



**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**

DEPARTMENT: Community Services

MEETING DATE: September 10, 2019

PREPARED BY: Ashley Gonzalez, Recreation Coordinator

AGENDA LOCATION: CC-3

TITLE: 2019 Summer Concert and Movie Series Overview

OBJECTIVE: To provide the Community Services Commission with an overview of the 2019 Summer Concert and Movie Series.

BACKGROUND: The Community Services Department has offered the Summer Concert Series in Library Park since 1987 and expanded the Series over to Station Square Park in 2016 after the park grand opening. Since 2016, the Community Services Department has hosted a total of sixteen (16) concerts during the summer. The Series consists of eight (8) concerts on Saturdays from 7:00 – 8:30 p.m. at Station Square and eight (8) concerts on Sundays from 7:00 – 8:30 p.m. at the Rotary Club Bandshell, in Library Park. The Summer Concert Series provides an outdoor, music-oriented community event that is free of charge to the public. Each concert is sponsored by local businesses and/or organizations that help offset program cost. Sponsors are provided advertising opportunities at the concerts, in the Monrovia Today publication, and on all event flyers and banners.

In January, staff attends the annual Concert Share event, a meeting that provides staff the opportunity to meet new bands, brainstorm with peers in other cities, and review concert trends, such as advertisement and pre-concert entertainment. Staff then develop the recommended schedule to include diverse experiences and a premier Concert Series.

Since 2017, the Community Services Department has also hosted a Movie Series during the summer. This Series consists of four (4) movies on Saturday evenings beginning at dusk that take place at four (4) different neighborhood parks in Monrovia including Kiwanis Park at Grand Avenue, Julian Fisher Park, Rotary Park, and Library Park. Like the Summer Concert Series, the Summer Movie Series provides an outdoor family friendly community event that is free of charge to the public.

ANALYSIS: The 2019 Summer Concert Series included sixteen (16) concerts held on Saturdays (Station Square) and Sundays (Library Park) from 7:00 p.m. to 8:30 p.m. from July 6 through August 25. In order to make these sixteen (16) concerts possible, staff secured sponsorships from local business to offset the cost. New this year, the Community Services Department offered loyal partners the opportunity to expand their outreach to the growing community at Station Square. The new enhanced sponsorship provided businesses the exposure at two locations for the price of one. The following sponsorship opportunities were made available to service clubs, businesses, organizations, and individuals.

The 2019 sponsorship levels included:

- \$3,000 VIP Weekend Sponsor
- \$1,500 Shared Sponsor (with one other sponsor)
- \$300 Booth Sponsor
- \$200 Pole Banner Sponsor

Breakdown of the sponsor levels are identified below:

2019 SUMMER CONCERT SPONSORSHIP OPPORTUNITIES	Weekend Sponsor <i>Sole Sponsorship for the ENTIRE weekend</i>	Shared Sponsor <i>This is a shared sponsorship with one other sponsor at one concert</i>	Booth Sponsor	Pole Banner Sponsor
Organization name/logo on Event Banner on Myrtle Ave.	★			
Organization's name on event promotional material including the Monrovia Today brochure.	★			
Organization's name on concert banner at Park.	★	★		
Organization's name on one pole banner.	★	★		★
Organization name on City's Website Promoting the Event.	★			
Organization name on City's information monitors, in the Community Center, promoting the event.	★	★		
Information Booth at event to advertise organization. Includes one table, booth and two chairs.	★	★	★	
Organization name/logo in all posts relating to the event on the City Instagram and Facebook.	★			
VIP Seating: includes prime seating and tables to host a picnic for your guests and two reserved parking spaces at event.	★			
Sponsor Amount	\$3,000	\$1,500	\$300	\$200

The 2019 Concert lineup and correlating sponsors are identified below:

SATURDAY @ STATION SQUARE	SPONSOR
July 6 – Cold Duck, Motown	Primelending
July 13 – Night Owl, Top 40	MAD Town Council
July 20 – Blue Breeze Band, Jazz	MAD Town Council
July 27 – Salsa Caliente, Salsa	Baja Ranch Market
August 3 – The Hodads, Variety Band	Wendy’s Hamburgers
August 10 – The Skinny Ties, 80’s Rock & Roll	Sierra Family of Dealerships
August 17 – Mark Easterday, Country	Athens Services
August 24 – Langston Theard & Adoration, Gospel	Wendy’s Hamburgers
SUNDAY @ LIBRARY PARK	SPONSOR
July 7 – Soto Band, Latin	Primelending
July 14 – Langston Theard & Adoration, Gospel	NA
July 21 – Kelly Rae Band, Country	NA
July 28 – Smokin’ Cobras, Oldies	Baja Ranch Market
August 4 – Hit Me 90’s, 90’s Pop	Monrovia Historic Preservation Group (MOHPG)
August 11 – Bumptown, Old School/Disco	Sierra Family of Dealerships
August 18 – Yachty by Nature, 70’s & 80’s	Athens Services
August 25 – The Answer, Classic Rock	Douglas Elliman Real Estate/ Volunteer Center

