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# CITY of NOVI CITY COUNCIL

## Agenda Item 2 August 23, 2010

**SUBJECT:** Discussion on community-wide event “Light Up the Night in Novi” (aka “Ringling in the Holidays”).

**SUBMITTING DEPARTMENT:** Parks, Recreation and Cultural Services

**CITY MANAGER APPROVAL:** 

**BACKGROUND INFORMATION:**

A memorandum (Attachment A) was submitted in March 2010 as requested during the budget process regarding costs of various community-wide events provided by Parks, Recreation and Cultural Services (PRCS), one of which is Ringling in the Holidays. As always, and even more so in the current economic conditions, the PRCS Team was charged with looking at various options for the event and proposing an alternative for the event to become more fiscally responsible while refreshing it for 2010. In doing so a subsequent memorandum was sent to City Council in the July 15 Administrative e-Packet (Attachment B) with a proposed redesigned holiday event by the name of “Light Up the Night in Novi”, continuing the tradition of a holiday event in Novi with several new twists and a renewed focus on community, while having it take place 6-9pm in the heart of the city at the Novi Civic Center Campus. Upon hearing no initial feedback from Council, the event was modified to reflect what is in the memo and is published in the upcoming 2010 Fall Engage! Guide.

In the past, the holiday event has been held at the Atrium of Novi, located at the corner of Main and Market Streets. The event has included an electric light parade outdoors and entertainment, arts and crafts, pictures with Santa, craft vendors (added in 2009) and light refreshments indoors. Over time, this event has progressively become more challenging to program, with factors such as the location of the event (indoor and outdoor challenges, along with amount of space and poor electrical infrastructure which no longer allows the street trees to be decorated with lights) and low community involvement (difficult to get business to build floats at a busy time of year, low participation of Main Street Vendors, school participation is very low - only the Middle School band participated in 2008 and no bands participated in 2009).

Ringling in the Holidays	FY 07-08	FY 08-09	FY 09-10
Parade Participants	41	**37	***41
Total Food Vendors	5	8	6
Vendors from Main Street Area	0	1	1
Sponsorships from Main Street Area	2	2	2
Estimated Audience	2500	2000	1800

\*\*In 2008 the Novi High School Band declined participating in the parade

\*\*\*In 2009 the Novi High School and Middle School Band declined participating in the parade

While the GL Reports (summarized below) show the revenues and the expenditures of the event as being reasonable and staff has consciously cut back on various items to ensure more cost effectiveness over the years, the estimated actual costs of the event (including pre-planning time for the event, supplies, marketing materials and staff time at the event from PRCS, Police, Fire, DPD and transport of materials to and from the Atrium site) are more like \$25,000 each year.

<b>Ringling in the Holidays</b>	<b>FY 07-08</b>	<b>FY 08-09</b>	<b>FY 09-10</b>
*Revenues	\$8,800	\$6,880	\$6,040
*Expenditures	\$10,456	\$7,304	\$4,160
Balance	-\$1,656	-\$424	\$1,880

\*Revenues and expenditures as show in the GL Report, not including staff planning time, support staff (Police, Fire, DPS) or promotional materials.

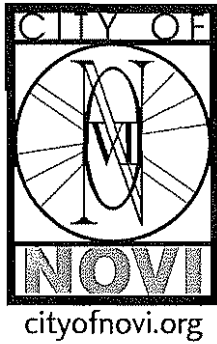
In regards to the "Light Up the Night in Novi" event, while there will be an investment of approximately \$5,000-\$6,000 the first year for lighting (a potential sponsorship opportunity) and the infrastructure to support it, staff has estimated savings of up to \$10,000 in planning time and staff services provided by PRCS (over \$7,000 in parade planning time, parade materials such as banner and décor, supply delivery and removal by staff), Fire, Police (approximately \$1,200) and DPS (approximately \$1,000), on an annual basis by implementing the change in the event. In addition, the Civic Center will be festively decorated throughout the season and the Novi Library will be involved in the event. Past parade participants and partners will also be offered an opportunity to be a part of the event and participate in the "Tons of Trucks" option. Staff will also seek out new partnerships as well.

**RECOMMENDED ACTION:** Discussion on community-wide event "Light Up the Night in Novi" (aka "Ringling in the Holidays").

