



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: October 11, 2016

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: Proposed Holiday Carriage Rides in Old Town

BACKGROUND: During the August 9 MOTAB meeting, Vice Chair Miller proposed that staff investigate offering horse and carriage rides in Old Town during the holiday season, as new activity to encourage visitors to Old Town. A committee consisting of Chair Balsamo and Vice Chair Miller was developed to research the program and provide MOTAB with options.

ANALYSIS: Staff met with the committee on August 30 and agreed on the following for the proposed Holiday Carriage Ride program:

Holiday Carriage Rides

Day: Sundays

Dates: December 4, 11 and 18

Time: 3:00 – 6:00 p.m.

The route for the carriage rides would begin at Library Park (adjacent to the Mark Twain Statue), traveling south on Myrtle Avenue to Olive Avenue. The carriage would circle the block, and head north on Myrtle and return to the starting point at Library Park.

Staff researched vendors that would be able to offer carriage rides on Sundays; December 4, 11 and 18.

Vendor	Cost Per Night & Total Cost (3 nights)	Availability
Memory Maker Carriages	\$650 per night – Total Cost = \$1,950	Available all 3 Sundays
Martini Ranch Carriages	\$695 first hour/\$100 each additional hour Total Cost = \$2,685	Available all 3 Sundays
Enchanted Carriages	\$875 first hour/\$150 each hour + \$100 travel fee – Total Cost = \$3,825	Did not confirm availability
Camelot Carriages	No Answer/No Return Call	N/A
Cindy's Cinderella Carriages	\$750 first hour/\$150 each hour – Total Cost = \$3,150	Not Available
Fairytale Carriages	\$1,000 per night – Total Cost = \$3,000	Not Available
G & F Carriages	\$650 per night – Total Cost \$1,950	Not Available

The carriage from Memory Makers Carriages is shown below. The carriage holds 10 participants and would be decorated for the holiday season.



The carriage from Martini Ranch Carriages is shown below. The carriage holds 4 participants and would be decorated for the holiday season.



FISCAL IMPACT: The committee discussed three different funding options for this program. One option is request that MOTAB fund the entire cost of the program, which will add a new holiday activity and potentially increase new and returning visitors to Old Town during the holidays.

Another option discussed was to charge a nominal fee. It's important to note that if participants are charged, it would require an individual to monitor each date to collect fees.

The final option is to seek sponsors to offset the cost of the carriage rides. Staff has been notified of one potential sponsor willing to contribute \$500 toward the program.

Sufficient funds are available in the MOTAB Operating Budget and Fund Balance.

OPTIONS:

1. Approve funding for the Holiday Carriage Ride Program and secure vendor Memory Makers Carriages to provide the service for a total cost of \$1,950.
2. Approve funding for the Holiday Carriage Ride Program, secure vendor Memory Makers Carriages to provide the service, and charge participants to ride in the carriage.
3. Approve funding for the Holiday Carriage Ride Program, secure vendor Memory Makers Carriages to provide the service, and seek sponsorships to offset the cost.
4. Approve funding for the Holiday Carriage Ride Program and secure vendor Martini Ranch Carriages to provide the service for a total cost of \$2,685.
5. Approve funding for the Holiday Carriage Ride Program, secure vendor Martini Ranch Carriages to provide the service, and charge participants to ride in the carriage.
6. Approve funding for the Holiday Carriage Ride Program, secure vendor Martini Ranch Carriages to provide the service, and seek sponsorship to offset the cost.
7. Do not approve funding for the Holiday Carriage Ride Program and direct staff to explore other options.

RECOMMENDATION: Staff is requesting MOTAB discuss the options presented and provide direction.

MOTION: If board concurs, the appropriate action is a motion to discuss the options presented and provide direction.