



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** November 14, 2017

**PREPARED BY:** Katie Distelrath,  
Recreation Manager

**AGENDA LOCATION:** AR-2

**TITLE:** 2017 Holiday Parade Street Closure and Sponsorship Request

**OBJECTIVE:** To request a \$3,000 sponsorship from the Monrovia Old Town Advisory Board for the 2017 Holiday Parade and review the proposed street closures associated with the event.

**BACKGROUND:** The Holiday Parade has been offered for over 25 years. In 2007, the City was asked to take responsibility of the planning and implementation of the annual Holiday Parade, which had been previously planned and implemented by a small group of volunteers. Approximately 10,000 participants and spectators attend the Holiday Parade each year.

**ANALYSIS:** This year's Holiday Parade is scheduled for Thursday, December 7 in Old Town. The festivities will begin with the annual Holiday Tree Lighting at 6:00 p.m. in Library Park. The parade will follow with a 7:00 p.m. start time. The route will begin at Myrtle and Chestnut; travel North on Myrtle and disband at Palm Avenue. Staff is requesting street closures in Old Town from 5:00-10:00 p.m. in the impacted areas.

*Huntington Drive to Foothill Boulevard on the following street:*

- Myrtle Avenue

*Ivy Avenue to Primrose Avenue (mid-block closures) on the following streets:*

- Maple Avenue
- Chestnut Avenue
- Walnut Avenue
- Olive Avenue
- Colorado Avenue
- Lemon Avenue
- Lime Avenue
- Palm Avenue

The closures will allow for parking while also ensuring public safety along the parade route. Foothill Boulevard and Huntington Drive will remain open for through traffic. It is important to note, MOTAB has recommended approval of all previous Holiday Parade street closure requests.

Staff is also requesting MOTAB once again sponsor this highly attended community event. A sponsorship of \$3,000 is a Title Sponsor. MOTAB would be recognized in the Monrovia Today, on

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parade banners, and at a City Council meeting. MOTAB has previously contributed to the Holiday Parade as a generous sponsor as well as assisted with the Parade judging and award recognitions.

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the Holiday Parade Street Closure and a sponsorship of \$3,000.
2. Do not recommend approval and request more information from Staff.

**STAFF RECOMMENDATION:** Staff recommends the board approve option No. 1, recommend approval of the Holiday Parade Street Closure and sponsorship.

**ACTION:** If the board concurs, the appropriate action is a motion to recommend approval of the Holiday Parade Street Closure and sponsorship.