



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: October 10, 2017

PREPARED BY: Jamie Bumia
Management Analyst

AGENDA LOCATION: AR-1

TITLE: Holiday Carolers in Old Town

OBJECTIVE: Provide Holiday Carolers in Old Town during the month of December

BACKGROUND: To enhance the charm of our community during the holidays, MOTAB has historically secured professionals to sing carols throughout Old Town. Holiday Carolers have performed in various locations and have performed on Thursdays, Saturdays, and Sundays during the month of December.

ANALYSIS: Traditionally, three groups have been hired to provide Holiday Caroling; Champagne, Joe Ferrente, and Dickens' Caroling. These are all fine performers and have been well received by the community.

During the FY 17/18 budget development, MOTAB directed Staff to look for local performers and possibly youth groups to augment the professional singer. Furthermore, the budget was to remain at \$5,000 for Holiday Caroling.

Centre-Stage

Staff contacted Monrovia-based Centre Stage, which is a non-profit group that trains young talent to sing, dance, and perform. Due to other holiday programs, the organization had very limited openings but was very thankful for the opportunity. Centre Stage may be open for caroling one or two nights towards the end of December. Centre-Stage does not have a fee for the services; however, staff suggests a donation be made to the non-profit in an amount equivalent to the other performers.

Citrus College

Staff contacted the music faculty at Citrus College to see if Holiday Music could be specified for all of the previously scheduled dates, both Wednesday and Saturday nights 6:00-8:00 p.m. The faculty was confident this should not be a problem. The cost for each perform, each night would remain the same.

Champagne Singers

The Champagne Singers are four local women who wear holiday attire during their performances. These ladies have been entertaining Monrovia for several years and are eager to participate again this year. They are available on Friday, Saturday, and Sunday mid-day – afternoon and charge a rate of \$150 per hour.

AR-1

Joe Ferrente Signers

Mr. Ferrente is a local business with young and young at heart talent. Mr. Ferrente has been performing in Old Town for many years. The performers dress in Victorian costumer and are available on Saturdays and Sundays. The hourly rate is \$175 per hour.

Dickens Caroling Group

The Dickens Caroling Group is not based in Monrovia and has performers from all over the Valley. This is a large group with 16 singers in full “Dickens” dress. They are available on Thursday and Sunday evening and charge \$200 per hour.

Caroling Group	Availability	Cost	Total Performing Hours (2016)
Centre Stage	December 22 / December 23	\$200	N/A
Citrus College	Wednesday and Saturday 6-8 p.m.	\$50 / Performance	NA
Champagne	Fridays, Saturdays, and Sundays (11-1pm / 2-4pm)	\$150 / Hour	12 hours
Joe Ferrente	Saturdays and Sundays	\$175 / Hour	10 hours
Dickens' Caroling Group	Thursday evenings and Sundays	\$ 200 / Hour	10 hours

Based on the direction from MOTAB and the Caroling Group research, staff is recommending the following:

- *Authorize staff to contract with the various performers outlined above to secure the most entertainment for a total amount not to exceed \$5,000.*
- *Offer Holiday Caroling on Wednesdays, Fridays, Saturdays, and Sundays to accommodate performer availability as well as provide the opportunity to enhance the Farmer's Market on Fridays.*
- *Vary the time of the performance to maximize the impact in Old Town.*

OPTIONS: Staff has provided the following recommendations for considerations.

1. Staff recommends offering Holiday Caroling on Wednesdays, Fridays, Saturdays, and Sundays and recommends approval of a total program budget not to exceed \$5,000.
2. Take no action and request additional information from Staff.

RECOMMENDATION: Staff recommends the Board approve option No. 1, to offer Holiday Caroling on Wednesdays, Fridays, Saturdays, and Sundays and recommends approval of a total program budget not to exceed \$5,000.

MOTION: If Board concurs, the appropriate action is a motion to approve to offer Holiday Caroling on Wednesdays, Fridays, Saturdays, and Sundays and recommends approval of a total program budget not to exceed \$5,000.