



Memo

To: Mayor and Hayden City Council

From: Suzanne Cano, Recreation and Community Events Director

Date: February 6, 2025

Agenda Item: 2025 Hayden Movie Nights in the Park Schedule

Agenda Item Location

New Business

Recommended Action or Motion

Staff has no formal recommendation and is requesting direction from council on whether the city should consider hosting (paying for) the costs of 2025 City of Hayden Movies Nights in the Park or cancelling them for this summer.

Summary

The city began movie nights in 2014 with one movie the last Thursday in August. In 2018 a second movie night was introduced and held the week before the summer concert series started. Since then, the city typically has two movie nights per year. The first “kicks off” the summer event season and the second is the “finale” of the summer events season, and both movie nights are usually held on Thursdays to coincide with the concert nights.

Until now, we’ve been able to secure ICCU and P1FCU as sponsors for the movie nights, but both of these businesses are unable to sponsor this year. The City Events Coordinator is looking into other sponsors but hasn’t been able to secure one yet. One of the reasons cited for being unable to sponsor is lack of attendance. Attendance has been up and down over the years with the last couple years being the lowest. Additionally, the movie night in late June/early July has been rained out numerous times, and Thursday nights, although less expensive, might not be the best night to have a movie in the park.

Functional Impact of Authorizing

If able to secure a sponsor, the cost of the movie night is absorbed by the host/sponsor through reimbursement of the actual costs. If unable to secure a sponsor, and the City would not be reimbursed for the movie nights and would have to decide how it can be funded.

Functional Impact of Not Authorizing

If movie nights are canceled, it will reduce the number of special events the City offers each year. As well, it would reduce parks and recreation staff time, advertising and park maintenance costs.

Fiscal Impact

If sponsorships for the movie night are not able to be secured, there will be a potential of between \$2,810.00-\$3,100.00 fiscal impact to the 2025 budget that wasn't planned.

Budget Funding Source/Transfer Request

Revenues through Sponsorship:

Community Special Events-Movie Night, GL# 110-750-41201 cc1156

Screen Rental – \$850.00 (Sun-Thur) - \$950.00 (Fri-Sat) per movie

Movie Licensing – 535.00 - \$570.00 per movie

Movie Purchase – \$20.00-\$30.00 per movie

Total Cost per Movie: \$1,405.00-\$1,550.00

Expenses:

Community Special Events-Movie Night, GL# 110-721-58001 cc1156

Screen Rental – \$850.00 (Sun-Thur) - \$950.00 (Fri-Sat) per movie

Movie Licensing – 535.00 - \$570.00 per movie

Movie Purchase – \$20.00-\$30.00 per movie

Total Cost per Movie: \$1,405.00-\$1,550.00

Attachment

No attachments
