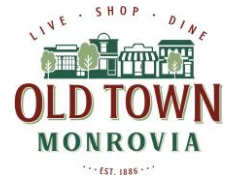




**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: April 20, 2021

PREPARED BY: Tina Cherry,
Community Services Director

AGENDA LOCATION: AR-2

TITLE: Proposed 2021 Monrovia Days Sponsorship

BACKGROUND: In 2016, the City partnered with the Monrovia Unified School District (MUSD) and Centre Stage to produce a reimagined Monrovia Days Community Festival with a focus on celebrating our youth. Over the years the event has been well-attended and has continued to expand.

Since then, enhancements have been added to the three-day festival, including: carnival rides, pie eating contest sponsored by Merengue Bakery, evening concerts with professional bands, photo booth, community and game booths, Old Town window decorating contest and a parade. On average, the three day Community Festival brings over 10,000 participants into Library Park and Old Town. Monrovia Days, like many other community events and program, was cancelled in 2020 due to the pandemic.

On April 5, 2021, Los Angeles County moved out of the Red Tier and into the less restrictive Orange Tier and on April 15, 2021 the LA County of Public Health Department released protocols allowing outdoor live event and performances.

ANALYSIS: This year's Monrovia Days Community Festival will be held Friday, May 14 through Sunday, May 16, 2021. Program activities will include:

- Enhanced decorations throughout Old Town
- Library Park Picnic Pavilion
- Grab and Go Food options from Old Town Restaurants
- Community Performances by Monrovia School District and Centre Stage
- Live professional band performances- Friday, Saturday, and Sunday
- 500 Block Street Fair & Market – Friday only
- 400 Block Enhanced Expanded Outdoor Dining – Friday and Saturday only
- FREE Photo Booth – Saturday and Sunday only
- FREE Carriage Rides in Old Town – Saturday and Sunday only

All program activities are subject to the guidelines and protocols as established by the LA County Department of Public Health including things such as maintaining physical distancing and wearing a face covering. Park participants will be required to sit at a table or in a designated Park Pod. Park pods will be eight by eight squares painted on the grass area of Library Park. Participants are encouraged to bring their own seating. City Staff will monitor the program and event signage will be placed throughout Library Park to remind participants of the following safety protocols:

AR-2

- All participants must wear a face covering.
- All participants must ensure physical distancing is practiced, and must stay in the designated park pod or picnic table areas.
- Frequent hand washing.
- Park participants will be required to sit at a table or in a designated Park Pod

Staff is requesting a sponsorship from MOTAB for \$2,500. All sponsorship funds will be used to offset the cost of the event as well as allow us to host all the activities for the community for free.

This sponsorship will provide many opportunities to recognize MOTAB including:

- Multiple mentions in program promotions
- A banner in Old Town Monrovia, recognizing your organization
- Name and logo on the Library Fountain Stage Banner
- Name and logo on the Monrovia Days website
- Recognition on Lawn Banners throughout Library Park and Old Town, celebrating our Scholars and Champions
- Live commercials from the stage throughout the weekend
- Name and logo on Carriage banner that will be riding in Old Town Saturday and Sunday 12:00-4:00 pm
- A special Thank You in the Fall edition of the Monrovia Today

Since the 2020 Holiday Parade was cancelled due to the pandemic, these funds are available in the FY 2020/2021 budget.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of 2021 Monrovia Days Sponsorship in the amount of \$2,500.00.
2. Do not recommend approval of the 2021 Monrovia Days Sponsorship in the amount of \$2,500.00 and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1; recommend approval of the 2021 Monrovia Days Sponsorship in the amount of \$2,500.00.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the 2021 Monrovia Days Sponsorship in the amount of \$2,500.00.