



**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: September 12, 2017

PREPARED BY: Katie Distelrath
Recreation Manager

AGENDA LOCATION: AR-2

TITLE: Proposed Hay Rides in Old Town

BACKGROUND: During the September 13, 2016 MOTAB Meeting, the Board recommended that Carriage Rides in Old Town be offered to encourage new visitors and potential customers. To date, the board has offered successful carriage rides events in Old Town during the months of December 2016 and February 2017. During the carriage rides in December a nominal fee of \$2.00 per person was charged to help offset the cost of the program and in February the fee was \$10.00 per person or \$40.00 to reserve the carriage.

Due to the success of the first two carriage ride events, the Board proposed that carriage rides be offered in the fall, in conjunction with the Annual Celebrate the Arts Show & Chalk Fest in Library Park, hosted by the Monrovia Association of Fine Arts (MAFA). The Board asked staff to research carriage rides with hay bales for sitting.

ANALYSIS: The Annual Celebrate the Arts Show & Chalk Fest is scheduled for Saturday, October 7 from 10:00 a.m. - 6:00 p.m. and Sunday, October 8 from 10:00 a.m. – 4:00 p.m. In order to enhance MAFA’s event with Fall Hay Rides in Old Town, staff is proposing the following:

Fall Hay Rides

Dates: Saturday, October 7 & Sunday, October 8, 2017

Times: 2:00 p.m. – 6:00 p.m.

Staff contacted vendors to learn what carriage options they could provide, how many the carriages can seats, and the cost for a 2 day, 4 hour block of time. The following information was gathered:

Vendor	Type of Wagon	Seats	Cost
Cindy Cinderella Carriages	Hay Wagon (with hay bales)	14-16	\$1,200 per day (4 hours)
Temecula Carriage Company	Wagon	8	\$950 per day (3 hours)
Memory Maker Carriages	Wagon with bench seating	8-10	\$650 per day (3 hours)

Cindy Cinderella Carriages is the only vendor that provides seated hay bales. The wagon holds 14-16 participants.

The route for the hay rides would begin at Library Park (adjacent to the Mark Twain Statue), traveling south on Myrtle Avenue to Olive Avenue. The carriage would circle the block, and head north on Myrtle and return to the starting point at Library Park.

FISCAL IMPACT: Funding for the Hay Rides in Old Town has been included in the FY 17-18 Budget. In addition, there could be potential revenue generated to offset the program cost.

Riders / Trip	Rides / Hour	Fee	Potential Revenue
14	4 rides / hour (15 minutes per trip)	\$ 2.00	\$ 448

OPTIONS:

1. Approve funding for the Fall Hay Ride Program, secure vendor Cindy Cinderella Carriages to provide the service, and charge participants to ride in the wagon.
2. Do not approve funding for the Fall Hay Ride Program and direct staff to explore other options.

RECOMMENDATION: Staff is requesting MOTAB discuss the options presented and provide direction.

MOTION: If the Board concurs, the appropriate action is a motion to discuss the options presented and provide direction.