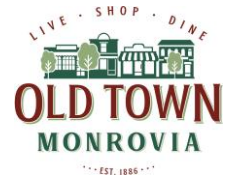




**CITY OF MONROVIA  
MONROVIA OLD TOWN ADVISORY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services

**MEETING DATE:** September 19, 2023

**PREPARED BY:** Tina Cherry, Director

**AGENDA LOCATION:** AR-2

**TITLE:** Agreement with Innovative Light Designs (ILD) for Holiday Tree Light Installation at Library Park and White Tree Lights in the 100-600 Blocks of Myrtle Avenue

**OBJECTIVE:** To authorize an agreement totaling \$64,619 with ILD for the installation of holiday tree lights in Library Park and enhanced outdoor lighting in 100 – 600 blocks of Myrtle Avenue in Old Town Monrovia

**BACKGROUND:** Old Town Monrovia is a favorite destination for many throughout the San Gabriel Valley. Visitors come because they find the community to be welcoming and safe. Some have described Old Town Monrovia as a “Hallmark Movie” with its delightful shops, beautiful landscape, and charming historic buildings.

**Enhanced Outdoor Lighting in Old Town**

One of the key features in Old Town Monrovia is the well-lit tree lined sidewalks. The sparkle of the white lights in the trees gives visitors the feeling of being somewhere special. It is these sort of details that entices someone to bring a friend or family to dinner for a special occasion and then walk to grab ice cream at one of the many sweet stops. Or tempts a couple to choose Monrovia for their date night to walk the Street Fair, see a movie, or enjoy a drink alfresco. Ensuring Old Town is thriving is critical to all Monrovia. Old Town is the heart of our community and when it is doing well, all of Monrovia is doing well. Working with the merchants in Old Town Monrovia and the Monrovia Old Town Advisory Board (MOTAB) to find way to enhance the experience for our visitors, is important to us all.

For many years, City staff have worked to enhance the lighting throughout Old Town by replacing the white lights in the trees, or adding bistro lights along the walkways. Over time, the lights have become damaged or have stopped working due to the quality and age of the lights. At the May 2023 MOTAB meeting, the Board asked staff to research options to improve on the existing lighting along Myrtle in the 100-600 blocks. The Board stated their desire to have the lighting look more premier. Based on the direction from MOTAB, staff worked to find a contractor who could provide the quality and assurance needed to renovate the white lights in the trees in 100-600 blocks of Old Town Monrovia.

**Holiday Tree Lights in Library Park**

In the winter of 2013, the City of Monrovia was hit with a horrific wind event, causing wide spread damage to City infrastructure. One key feature damaged during the wind event was the Holiday Tree in Library Park. The Tree which was located in the northeast corner of the park was approximately 80 feet tall and decorated with lights and ornaments. The tree fell during the wind event and was a total loss.

Following the windstorm, as the City worked to recover from the damage; Home Depot stepped up and donated a Willow Pine as the City’s new Holiday Tree. For the past ten years, as the tree has slowly

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grown, staff has worked to enhance the tree with lights and holiday decorations, yet the tree continues to not meet the community expectations.

As staff began to seek solutions to meet the outdoor lighting needs in Old Town, it created a new opportunity to look at alternatives for the Holiday Tree in Library Park.

**ANALYSIS:** Staff was referred to ILD through neighboring cities who have used this vendor for their holiday lighting needs. Staff met with the owner, Steve Gogatz and was impressed with his professionalism, knowledge of the industry, references, and approach to each project. ILD is an awarding business with 20+ years of experience in residential, commercial, retail, and municipal settings. ILD client list includes the City of Garden Grove, City of San Dimas, City of Irvine, the Inn at San Juan Capistrano, Saddleback Church, Daou Vineyards, Richard Nixon Presidential Library, and the Huntington Library Botanical Gardens just to name a few.

Following an in person meeting and job walk, ILD provided a detail proposal for each scope of work.

**Enhanced Outdoor Lighting in Old Town**

Old Town Monrovia has approximately 83 trees with existing infrastructure to support new commercial grade warm white lights. Staff conducted a thorough review and provided an inventory of the trees to allow ILD an opportunity to provide a proposal for lighting each of the trees independently. The cost to purchase and install the lights in each tree ranges from \$150 to \$900 depending on the size of the tree. The City would own the lights once installed.