The 2019 Movie lineup and partnerships are identified below:

Date	Park	Movie	Partnership
July 20	Kiwanis Park	Incredibles 2	Kiwanis Club
July 27	Julian Fisher Park	Ralph Breaks the Internet	Monrovia Area Partnership
August 3	Rotary Park	Mary Poppins Returns	Monrovia Rotary Club
August 10	Library Park	Wall-E	Azusa Pacific University

Attendance: The 2019 Summer Concert attendance was estimated at 7,000 compared to the 2018 Summer Concert attendance of 6,800. The average attendance per concert totaled 600 spectators. The increase this year can be attributed to the popularity of the bands and the overall growing popularity of the Summer Concert Series at both Library Park and Station Square.

The 2019 Summer Movie attendance was estimated at 438 compared to the 2018 Summer Movies attendance of 410. The average attendance per movie totaled 80 participants. The increase this year can be attributed to the partnerships with Kiwanis Club, Monrovia Area Partnership, Monrovia Rotary Club and Azusa Pacific University.

Survey Feedback: Staff surveyed participants at both, concerts and movies, in order to receive input on band selections, movies selection and the overall program in preparations for the 2020 Summer Concert and Movie Series. A new addition to this year's concert program included a total of six (6) dance lessons before the concerts, which was also included in the survey process. A total of one hundred and thirty (130) concert surveys were received and thirty-three (33) movie surveys were received. Overall results provided the following feedback:

Concerts:

- Favorite Bands: Bumptown, Cold Duck, The Answer, Mark Easterday
- Least Favorite Bands: The Hodads
- More than half of concert spectators were Monrovia residents
- The top three ways that concert spectators learned about the summer concert series was: 1. Friend or a Relative. 2. City Website. 3. Monrovia Today.
- More than half of concert spectators have attended the summer concerts before
- Key things that enticed concert spectators to attend the concerts was a free family event, dancing, the bands, and free dance lessons.

Movies:

- Movie participants ranked the following movies in order from favorite to least favorite: 1. Incredibles 2. Ralph Breaks the Internet 3. Mary Poppins 4. Wall-E
- More than half of movie participants were not Monrovia residents
- The top three ways that movie participants learned about the summer movie series was: 1. Friend or a Relative. 2. City Website. 3. Flyers
- Keys things that enticed the movie participants was a free family event, fun kids activities, and the movies.

Event Publicity: Advertising for the Summer Concert and Movies Series included:

1. Advertising in the City's Monrovia Today summer publication. Over 17,500 brochures distributed to residents and businesses throughout the City of Monrovia
2. Flyers with the Summer Concert and Movies Series line-up distributed to local businesses in Old Town, City Departments, and Monrovia Chamber of Commerce
3. Summer Concert and Movie Series information on the City of Monrovia's website
4. Local partners: Kiwanis Club, Monrovia Area Partnership, Monrovia Rotary Club and Azusa Pacific University, assisted with publicizing the Summer Concert and Movie Series flyer

FISCAL IMPACT: The 2019 expenditures increased this year due to increase in band fees and the new 36-foot screen used for the Movie Series. Revenue increased this year due to the new enhanced sponsorship opportunity that provided service clubs, businesses, organizations, and individuals the exposure at two locations for the price of one. Attachment A provides a comprehensive comparison of the 2018 and 2019 Summer Concert and Movie Series expenditures and revenue.

EVENT RECOMMENDATIONS/COMMENTS: Based on concert and movie participant comments, survey data and staff observations, event recommendations are as follows:

1. Based on survey results, concert spectators rated the following bands as their favorite: 1. The Answer (Classic Rock), 2. Cold Duck (Old School), 3. Bumptown (Old School, Disco). Staff will look to include these bands or equivalent for the 2020 concert series.
2. Based on survey results, movie participants rated Library Park their preferred park location to see a summer movie.
3. Staff will look into possibly moving the movie to Friday evenings to increase attendance for 2020.
4. Booths at this year's concert series consisted of the City of Monrovia Chamber of Commerce, Monrovia High School Band Boosters, Athens Services, Primelending, Sierra Family of Dealerships, Volunteer Center of San Gabriel Valley, Monrovia Historic Preservation Group, Douglas Elliman Real Estate, and Baja Ranch Market. Feedback was positive regarding the booths at the concerts and staff will look to continue hosting outreach booths at the events.
5. Feedback received regarding the free dance lessons before the concerts was positive and participants would like to see more dance lessons and activities before the concerts in 2020.
6. Staff contacted food truck vendors and secured a food truck at all eight concerts at Station Square. Staff will look into reaching out to other vendors for both locations (Station Square and Library Park) with cold refreshments and snack options.

RECOMMENDATION: Staff recommends the Community Services Commission move to receive and file CC-3, 2019 Summer Concert and Movie Series Overview.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be motion to: Receive and file CC-3, 2019 Summer Concert and Move Series Overview.