



Commerce City

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Council Communication

File Number: 24-297

Agenda Date: 12/16/2024

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Status: Referred

In Control: City Council

File Type: Administrative
Business

Agenda Number:

Economic Development Community Gatherings

Summary and Background Information:

I move that City staff to review the City budget and prepare an ordinance appropriating \$300,000 specifically for the promotion and organization of community gatherings. The expansion of community events offerings is intended to enhance park activation and create quality social experiences for park users. These gatherings will highlight the positive aspects of Commerce City, particularly during the holiday and summer months.

The proposed gatherings include, but are not limited to, the following:

- **Food Truck Rodeos:** This program will take place from early June through the end of August, with the goal of attracting more people to parks and immersing both locals and visitors in the Commerce City food scene.
- **Derby and Northern Range Farmers' Market:** To be scheduled throughout the summer months (June to September) to provide fresh, local produce and foster a sense of community.
- **Wine Walk:** A fall event (late September to early October) designed to showcase Colorado wineries, breweries, and businesses.
- **Winter Days:** A series of events in December that celebrate the holiday season, featuring family-friendly activities.
- **Winter Ice Skating Rink and Merry Markets:** A seasonal ice-skating rink to be set up in both the north and south parts of the city, running from mid-November through early January, complemented by holiday markets.
- **Pop-up Tents for Small Businesses and Entrepreneurs:** These tents should be available at all city-run events to help promote local small businesses, increase awareness, and reduce barriers for entrepreneurs.

This motion is aligned with our multi-year strategic plan objective; City Unity & Wellness (page 37)- Strategy 5.1 - Encourage community building and interaction by activating underutilized spaces.

City staff are further directed to:

- Refine resource estimates, identify potential event locations, community partnerships, and other implementation requirements for review at the January 13, 2025, City Council

Study Session.

- Publish a full event schedule no later than January 31, 2025, to facilitate planning, coordination, and promotion efforts

Council Sponsor: Charles Dukes

Council Co-sponsor: Sean Ford

Financial Impact: Unknown at this time.

Funding Source: General Fund

Staff Recommendation:

Suggested Motion: I move that City staff to review the City budget and prepare an ordinance appropriating \$300,000 specifically for the promotion and organization of community gatherings. The expansion of community events offerings is intended to enhance park activation and create quality social experiences for park users. These gatherings will highlight the positive aspects of Commerce City, particularly during the holiday and summer months.