



Monrovia Old Town Advisory Board

Valentine's Day Carriage Rides

Evaluation

- Monday, February 14, 4:00 – 9:00 pm
- \$40 per private ride
- Check in at Library Park
- Route started at the Park and went south to Olive Ave.
- Reservations began on January 18

A promotional poster for a Valentine's Day Romantic Carriage Ride. The top half features a dark background with large, vibrant red roses and green leaves. The text 'Valentine's Day' is written in a large, white, cursive font, with 'ROMANTIC CARRIAGE RIDE' in a smaller, red, sans-serif font below it. The date 'February 14' is written in a white, cursive font. Below that, 'ONE NIGHT ONLY!' is in red, and 'LIBRARY PARK | 321 S. MYRTLE AVENUE' and '4:00 PM - 9:00 PM' are in red. The bottom half of the poster shows a white horse wearing a harness, pulling a wooden carriage on a street. The text 'MAKE YOUR RESERVATIONS!' is in large, bold, white letters, with '\$40 per private ride' below it. 'Advance ticket sales begin JANUARY 18' is in bold, black letters. Below that, there are three lines of smaller text: 'Only a limited number of tickets will be available.', 'In case of inclement weather, the event may be cancelled.', and 'All programs are subject to the guidelines as established by the LA County Department of Health.' At the bottom, it says 'Brought to you by the Monrovia Old Town Merchants & the City of Monrovia' and 'For more information or to make a reservation, please call 626.256.8234'. There are two circular logos: one for 'OLD TOWN MONROVIA' and one for 'CITY OF MONROVIA'.

Evaluation

| Program Date | Advanced Reservations SOLD OUT! | Day of Reservations | Total Program Revenue |
|---------------------|--|--------------------------------|--------------------------------------|
| Monday, February 14 | 39 | 0 | \$1,560.00 |

- Two Carriages were scheduled for private rides. The advanced reservations worked out well again this year. The program had limited availability the week leading up to Valentine's Day!
- Rides were scheduled every 15 minutes, two breaks are scheduled for the horses.

Program Enhancements



Monrovia
Youth
Commission
Returned!











Questions and Discussion