

**COMMUNICATIONS DEPARTMENT MEMORANDUM
#1-2021**

DATE: Feb. 8, 2021

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager *hmg*

FROM: Diana Wilson, Director of Communications *DW*
Amanda Peterson, Director of Parks, Recreation & Culture *APP*

SUBJECT: 2021 Event Planning

PURPOSE

To provide City Council with information on 2021 plans for community events and programs and offer the opportunity for input.

BACKGROUND

The 2020 event schedule was radically modified due to COVID-19. The Communications Department and the Parks, Recreation and Culture Department initially cancelled many programs, then shifted to reformatting events and programs to meet COVID-19 health department regulations in effect at the time of the event/program.

The departments anticipate the need for flexibility in 2021 as well, but still prefer to plan ahead. In 2020, the rule of thumb was to determine whether to move forward with an event six weeks ahead of time, and often planning new/replacement events three to six weeks out. Planning on such a short timeline is difficult, and this year would be nearly impossible because the number of events and programs have increased to pre-COVID levels (though capacity has not, yet) and health orders have added a layer of complexity.

In 2021, cancelling six weeks before an event if COVID-19 or other challenges arise will remain in place; planning is underway now to allow time for ticketing or reservation systems, vendor/performer contracts, rentals, insurance, promotion and other operational needs.

UPDATE

The current COVID-19 dial dictates event attendee sizes with the smallest at zero and the largest at 500 attendees. Through much of 2020, Northglenn was in Level Orange with an attendee limit of 175 and the City held a number of events in different parks and along the streets of Northglenn. As staff plans for 2021 (with the almost certain forecast of continuing on the dial for most of the year), it is staff's desire to cancel the "normal" large events early so that they can be replaced with fun and innovative smaller community events. As Northglenn moves off the dial and larger programs are again allowed, staff can plan those events, whether this fall or into next year.

Cancellations

1. Food Truck Carnival will be canceled for 2021. Staff had intended to move it to later in the year but would not be able to offer a carnival. Food trucks will be used at a number of our other events this year.
2. Staff recommends cancelling the July 4th Festival this year, planning smaller programs on the day of and moving the fireworks to the opening of the recreation center in the fall.

Since the City uses proximate fireworks products, the show may be shot from the roof of the new building or City Hall. More details are below about alternate plans for July 4th.

3. If Northglenn still has COVID restrictions by June 15 with no indications of moving off the dial, Pirate Festival will also be a reduced-size event, matching the dial at the time.
4. If Northglenn is still in COVID restrictions by Aug. 15 with no indications of moving off the dial, Safe Street Halloween would be cancelled and done as a larger Boo Block presentation.
5. Mudapalooza mud volleyball tournament
6. Flashlight Egg Hunt

Communications and Engagement Planned Events for 2021

(Far right boxes denote number of eligible participants/COVID level)

| Event | Date | 500/Green | 250/Blue | 175/Orange | 75/Red |
|---|--|---|-------------|---|-----------|
| Farmers' High Line Canal Cleanup | March 13 (snow date March 20) | This program will run, weather pending. Volunteers will go to their site and forego coming to City Hall as in the past. Groups in the same area will be no larger than 75. | | | |
| Kids' Fishing Derby | May 22 | 200 anglers | 100 anglers | 50 anglers | Cancelled |
| PRIDE program | June 19 and/or 20 | TENTATIVE – Idea to coordinate with Diversity, Inclusivity, and Social Equity Board and regional Pride Fest for a local event | | | |
| Grab N' Go Series | Two locations: three weeks in June and three weeks in August | Two savory trucks and one sweet truck with performance | | One savory truck and one sweet truck with performance | Cancelled |
| 4 for July 4th | July 4th | Plan for a progressive July 4th event with different activities in four parks in Northglenn: Food vendors and music in one to two parks, a car show in a second park, a spirit tasting event at another park, possibly family field day at another. The events could be spread out during the whole day and cater to different audiences. Each area would be limited to capacity numbers at the time. | | | |
| Stonehocker Farmhouse/ Porch Concerts | August through October | Inside/outside | | Outside | Cancelled |
| Pirate Night(s) | Sept. 17-18 | In-person ticketed | | Drive-in | Cancelled |
| Grand Opening Celebration of New Recreation Center | TBD | Communications & Engagement (C&E) will work with Parks, Recreation & Culture to open the new recreation center with fanfare. Plans include fireworks. | | | |
| Boo Block (Police event with C&E support) | Oct. 23 | Outdoor drive-through ticketed event with limited participation matching the numbers on the dial. If COVID-19 restrictions are lifted with enough notice, Safe Street Halloween could return. | | | |

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|------------------------|--------|---|---------------|
| Noel Northglenn | Dec. 3 | Outdoor/indoor program, new rec center and festival area | Drive through |
| Concept Event | TBD | The City budgeted for a new event or series that will be rolled out later this year. Once the landscape for the rest of the year is clearer, this new event will be unveiled. | |

Engagement

Flowerbed, park, trail, bike and other small group volunteer programs are moving forward under COVID-19 protocols. Large group activities (Farmers’ High Line Canal Cleanup, volunteer recognition BBQ) adjusted to meet health guidelines. If COVID-19 cases surge again, this may have to be revisited.

