

**CITY MANAGER’S OFFICE MEMORANDUM  
#2-2023**

**DATE:** Jan. 9, 2023  
**TO:** Honorable Mayor Meredith Leighty and City Council Members  
**FROM:** Heather Geyer, City Manager *hmg*  
**SUBJECT:** Special Events Division Reorganization

**PURPOSE**

To provide City Council with an overview of the proposed Special Events Division reorganization.

**BACKGROUND**

Due to unforeseen circumstances in mid-May of 2022, the Special Events Division modified its staffing approach through the end of the year. The Special Events Supervisor position became vacant in early November 2022. Any time a vacancy occurs, it is a City practice to evaluate how staff is operating and identify opportunities for improvement. As a result, the Director of Communications assessed the staffing needs of the Special Events Division and developed the proposed plan to reorganize the division.

<b>2022 Staffing Approach (During Transition)</b>	<b>Proposed</b>
<ul style="list-style-type: none"> <li>• Supervisor (incumbent on medical leave)</li> </ul>	<ul style="list-style-type: none"> <li>• Reallocate the Supervisor position and create two full-time Events Specialist positions (each position will lead half of the events)</li> </ul>
<ul style="list-style-type: none"> <li>• Coordinator (incumbent)</li> </ul>	<ul style="list-style-type: none"> <li>• One part-time Events Assistant (all year, more hours during high event time)</li> </ul>
<ul style="list-style-type: none"> <li>• Seasonal event staff (was filled May – September)</li> </ul>	<ul style="list-style-type: none"> <li>• Shift high-level decisions and supervision to department director.</li> </ul>
<ul style="list-style-type: none"> <li>• Temp admin support</li> </ul>	
<ul style="list-style-type: none"> <li>• Contract support</li> </ul>	

The proposed reorganization has been designed to build on the strengths of the team. The plan provides an opportunity for event staff to better manage workload, provides new cross-training opportunities, and creates new opportunities to integrate with the rest of the Communications Department. Reallocation of the existing vacant supervisor position allows the workload to be managed by two individuals which is a significant opportunity. The two Events Specialists will report to the Director of Communications as well as the part-time Events Assistant position. Each Specialist position will be responsible for leading half of the events/duties managed by the division. This approach will help balance out the workload. The Director of Communications would assist with some of the high-level tasks such as Request for Proposal (RFP) processes, budget management and large contracts.

**BUDGET/TIME IMPLICATIONS**

Funding for 2023 events and staffing are in the 2023 General Fund and no additional funding is required. Overall, there is no increase in FTE being requested, the request includes the reallocation of a vacant FTE. If City Council supports the proposed plan, no additional action is needed. When the 2023 Pay Plan and Personnel Summary was approved by Council on Oct. 24,

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2022, the FTE summary had mistakenly already changed. This was a staff mistake. If Council does not support this change, the FTE Summary will be corrected.

**STAFF RECOMMENDATION**

Staff recommends Council consensus to move forward with implementing the proposed division reorganization.

**STAFF REFERENCE**

If Council members have any questions, please contact Heather Geyer, City Manager, at [hgeyer@northglenn.org](mailto:hgeyer@northglenn.org) or 303.450.8706.

**ATTACHMENTS**

1. Presentation
2. Proposed Events Specialist job description

# ***SPECIAL EVENTS DIVISION REORGANIZATION***

**Heather Geyer**

*City Manager*

*303.450.8706*

*[hgeyer@northglenn.org](mailto:hgeyer@northglenn.org)*

**Discussion Item**

*Jan. 9, 2023*



**CITY OF  
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# ***PURPOSE***

- **Provide an overview on proposed division reorganization**
- **Gain Council consensus to move forward with the proposed plan and start the recruitment process**



# ***PROPOSED STAFF REORGANIZATION***

## **Past**

*(for 6 events)*

- **Special Events Supervisor**
- **Special Events Coordinator**

## **2022 Staffing Approach**

*(for 12-18 events)*

- **Supervisor**
- **Coordinator**
- **Seasonal event staff (May – September)**
- **Temp admin support**
- **Contract support**

## **Proposed**

*(for 12 events)*

- **Two full-time Events Specialists (each lead half of events)**
- **One part-time Events Assistant (all year, more hours during high event time)**



# ***NEXT STEPS***

- **Post and recruit for second Events Specialist position**
- **Existing Coordinator will be reclassified to an Events Specialist**
- **Part-time Events Assistant – hired, started Jan. 3**