ILD uses LED lights with a warm glow. The LED lights are made of modern industrial strength materials with elastic bands to allow for a 30% stretch between bulbs to ensure the trunks and branches can grow and are not damaged during the installation. Staff anticipates needing to inspected and service the lights on an annual bases. The recommended lights do come with a two-year manufacture warranty however; there may be cost for labor depending on the needed repairs.

On Friday, August 25, staff met with the MOTAB Holiday Lighting subcommittee to share the findings. The Committee, consisting of Chair Spencer, Vice Chair Jurado, and Boardmember Miller, unanimously voted to recommend to the full Board to approve the proposed lighting enhancements. Furthermore, MOTAB has been generating significant revenue over the last few years through programs such as the Wine Walk. As a result, the MOTAB Holiday Lighting subcommittee is recommending the Business Improvement District Funds be used to cover the cost of the light installation on Myrtle Avenue. The total cost for this scope of work is \$44,388. The BID fund balance is currently \$119,195.

If the Board approves, staff will present the recommendation to City Council for consideration.



***Existing Tree Lights***



***Sample of Similar Trees***

**Holiday Tree Lights in Library Park**

Staff is recommending an alternative tree in Library Park be lit and identified as the official Holiday Tree. The existing Deodar Cedar tree stretches 80-feet in the air would be lit with well over 10,000 lights. In addition, a 4-foot tall starburst would top the tree and could be seen from blocks away. This new Holiday Tree would create a destination spot for visitors throughout the region to come to Old Town Monrovia for a holiday get together while taking in the holiday charm throughout Old Town and stopping to enjoy the festive Holiday Tree in Library Park.

Below you will see photos of the recommended Deodar Cedar in Library Park. In addition, ILD has provided photos of similar Holiday Trees they have designed in neighboring community's.

While staff is recommending a new Holiday Tree be lit as a part of the annual celebration, the existing Willow Pine, which was donated in 2013, will also be lit with enhance warm white LED lights. The cost is \$2,111 and is included in the FY 23/24 operating budget.



***Recommended Deodar Cedar  
Looking South***



***Recommended Deodar Cedar  
Looking Northwest***



***Recommended Deodar Cedar  
Looking Northeast***



***Current Holiday Tree***



***Lights on a Similar Tree  
San Dimas***



***Lights on a Similar Tree  
La Verne***

ILD conducted a site visit to assess the park and to ensure they would be able to access and light the trees. ILD believes the Deodar Cedar is a terrific selection for holiday lights. The long exposed branches wrapped in lights as well as the trunk will make an impressive display for the community.

The cost for the additional Deodar Cedar tree lighting was not included in the FY 23/24 budget. Staff is requesting City Council allocate an additional \$18,120 for the lighting of the Holiday Tree in Library Park. Moving forward the cost to light the Holiday Tree would be included in the annual budget for Councils consideration.

Staff did consult with a second company, Light Bulbs Unlimited, to have an additional bid for comparison; however, after meeting on site, the business became non-responsive. Due to the unique nature of this business and limited response to requests for quotes, ILD has been identified as the sole source for this project.

**ENVIRONMENTAL IMPACT:** None.

**FISCAL IMPACT:** Staff is requesting City Council allocate \$18,120 from the General Fund and \$44,388 from the Business Improvement District Fund to cover the cost of lighting the new Holiday Tree in Library Park and to install the white lights in the trees in Old Town Monrovia.

<b>Scope of Work</b>	<b>Cost of Service</b>	<b>Funding Source</b>
Enhance lighting of the Willow Pine	\$2,111	Included in the Holiday Decoration Budget
Lighting of the new 80 Foot Holiday Tree	\$18,120	Requesting appropriation - <b>General Fund</b>
Installation of warm white LED lights in Old Town Trees 100-600 block of Myrtle Ave.	\$44,388	Requesting appropriation - <b>Business Improvement District Fund</b>

**OPTIONS:** The following options are presented for consideration:

1. Recommend City Council authorize an agreement totaling \$64,619 with ILD for the installation of holiday tree lights in Library Park and enhanced outdoor lighting in 100 – 600 blocks of Myrtle Avenue in Old Town Monrovia; or
2. Do not recommend authorizing an agreement and request additional information from staff.

**RECOMMENDATION:** Staff recommends the Board advises City Council to authorize an agreement with ILD and allocated the necessary funds.

**COUNCIL ACTION REQUIRED:** If the Board concurs, the appropriate action would be a motion to recommend City Council:

1. Authorize an agreement with ILD in the amount of \$64,619 for lighting installation;
2. Allocate \$18,120 from the General Fund; and
3. Allocate \$44,388 from the Business Improvement Fund.