

COMMUNICATIONS MEMORANDUM
#1-2024

DATE: Jan. 8, 2024

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager *Hmg*

FROM: Diana Wilson, Director of Communications *DW*

SUBJECT: 2024 Neighborhood Nights and Festival Lawn Plans

PURPOSE

To provide City Council with:

- Brief review of Neighborhood Nights and Festival Lawn events to date
- 2024 staff recommendations
- Opportunity to provide feedback on upcoming plans

BACKGROUND

Neighborhood Nights Review

Neighborhood Nights grew out of COVID programming (2020-2021 Grab 'N Go events) at neighborhood parks. In 2021, Council expressed a desire to continue to have hyper-local events and involvement in them. In 2022, Grab 'N Go events evolved into Groove, Grub and Local Gov. In 2023, the events were rebranded Neighborhood Nights. Attendance at all 2023 Neighborhood Night events increased over 2022. The locations of the events have varied each year.

Over the four years the events featured:

- 2020 – Food trucks with takeaway food and free Census/COVID/City items for attendees
- 2021 – Food trucks, small musical group, City tent
- 2022 – Food trucks, music group, City tent, \$5 food truck coupons from Council Members and opportunity to engage with Council Members
- 2023 – Food trucks, band, City tent, sponsor tents, \$7 food truck coupons from Council Members and opportunity to engage with Council Members

Neighborhood Nights Evaluation & Feedback

Staff has evaluated Neighborhood Nights and come up with some new ideas that may attract more community participation. Feedback stated that spreading Neighborhood Nights out over so much of the summer made it hard for residents to view it as a “series” and it conflicted with the school year on some dates. Staff also met with Cultural Arts staff to see if any collaborations with their programs made sense and to avoid conflicting with their summer concerts.

2024 Staff Recommendations

- Retain the food trucks, bands and \$7 coupon for Neighborhood Nights.
- Shift the Cultural Arts movie series to Neighborhood Nights.
- Start with the Mayor event then Wards in reverse order.
- Tighten up the schedule for more of a “series” feel.
- Combine the Ward 3 Neighborhood Night with a Summer Concert and Movie on a Wednesday and use the postcard mailer as a “trade in” for the \$7 coupon.

Festival Lawn Events Review

This City venue has now hosted two years of programming. The Community Engagement Division of the Communications Department has led events each summer month.

Past events included:

- June 2022: Bubble Fest
- July 2022: Mayor's citywide Groove, Grub & Local Gov
- August 2022: Dancing Through the Decades
- June 2023: Northglenn Pride
- July 2023: State of the City (expanded Mayor's Neighborhood Night)
- August 2023: Dancing Through the Decades

Evaluation and Feedback

The goal of festival lawn events are a community-level gathering in the 600-1200 attendee range. Staff evaluation is that the 2023 festival lawn events were successful and should remain similar in 2024 to continue to build traction. There is not currently a budget for a State of the City-level event in July, however there is funding for an event with a level of activity falling somewhere between the 2022 Mayor event and 2023 State of the City.

2024 Staff Recommendations

- Partner with the Diversity, Inclusivity & Social Equity Board and other interested city and community partners on Pride in June.
- Mayor Neighborhood Night in July.
- Dancing Through the Decades in August.

2024 Summary

Depending on Council feedback, this is the recommended schedule for Neighborhood Nights and Festival Lawn events for 2024:

- June 8: Northglenn Pride on Festival Lawn
(Cultural Arts Wednesday evening Summer Concerts on Festival Lawn begin June 12)
- July 11: Mayor's Citywide Neighborhood Night
- July 18: Ward 4 Neighborhood Night with Summer Movie at Danahy Park
- July 24: Ward 3 Neighborhood Night with Summer Concert and Summer Movie at Festival Lawn
- Aug. 1: Ward 2 Neighborhood Night with Summer Movie at either Wyco, Larson Glenn or Malley park
- Aug. 8: Ward 1 Neighborhood Night with Summer Movie at either Larson or one of the Fox Run parks
- Aug. 18: Dancing Through the Decades on Festival Lawn

BUDGET/TIME IMPLICATIONS

Funding is in the 2024 General Fund. No additional staff time is needed. The Communications Department budget is for these events is \$23,000; other departments contribute to cover additional expenses.

STAFF RECOMMENDATION

Staff recommends the proposed 2024 schedule of Neighborhood Nights and Festival Lawn events.

STAFF REFERENCE

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

ATTACHMENT

1. Presentation

2024 NEIGHBORHOOD NIGHTS & FESTIVAL LAWN EVENTS

Diana Wilson

Director of Communications

303.450.8713

dwilson@northglenn.org

Council Meeting

Jan. 8, 2024



CITY OF
Northglenn

PURPOSE

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EVOLUTION OF SUMMER WARD EVENTS

2020: Food Truck Grab & Go

2021: Added musical groups

2022: Added Council engagement and coupons

2023: Rebrand to Neighborhood Nights



ATTENDANCE HISTORY

Event	2022	2023
Ward 1	70 (35 coupons)	125
Ward 2	60 (30 coupons)	135
Ward 3	40 (15 coupons)	95
Ward 4	75 (60 coupons)	165

Note: In 2022 distribution of \$5 coupons was not standardized; in 2023 \$7 coupons were given to all in attendance



FEEDBACK

- **Goal is to continue to offer neighborhoods an opportunity to gather and interact with elected officials.**
- **Neighborhood Nights an improvement over Groove, Grub & Local Gov, but possibly too spread out.**
- **Would combining any programs enhance them?**
- **Strive for family-friendly, avoid school year, keep \$7 coupon.**
- **How to keep Neighborhood Nights ward-centric (especially Ward 3)?**



2024 ADJUSTMENTS

- **Kick off Neighborhood Night series with citywide Mayor's Neighborhood Night.**
- **See if adding movies to Neighborhood Nights attracts more attendees.**
- **Try a tighter schedule to determine if “series” feel is more visible to residents and increases attendance.**



FESTIVAL LAWN EVENTS

June: 2022 Bubble Fest, 2023 Pride

July: 2022 Mayor citywide event, 2023 State of the City

August: 2022 & 2023 Dancing Through the Decades



ATTENDANCE HISTORY

Event	2022	2023
Bubble Fest/Pride	~2000	935
Citywide/State of the City	150 (<i>75 coupons</i>)	650
Dancing Through the Decades	900	1200



2024 ADJUSTMENTS

- **Continue Pride (if DISE Board is supportive).**
- **Kick off Neighborhood Night series with citywide Mayor's Neighborhood Night as July Festival Lawn event.**
- **Build on successes.**



SUMMARY

2024 TENTATIVE SCHEDULE

- **June 8: Northglenn Pride on Festival Lawn**
- **July 11: Citywide Neighborhood Night on Festival Lawn**
- **July 18: Ward 4 Neighborhood Night with Summer Movie at Danahy Park**
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COUNCIL FEEDBACK



QUESTIONS?

Diana Wilson

Director of Communications

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