# QUESTIONS?

**Heather Geyer**

*City Manager*

*303.450.8706*

*[hgeyer@northglenn.org](mailto:hgeyer@northglenn.org)*

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**CITY OF**  
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**CITY OF NORTHGLENN****POSITION DESCRIPTION**

**Position Title: SPECIAL EVENTS SPECIALIST**

**NATURE OF WORK:**

This is a professional position responsible for leading half of the events assigned to the engagement division. The job entails decision-making, implementation and management of theme, logistics, safety, staffing, contracts, and all other aspects of neighborhood, community, and regional events. The position will also support events led by other team members and departments.

The Events Specialist works within the Communications team and collaborates with many other City employees and City Council to provide engaging, quality, safe events in Northglenn that support City strategic plan goals.

The position reports to the Director of Communications.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Lead, develop, plan, and conduct half of the community events assigned to the department.

Serve as the on-site supervisor/manager during events and ultimately responsible for all aspects of the event.

Ability to make decisions, adjust to last minute developments/changes, problem-solve and to effectively communicate issues to the department director to ensure events are consistently executed at a high level of service.

Assist and work the other half of department events.

Assist with events led by other departments.

Coordinate event planning with other Event Specialist(s) and the Events Assistant with support from other Communications Department team members.

In collaboration with director and team, research and/or gather community input to propose and provide event experiences relevant to the target audience.

Research, select and manage internal and external event service providers that enable power, sound, stages, equipment, security, sanitation, site maintenance, signage and more.

Secure knowledge of necessary permitting for events and ensure permits are secured.

Research, select and manage event programming such as entertainment, food, vendors, beverages, community groups, races, shows, competitions, giveaways and more.

Develop event production schedules and operations plans (including pre- and post-event tasks); ensure all aspects of events have adequate staffing to accomplish plans.

Follow city finance and contract procedures to secure contractors and other needed services for events.



Write and manage Request for Proposal (RFP) processes for large event investments.

Prepare and manage individual event budgets, procure needed items, and ensure payment of budgeted items/expenses, understand/support the department and city budget, and follow all city financial management policies.

Work outside of normal 8 a.m.- 5 p.m. business hours regularly and likely work in excess of 40 hours per week during peak event season.

Effectively communicate with coworkers, City Council, stakeholders, and the public regarding events via email, phone, and in-person.

Develop and maintain documentation such as, but not limited to, Standard Operating Procedures (SOPs), safety guidelines, professional service agreements (PSAs), orientation materials, vendor packets, sponsorship information, and promotional materials.

Conduct event planning meetings and trainings.

Be able to physically support events, including but not limited to, tasks such as moving tables, setting up tents, moving equipment, posting signs, loading/unloading vehicles, marking layouts, and setting up decor. Be able to lift up to 50 pounds and stand/walk for long periods of time.

Be responsible for, resupply, and organize a large inventory of various event supplies.

Coordinate with a various internal and external (sponsors, non-profits, city-affiliated foundations, county government, etc.) stakeholders to determine appropriate roles in city events.

Be comfortable with making sponsorship asks and achieving event income targets.

Have organizational and computer skills to establish sound practices for management of documents, files, spreadsheets, a large volume of email, multiple calendars, and a variety of different software programs.

Ability to establish timelines and meet deadlines for multiple projects concurrently.

Assist with other department or cross-department special projects as assigned.

**EDUCATION AND EXPERIENCE:**

Bachelor's degree in event management or a related field from an accredited college or university; a minimum of two years events leadership experience.

Equivalent combinations of education and experience may be considered.

Knowledge of municipal government preferred.

Sponsorship sales experience a plus.

Excellent communication, organizational and project management skills.

**NECESSARY SPECIAL REQUIREMENTS:**

Must possess at time of appointment, and maintain, a valid Colorado motor vehicle operator's license and a good driving record.

**MATERIALS/EQUIPMENT USED:**

Computer, office equipment, cargo van.

**WORKING ENVIRONMENT/PHYSICAL ACTIVITIES:**

Ability to lift up to 50 pounds.

Ability to stand/walk for long periods of time.

**ADDITIONAL POSITION INFORMATION:**

This is an exempt position (not eligible for overtime).

Please note this position is primarily in-person with limited remote work options; flex schedule is available.