requested by Council, staff worked with Periodic Brewing to develop a 50<sup>th</sup> Anniversary beer to sell at events and in the brewery.

*Program Recap: In partnership with Periodic Brewing, a local Northglenn business, a 50<sup>th</sup> Anniversary brew was created and has been available at multiple events. The chosen beer was Farmhouse Ale to coincide with the history of farming in the area.*

#### Women's History in the Making

On March 4, the city welcomed more than 200 people to attend Women's History in the Making with a speaking engagement with Lt. General Laura Richardson a Northglenn native. The program engaged students from ROTC and also featured the story of Northglenn High School ROTC student, Gabriella Gomez.

*Program Recap: The event was extremely well received by the community and staff from all over the city contributed to planning and execution. It was a true collaborative effort that engaged all ages and backgrounds in a positive celebration of the city's history, present and future. We received local coverage in the Sentinel and on Channel 7 and Fox 31 with additional media coverage throughout the country with the distribution of the press release through PR Newswire.*

#### Food Truck Carnival 50<sup>th</sup> Anniversary Activation – May 11, 12, 2019

Two days of 50<sup>th</sup> Anniversary themed activation took place during Saturday and Sunday at the annual Food Truck Carnival. Saturday featured an ice sculpture performance and a themed selfie truck. Sunday will have a selfie truck with historical photos of Northglenn and 50<sup>th</sup> Anniversary frame.

*Program Recap: The ice sculpture carving was well received by attendees. The selfie truck could not attend on the final day due to getting into an accident on the way to the event.*

#### Derby Days – June 1, 2019

For Derby Days, 50<sup>th</sup> Anniversary bike bells and drawstring backpacks were provided to participants.

*Program Recap: We were able to provide participants with backpacks and 50th Anniversary bike bells.*

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

This event consisted of an artist performance and sculpture tile give away for attendees. Mayor and City Council were asked to participate in this event. The event coincided with the kick off of the concert in the park series.

*Program Recap: Three iron plaques were made as part of this program to be installed at City facilities. Staff will bring forward recommendations on where to install these plaques at a future City Council Study Session. More than 500 people attended. We received positive feedback regarding the artwork people were able to create.*

Mural Unveiling and 4<sup>th</sup> of July Celebration – July 4, 2019

On the 4<sup>th</sup> of July the Tunnel Mural was officially unveiled. The artist was available for signing printed copies of a portion of the mural. Mayor and City Council were invited to participate.

*Program Recap: The 50th Anniversary mural will last long beyond 2019 and be able to serve as a celebratory element as long as it stands. The mural has received local and regional media attention and staff is working on additional media outreach around the piece.*

**UPCOMING EVENTS AND ADDITIONAL ELEMENTS OUTSIDE OF MARCH 25 UPDATE**

The following upcoming events include a 50<sup>th</sup> Anniversary element consistent with the four guiding principles for the year-long festivities:

August Connection Newsletter

48 years ago, the city published its first city newsletter, the Spokesman. Since it was first published in August 1971, we are including in this August issue a center spread highlighting the history and evolution of city newsletters as well as highlighting all of the 50<sup>th</sup> Anniversary celebration elements to date.

Magic Fest – August 17, 2019

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

Pirate Fest – September 20 and 21, 2019

50<sup>th</sup> Anniversary regatta prize for best historical representation; staff is looking at building and entering a PerIMack home ship. 50<sup>th</sup> anniversary branded elements of existing treasure hunt. Selfie truck with 50<sup>th</sup> themed Instagram frame. Projected budget impact - \$3,900. Audiences – attendees to event, local jurisdictions, full Northglenn community.

Powwow

Though this is not a city event, the City is supporting promotion of the Powwow's 5th Anniversary at Stonehocker through an article in Connection highlighting the history of the event and its historical setting. Council will read a Proclamation on September 9 where Powwow organizers will bring dancers to perform and a prayer will be read. The City will promote the Connection article and proclamation on social media.

Elks Club Sign Dedication – September 28, 2019

As the first City Hall for the City of Northglenn, the City 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.

#### Puzzle of Stonehocker Farm

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

#### Celebrate Northglenn – September 28, 2019

A ticketed celebratory event held at the Recreation Center gymnasium. The timing 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 video with no speeches, video of 50<sup>th</sup> anniversary events and decade based videos viewed in group seating areas based upon decade reflected in the video. Staff would like Mayor and Council Members to provide voice overs and on-camera segments for each decade based video.

Guests will be given a nice giveaway bag with a pin and local products. It would be an early evening event. 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.

Based upon input from Council, the event has been re-imaged to eliminate the "talking heads" component. Instead, we will do a video reflecting each decade of the past 50 years shown in seating areas around a central TV. There will be an additional video viewing area showing all of the 50<sup>th</sup> Anniversary celebrations to date, including all of the resident recognition winners. There will be a booth / area where residents can record their own Northglenn story as well. An invitation list will be available for council review by July 30 and Save the Dates are planned to go out 6 weeks prior to the event.

#### Safe Street Halloween – October 26, 2019

The entire event will celebrate the 50<sup>th</sup> Anniversary of the city, the 20<sup>th</sup> Anniversary of Safe Streets and the 50<sup>th</sup> Anniversary of Scooby Doo on TV. The 50<sup>th</sup> 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

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

#### Denver Relocation Guide – Fall Edition

This is a paid advertisement in a print and on-line publication. Northglenn will be featured in the fall issue with an Advertorial combining the history of the city and photos (also on-line) and an Advertorial in the spring issue that will highlight Northglenn events and arts programs.

**STAFF RECOMMENDATION**

Staff is seeking consensus from City Council on the September 28<sup>th</sup> event as outlined above. We would like to film voice overs of council the week of August 19.

**BUDGET/TIME IMPLICATIONS**

The overall budget for the 50<sup>th</sup> Anniversary Celebration Plans is \$100,500 (The original budget allocation was \$52,500, with the additional funding request for \$48,000 approved in March). Staff will provide an update on the use of City funds for these activities in December 2019.

**STAFF REFERENCE**

For additional information, please contact Heather Geyer, City Manager at hgeyer@northglenn.org or 303.450.8706.