



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: June 12, 2018

PREPARED BY: Rebecca Sandoval,
Recreation Supervisor

AGENDA LOCATION: AR-1

TITLE: 2018 July 4th Fireworks Show and Concert Sponsorship and Street Closure Request

BACKGROUND: The July 4th Fireworks Show has been offered since 2002 and is a collaborative effort between City Staff representing the Fire, Police, and Public Services Departments. In previous years, the Monrovia Old Town Advisory Board (MOTAB) has supported and sponsors the July 4th event as it brings many visitors to Old Town and is beneficial for many of the merchants.

ANALYSIS: The 2018 July 4th Fireworks Show and Concert will be held on Wednesday, July 4, in Library Park. Festivities include a DJ playing recorded music from 3:00 p.m. until 7:00 p.m. followed by a concert featuring a Top 40's cover band, Stefan Poole Band, from 7:00 p.m. to 8:30 p.m. The firework show will begin at 9:00 p.m. and run until approximately 9:25 p.m. Last year staff estimated there were approximately 10,000 spectators in attendance. Several Old Town merchants plan on staying open for this year's event due to the increase in customers and potential sales. In 2017, MOTAB agreed to a \$2,500 sponsorship for the event and staff is seeking that same sponsor level from MOTAB for 2018. The funds are available in the FY 2017/2018 budget.

As in year's past, there will be street closures to safely accommodate the spectators during the firework show. The following street closures for the Board's consideration include:

Street Closure Time: 4:00 – 10:00 p.m.

Closure Locations:

- Myrtle Avenue from Lemon Avenue to Foothill Boulevard
- Palm Avenue from Myrtle to Primrose Avenue
- Lime Avenue from Myrtle to Primrose Avenue

Street Closure Time: 8:00 – 10:00 p.m.

Closure Locations:

- Primrose Avenue from Palm to Lime Avenues

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the 2018 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.
2. Take no action and request additional information from staff.

AR-1

STAFF RECOMMENDATION: Staff recommends the Board approve Option No. 1, recommend approval of the 2018 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.

MOTION: If the Board concurs, the appropriate action is a motion to recommend approval of the 2018 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.