



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: August 9, 2016

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-1

TITLE: 2016 New Year's Eve Special Event Permit and Street Closure Application and Sponsorship Request

BACKGROUND: The New Year's Eve Event on Myrtle Avenue is an annual event that has been offered for five years. The event allows people to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. The event includes a kid's play area, food and activity booths, live music, a beer and wine garden, and a ball rising at midnight. The event is offered by the New Year's Eve Committee on behalf of MOTAB, and is made possible by sponsorships from local businesses and organizations.

ANALYSIS: The 2016 New Year's Eve event is scheduled for Saturday, December 31 from 7:00 p.m. to 1:00 a.m. on Sunday January 1, 2017. The event is located in Old Town on Myrtle Avenue between Olive and Lemon Avenue. The street closure request for the event is as follows:

Time: 10:00 a.m. on Saturday, December 31 to 2:00 a.m. on Sunday, January 1, 2017
Street: Myrtle Avenue from Olive to Lemon Avenues.

Please see attachment A for review of the special event application.

FINANCIAL IMPACT: The 2016-17 Budget approved by MOTAB on May 12, 2016 provides for a \$3,000 New Year's Eve Event sponsorship. Past sponsorship requests approved by MOTAB have been for \$3,000. The current budget is able to support the requested \$3,000 sponsorship for the New Year's Eve Event, and Staff recommends that MOTAB approve the sponsorship request.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the Special Event Permit and Street Closure Application and \$3,000 sponsorship request for the 2016 New Year's Eve Event.
2. Do not recommend approval of the Special Event Permit and Street Closure Application and \$3,000 sponsorship request and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve Option No. 1, approval of the Special Event Permit and Street Closure Application and \$3,000 sponsorship request for the 2016 New Year's Eve Event.

MOTION: If board concurs, the appropriate action is a motion to recommend approval of the Special Event Permit and Street Closure Application and \$3,000 sponsorship request for the 2016 New Year's Eve Event.