Recognition programs (Neighborhood Beautification, Good Neighbor, Magnificent Tree) will be remote until in-person City Council meetings resume. Staff suggests a change in Yard of the Month awards: 50% of the homes selected would be WaterWise (less turf, more garden/landscaping), and the Long Term Home Beautiful Award be on hold this year due to expected drought conditions. Drought makes this a good time to move to more WaterWise yard recognition. Staff anticipates maintaining this focus moving forward to be in line with City sustainability goals.

Recreation and Culture Programmed Events

Recreation staff is developing a full range of summer programming that is representative of a typical summer season, with the exception of large gatherings. Staff is identifying realistic modifications for each program that will allow for adjustments to be made throughout the season in the event that COVID necessitates further restrictions.

The summer schedule (June through August) will be made available to the community through an abbreviated version of the recreation guide, mailed to each home in the community, as well as on the City’s website and through social media.

(Far right boxes denote number of eligible participants/COVID level)

| Event/Program | Date | 500/Green | 250/Blue | 175/Orange | 75/Red |
|------------------------|--------------|---|---|---|--|
| Summer Concerts | June/ July | No reservation | Reservations | Drive-in | Cancelled |
| Summer Movies | July/ August | No reservation | Reservations | Drive-in | Cancelled |
| Kiwanis Pool | Ongoing | Open for typical use (lessons, Aquafit, open swim, private parties) | | Limit the number of attendees, still allowing all use types | Reduce use to reservation only, limited to open swim, the same format used in 2020 |
| Preschool | Ongoing | Cap classes at 20 | Minimize group size based on current restrictions | | Minimize group size and co-mingling of different classrooms |

| | | | | |
|---------------------------------|---------|---|---|---|
| Open Swim | Ongoing | Regular open swim schedule | Open swim at a limited capacity. | Modified open swim with one family/one household group per lane |
| Youth Sports | Ongoing | Local competitive play with spectators | No spectators allowed and/or coordinating competitive play to limit contact with multiple groups | No game play with other teams; teams limited to skills/drills within their own team |
| Senior Center | Ongoing | This is still an unknown, but will likely continue with one-on-one or very small group interactions until such time that our senior population has reached herd immunity. | | |
| Northglenn Youth Theatre | Ongoing | Increase audience and/or cast size if allowable | Holding three shows instead of one spring show to allow for a smaller group of performers on stage at any one time; live audience of 50 | Decrease audience and/or move to a virtual performance |

** This is not an all-inclusive list, but gives an idea of the approach that recreation will be using for this summer in anticipating COVID requirements.*

BUDGET/TIME IMPLICATIONS

The 2021 event plans fall within the budgeted amounts included in the 2021 Budget under the Communications Department and Parks, Recreation & Culture Department.

STAFF RECOMMENDATION

Staff recommends support of this 2021 event/program plan.

STAFF REFERENCE

If Council members have any questions, please contact:

- Director of Communications Diana Wilson at dwilson@northglenn.org or 303.450.8713
- Director of Parks, Recreation & Culture Amanda Peterson at apeterson@northglenn.org or 303.450.8950

ATTACHMENT

1. Presentation

Planning Ahead for 2021 Community Events & Programs

Presenter: *Diana Wilson, Director of Communications*

Co-presenters:

- *Amanda Peterson, Director of Parks, Recreation & Culture*
- *Steven Stokes, Event Supervisor*
- *Michael Stricker, Cultural Programs & Senior Center Supervisor*

Council Meeting
Feb. 8, 2021



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2020 Recap

- March to May:
Cancellations and shut down
- June to August:
Virtual and small
- September to December
What CAN we do?



A family of masked marauders at Pirate Fest.

2020 Lessons Learned

- Cancellations are a bummer
- Planning with a short lead time is challenging
 - Equipment, staffing, risk management, multiple locations, and promotion are just a few of the issues
- Neighborhoods are supportive of hyper-local events
- Ticketing, timed entry and reservations are a must for limited capacity



2021 Plan

**Continued focus on
“What CAN we do?”**

**Plan for current status
with step-up/step-down
alternatives**

**Go in knowing this is
likely a long haul**



2021 Cancellations

1. Food Truck Carnival
2. July 4 Fest & Fireworks
3. Pirate Festival
4. Safe Street Halloween
5. Mudapalooza
6. Flashlight Egg Hunt



2021 Adapted and New Events

1. Canal Cleanup in March
2. Kids' Fishing Derby in May
3. Grab N' Go in June and August
4. 4 for July 4th
5. Stonehocker Farmhouse Porch Concerts
6. Ticketed Pirate Night(s)
7. Boo Block
8. Noel Northglenn
9. Summer Concerts and Summer Movies
10. Theatre performances

QUESTIONS?



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