

COMMUNICATIONS MEMORANDUM
#2-2022

DATE: May 16, 2022

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager *hmg*

FROM: Diana Wilson, Director of Communications *DW*

SUBJECT: Night of Lights Funding

PURPOSE

To provide City Council with information on the cost of expanding Noel Northglenn to Northglenn Night of Lights.

BACKGROUND

On March 7, during the City Council idea generation session, a discussion about reimagining Noel Northglenn was held. A larger, multi-cultural event was suggested. Staff has started working on a plan for Northglenn Night of Lights, a multi-cultural celebration of holidays that occur between mid-November and mid-January from around the world. This event would fill the entire recreation center and include outside activities, essentially tripling the activity level compared to Noel Northglenn.

Using the successful model Northglenn Arts has established of partnering with different cultural organizations to bring diverse performances to the community (Cleo Parker Robinson Dance, Indian Raga, Su Teatro), the engagement and theatre staff are working to identify performances and activities. Day of the Dead, Diwali, St. Lucia Day, St. Nicholas Day, Hanukkah, Winter Solstice, Christmas, Las Posadas, Kwanzaa, New Year (western and eastern), Boxing Day, Three Kings Day, Lohri, and Omioska are currently under consideration.

Staff has also had preliminary discussions with members of the Diversity, Inclusivity, and Social Equity Board to suggest activities and support the event. They expressed a desire to be involved and support the expanded event.

BUDGET/TIME IMPLICATIONS

Noel Northglenn 2022 is budgeted at \$7,500; in 2021 final expenses were \$8,800. To triple the event scope for Night of Lights is an estimated cost of \$25,000, an increase of \$17,500 over budget. The cost estimate is based on recent contracts with performers and vendors for other events, which range from \$800 to \$4,000 per vendor/provider.

Additional staff and staff time would be needed to plan and manage more activities. Utilizing staff in the Communications & Engagement Department and Parks, Recreation & Culture Department should be adequate for the majority of the event, though some employees would work more hours than originally planned for in 2022 to support the event expansion. Contract staff to manage traffic and parking may be necessary with the added outdoor activities.

The event would be paid for out of the current Communications Department budget, though the additional expenses may lead to increased final department annual expenses, in which case, staff will bring forward a supplemental budget appropriation at a future date.

STAFF RECOMMENDATION

Staff recommends enhancing the community winter celebration to Night of Lights to increase the learning opportunity for families at the event and to be more inclusive. City Council does have the option to continue with the Noel Northglenn event plan as done in prior years and budget for this expanded approach in 2023.

STAFF REFERENCE

If Council members have any questions, please contact Diana Wilson, Director of Communications, at dwilson@northglenn.org or 303.450.8713.