



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** October 10, 2017

**PREPARED BY:** Jamie Bumia  
Management Analyst

**AGENDA LOCATION:** AR- 3

**TITLE:** Holiday Carriage Rides in Old Town

**OBJECTIVE:** Recommend Approval to Contract with Memory Makers Carriages for Holiday Carriage Rides in Old Town

**BACKGROUND:** During the August 9, 2016 MOTAB meeting, it was proposed that staff investigate offering horse and carriage rides in Old Town during the holiday season. Staff conducted research and presented options for the 2016 Holiday Season. The Holiday Carriage Ride program was offered on Thursdays from 5:00 – 8:00 p.m. and on Sundays from 3:00- 6:00 p.m. during the month of December. The Holiday Carriage Ride Program ran successfully with use of the wagon on Thursdays and the carriage on Sundays. For the 2016 holiday season, there were a total of 60 rides offered, 357 participants, and \$714 was generated by ticket sales to offset the cost of the program.

**ANALYSIS:** Due to the success of the Holiday Carriage Rides program last year and MOTAB's desire to continue this program, staff is recommending the following proposed dates for the Holiday Carriage Ride in Old Town Program:

### Holiday Carriage Rides

- Offer the Carriage Rides on Thursday (December 14 and 21) from 5:00-8:00 p.m.
  - Cost per ride is suggest at \$10 per person or a maximum of \$40 for a private Carriage
  - No rides will be offered on Thursday, December 7 due to the Holiday Parade
- Offer Wagon Rides on and Sundays (December 3, 10, and 17) from 3:00-6:00 p.m.
  - Cost per ride is suggest at \$2 per person

The route for the carriage rides would begin at Library Park; 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 Holiday Carriage 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.

# AR-3

**EXPENSE:**

Rental of Memory Maker Carriage - Thursday	\$1,300
Rental of Memory Maker Carriage / Wagon – Sunday	\$1,950
Banner for Carriage	\$200
Required Insurance	\$100
<b>TOTAL EXPENSE</b>	<b>\$3,550</b>

**POTENTIAL REVENUE:**

Thursday Ridership (Carriage) \$10 per person / Max \$40 per Carriage \$40 / Ride X 4 Trips / Hour X 3 Hours x 2 Dates = \$960	\$960
Sunday Ridership (Wagon) \$2 per person \$2 / Person X 10 Riders / Trip X 4 Trips / Hour X 3 Hours x 3 Dates = \$720	\$720
<b>TOTAL REVENUE</b>	<b>\$1,680</b>

<b>NET COST TO MOTAB</b>	<b>\$1,870</b>
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**OPTIONS:**

1. Approve funding for the Holiday Carriage Ride Program, secure vendor Memory Makers Carriages to provide the service.
2. Do not approve funding for the Holiday Carriage Ride Program and direct staff to explore other options.

**RECOMMENDATION:** Staff recommends the board approve option No. 1 to approve funding for the Holiday Carriage Ride Program, secure Memory Makers Carriages to provide services.

**MOTION:** If Board concurs, the appropriate action is a motion to approve option No.1, to approve funding for the Holiday Carriage Ride Program, secure Memory Makers Carriages to provide services.