



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Community Services

**MEETING DATE:** June 11, 2019

**PREPARED BY:** Rebecca Sandoval,  
Recreation Superintendent

**AGENDA LOCATION:** AR-1

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**TITLE:** 2019 July 4<sup>th</sup> Fireworks Show Concert Sponsorship and Street Closure Request

**BACKGROUND:** The July 4<sup>th</sup> Fireworks Show has been offered since 2002 and is a collaborative effort between City Staff representing the Fire, Police, Public Works, and Community Services departments. In previous years, the Monrovia Old Town Advisory Board (MOTAB) has supported and sponsors the July 4<sup>th</sup> event as it highlights our Old Town for many new and returning visitors as well as it can be beneficial for many of the merchants.

**ANALYSIS:** The 2019 July 4<sup>th</sup> Fireworks Show and Concert will be held on Thursday, 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 Night Owl, who will play top 40 cover songs 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 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 2018, 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 2018/2019 budget.

As in year's past, there will be street closures to safely accommodate the spectators during the firework show. In addition, to ensure the safety for all participants, the Lime Avenue Parking Lot will be closed the entire day. The Fire Department has determined this area is within the identified fall zone. The following street closures are being presented for the Board's consideration:

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

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

**Lime Avenue Parking Lot Closure 7:00 a.m. – 11:00 p.m.**

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

- Primrose Avenue from Palm to Lime Avenues

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

1. Recommend approval of the 2019 July 4<sup>th</sup> 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.

**STAFF RECOMMENDATION:** Staff recommends the Board approve Option No. 1, recommend approval of the 2019 July 4<sup>th</sup> 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 2019 July 4<sup>th</sup> Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.