



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



DEPARTMENT: Public Services

MEETING DATE: October 10, 2017

PREPARED BY: Katie Distelrath,
Recreation Manager

AGENDA LOCATION: AR-2

TITLE: Live Music in Old Town Program Review

OBJECTIVE: Review and Consider the Continuation of the Live Music in Old Town Program

BACKGROUND: For many years, live entertainment has been offered in Old Town which has been well-received by visitors and adds charm to the community. Historically, there has been one band that has played on Wednesday and Saturday nights, *The Lance and Gary Show*. The community has enjoyed *The Lance and Gary Show*; however, MOTAB was looking for something new. Staff was directed to look at other options to allow for a variety of artists, music genres, and locations, as well as a way to reduce the amplification; focusing more on atmospheric music.

At the March 14, 2017 MOTAB Meeting, staff provided some options for the Board's consideration. MOTAB provided additional insight and staff suggested that more information be brought back for the Board's consideration at the April Meeting.

On April 11, 2017 staff presented an expanded version of the Live Music in Old Town to the Board for consideration. The expansion would include:

- *Two (2) performances every Wednesday Night from 6:00 – 8:00 p.m. at various locations between the 100 and 600 block of Myrtle Avenue.*
- *Two (2) performances every Saturday Night from 6:00 – 8:00 p.m. at various locations between the 100 and 600 block of Myrtle Avenue.*
- *The artist would be selected from a variety of talented students attending Citrus College as well as other local talent looking to perform.*
- *The fee for each performance was set at \$50 per artist per night.*

The Board unanimously approved the Live Music in Old Town proposal and authorized an 18 week trial period from May 3 to September 2. The cost of the 18 week trial period was \$4,600; which included funds for marketing and promotions.

During the September 12, 2017 MOTAB Meeting, staff requested a 30 day extension of the program to allow Staff time to gather feedback on the program. The cost of the 30 day extension was not to exceed \$800.

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ANALYSIS: Staff has been gathering feedback from the community related to Live Music in Old Town. A Survey was developed and distributed throughout Old Town and in the City Manager's Weekly email as well as emailed to the Merchant Email Distribution List. In addition, Staff visited the businesses near the music locations who were most impacted and met with the Music Department faculty at Citrus College, Gino Munoz.

Staff received a total of 34 survey responses with a majority of them providing positive feedback. Overall, the current locations have been well-received. The majority of responses reflect that Wednesday and Saturday nights are preferred with three comments referencing that Wednesdays are not necessary and instead music should be offered on Thursday, Friday, or Sunday nights. The current performance time (6:00-8:00 pm) and 85% of the respondents are satisfied with the music variations and genres. When asked when this program should be offered during the year, 76% of the responses were year-round with the next largest response of 23% for spring and summer only.

When speaking with the merchants the following information was collected:

- 38% reported increased patronage on night the Live Music was offered
- 94% reported the program enhanced the ambiance of Old town
- 88% reported the program provided a warm and welcoming environment in Old Town
- 35% reported increased foot traffic

The Survey also provided space for general comments and the following were received:

- *Makes me a proud citizen. I always talk with friends and family about how much great live music we have in our town.*
- *I am not often [in] downtown Monrovia midweek, but when I have been I have enjoyed the music.*
- *Many compliments from our customers.*
- *Creates a charm you do not get in other small towns.*
- *Add more music during the Holiday Season.*
- *Thank you for all you do for our community! We love the direction Old Town is going. Keep up the great work!*
- *We love environment set when the musicians are out. Foot traffic increases and sales are better. Wish more dates would be added!*
- *New music please.*
- *I'm in favor as long as it's all acoustics – no amplifiers or speakers should be allowed.*

When Staff spoke to Mr. Munoz, from Citrus College, he shared the following testimonial:

We strive to put the kids in front of people weekly at the college. It's one of the most important factors in becoming not only a confident musician, but also a confident person, which on our end is even more important. [The] City of Monrovia has helped these kids not only in that way but has allowed them to get a slice of what it means to "work" as a musician as well. The students look forward to the opportunity and see the big picture value in what this provides for them.

The overall feedback received from merchants, community members and Citrus College has been positive. Based on the feedback provided, if MOTAB would like to continue the program through the end of FY 17/18, MOTAB would need to approve an additional \$2,200 to fully fund the program.

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| May 3–June 30 | Funded in FY 16/17 |
| Marketing and Promotions | Funded in FY 16/17 |
| July 1 – October 10 | \$2,900 (Previously Approved) |
| October 11-November 30 | \$1,500 |
| <i>December</i> | <i>\$900 (Suggest funding through Holiday Caroling Program)</i> |
| January - June | \$5,200 |
| Total (Minus December) | \$9,600 |
| FY 17/18 Music Budget | \$7,500 |
| Overage | \$2,200 |

The additional funding is available in the MOTAB Fund Balance.

OPTIONS: Staff has provided the following options for consideration:

1. Approve the extension of the Live Music in Old Town Program through the end of FY 17/18 and authorize the additional expenditure of \$2,200.
2. Do not approve the program extension and request additional information from staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, approve the extension of the Live Music in Old Town Program through the end of FY 17/18 and authorize the additional expenditure of \$2,200.

ACTION: If Board concurs, the appropriate action is a motion to approve the extension of the Live Music in Old Town Program through the end of FY 17/18 and authorize the additional expenditure of \$2,200.