	<b>1</b>	<b>2</b>	<b>Y</b>	<b>N</b>
<b>Mayor Landry</b>				
<b>Mayor Pro Tem Gatt</b>				
<b>Council Member Crawford</b>				
<b>Council Member Fischer</b>				

	<b>1</b>	<b>2</b>	<b>Y</b>	<b>N</b>
<b>Council Member Margolis</b>				
<b>Council Member Mutch</b>				
<b>Council Member Staudt</b>				

## MEMORANDUM



**TO:** RANDY AULER, DIRECTOR PARKS, RECREATION & CULTURAL SERVICES  
**FROM:** NANCY COWAN, SUPERINTENENT OF RECREATION  
**SUBJECT:** LARGE COMMUNITY EVENTS  
**DATE:** MARCH 4, 2010

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Each year the Parks, Recreation and Cultural Services (PRCS) Department offers hundreds of program opportunities to promote healthy, active lifestyles, strengthen our community and enrich the lives of participants. The cost recovery of each program varies depending on the type of program being offered. One of the categories with the lowest cost recovery (negative in fact) includes that of Large Community Events, particularly Memorial Day, International Festival and Ringing in the Holidays. While the Community Survey completed by Leisure Visions in Winter of 2008 shows that cultural programs / festivals rank as the number two need (at 37% of households) and are also ranked as the second highest in regards to being the most important recreation programs offered (18% of households), these activities come at a high cost to the City. All three events referenced are free community events and have been provided for a number of years. Below is information on each event, including a brief summary of the event and the costs associated with the events.

**Memorial Day**

The Memorial Day Event is scheduled each year on Memorial Day, the last Monday in May which is a City Holiday. The event includes a Parade that begins at the Karim Blvd. parking lot, proceeds along 10 Mile and ends at the Novi Civic Center. Parade entries are sought by PRCS up to 6-8 months before the event. The event currently includes veterans, floats, bands, marching units, specialty vehicles, animals and miscellaneous community groups. The parade is followed by a memorial ceremony at the Civic Center to honor Veterans' and a Veterans' luncheon. Last year's attendance for the parade was approximately 2500-3000 for the parade and 500 for the ceremony. The estimated costs (including pre-planning time for the event, supplies, marketing materials and staff time at the event from PRCS, Police, Fire and DPS) associated with this event are nearly \$20,000.

### **International Festival**

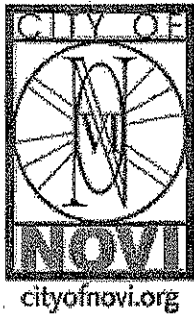
The International Festival is an event that has been hosted by the City of Novi since 2002. Prior to that, it was an event hosted by Novi Community School District. The event has been through many changes and locations throughout the years it has been hosted by the City. The most recent change has been incorporating the International Festival into Fall for Novi in 2008. Since doing this the attendance has increased, yet it was lower than expected in 2009 at approximately 2,000. Many of these people were family and friends of the performers that participate throughout the day. Sponsorships for this event have been hard to come by because of the small attendance and short period of time. The total cost of the event is estimated at nearly \$6,500 (including pre-planning time for the event, supplies, performances, marketing materials and staff time at the event from PRCS).

### **Ringling in the Holidays**

Ringling in the Holidays is billed as a signature event of PRCS for over seven years. During that time, the event location has been at the Atrium of Novi, located at the corner of Main and Market Streets. The event includes an electric light parade outside and inside, entertainment, arts and crafts, pictures with Santa, craft vendors (added in 2009) and light refreshments from vendors. Over time, this even has progressively become more challenging to program, with factors such as; the location of the event (the indoor and outdoor challenges, along with amount of space and poor electrical infrastructure which no longer allows the street trees to be decorated with lights), low community involvement (difficult to get business to build floats at a busy time of year, school participation is very low - only the Middle School band participated in 2008 and no bands participated in 2009) and expenses associated with the event (staff time to transport material from multiple sites). The total cost of the event (including pre-planning time for the event, supplies, performances, marketing materials and staff time at the event from PRCS, Police, Fire and DPS) is estimated at nearly \$25,000. An alternative for this event is to move the event to the Novi Civic Center which would save s proposed in a memorandum from Derek Smith in 2009 saving the City an estimated \$10,000 in staff planning time and staff services provided by PRCS, Fire, Police and DPS.

The cost of these three events together is \$51,500. If these events were no longer offered the staff time and resources could be allocated to other programs and department goals. However, according to the community survey and perception of the community no longer offering these events have significant consequences as well.

MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER
FROM: NANCY COWAN, SUPERINTENDENT OF RECREATION
SUBJECT: REDESIGN OF 2010 HOLIDAY EVENT "LIGHT UP THE NIGHT IN NOVI"
DATE: JULY 14, 2010

Handwritten notes: 7/15/10 To: Mayor & City Council Meeting

Handwritten note: Thoughts??

Ringin in the Holidays has been billed as a signature event of the Parks, Recreation and Cultural Services (PRCS) Department for over seven years. The event has been held at the Atrium of Novi, located at the corner of Main and Market Streets. The event has included an electric light parade outdoors and entertainment, arts and crafts, pictures with Santa, craft vendors (added in 2009) and light refreshments indoors. Over time, this event has progressively become more challenging to program, with factors such as the location of the event (indoor and outdoor challenges, along with amount of space and poor electrical infrastructure which no longer allows the street trees to be decorated with lights), low community involvement (difficult to get business to build floats at a busy time of year, school participation is very low - only the Middle School band participated in 2008 and no bands participated in 2009) and expenses associated with the event (staff time to transport material from multiple sites). The total cost of the event (including pre-planning time for the event, supplies, performances, marketing materials and staff time at the event from PRCS, Police, Fire and DPS) is estimated at nearly \$25,000.

While this event is costly, it plays an important role in creating a sense of community in Novi and falls in line with the Community Survey completed by Leisure Visions in Winter of 2008, which shows that cultural programs / festivals rank as the #2 need (at 37% of households) of citizens in Novi. Therefore, the Recreation Team suggests redesigning the holiday event for Friday, December 3, 2010, maintaining the date as the Friday following the Thanksgiving weekend, with a renewed focus on community and being fiscally responsible.

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This redesigned holiday event, "Light Up the Night in Novi" would continue the tradition with a new twist and take place from 6-9pm in the heart of the city, the Novi Civic Center Campus. A majority of the event will take place at the Civic Center (indoors and outdoors) and the Novi Public Library, highlighting the City Campus. Activities at the event will still include the ever popular visits with Santa, crafts for children, holiday performances and an expanded craft vendor area. The location change will provide plenty of parking between use of the Civic Center and High Schools lots and allow us to add many aspects to the event which may include activities such as; a cultural component centered involving holiday traditions or decorations from around the world, ice carving demonstrations, a bon fire and marshmallow roasting area, expanded performances on the Novi Civic Theatre Stage with quality acoustics, carolers, roaming

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performers, a and a holiday tree / wreath lot for community members to purchase items from a local organization. The highlight of the event will be the lighting of the Civic Center Campus by Mayor Landry at 6:30pm and the arrival of Santa. The lighting will consist of some trees and the Novi sign in front of the Civic Center on 10 Mile Road, a few trees and a holiday tree on the North Side of the Civic Center, all lit with LED lights for the evening and holiday season. In addition, we will ask community members to bring an unwrapped toy or clothing item to donate to a local organization, encouraging the spirit of giving during the holiday season.

H The Novi Public Library has showed a high level of interest in becoming a new partner in the event as well, offering story times, refreshments and other fun opportunities for kids and families. To connect the two buildings, a "Tons of Trucks" event, similar to a standstill parade, is currently planned along the parking lot near the walkway between the two buildings, allowing kids a hands-on experience with snow plows, fire trucks, a police cruiser, zamboni and possibly other holiday floats, all decorated for the holiday season. The vision for the event is to continue to grow it each year and add new activities to build even more excitement within the community.

While there will be an investment of approximately \$5,000-\$6,000 the first year for lighting (a potential sponsorship opportunity) and the infrastructure to support it, an estimated savings of up to \$10,000 in staff planning time and staff services provided by PRCS, Fire, Police and DPS will be realized by the City on an annual basis by implementing the change in the event. In addition, the Civic Center will be festively decorated throughout the season. Staff will also seek new and enhanced partnerships with all of those that have been involved in Ringing in the Holidays in the past, while seeking out new partnerships as well.

Hafeez Shaikh, MainStreet Partnership L.L.C., has graciously supported the event in the past and allowed use of the building over the years. Upon contacting Hafeez he was slightly disappointed to hear of the event moving but stated that he understood, especially related to the fiscal aspect. He is also aware that Ethnic Taste and Tune Fest will take place in the MainStreet Area on September 19, 2010, in conjunction with the Chamber's Farmers' Market, which he was very pleased with. Hafeez requested I meet with him in the near future to further explain the event and see where we could still continue to work together, which I will do. The other Main Street businesses involved in the past include a monetary sponsorship from Larsen's Jewelry and decoration of the tree and Santa area by Real Estate One. Staff will continue to enhance partnerships and provide an opportunity for businesses in the area to be involved in the event.

Staff would like consideration to move forward with implementing the refresh in this event and work with Community Relations to communicate the change and invite the community to this spectacular holiday event. X