



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: October 11, 2016

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-4

TITLE: Fourth Quarter Print Advertising

BACKGROUND: Historically MOTAB has purchased ad space in local newspapers to promote shopping and dining in Old Town. The ads would be branded as an Old Town promotion; however, individual businesses would be solicited to purchase space within the ad to offset the cost for MOTAB. As a result there would be no net cost to MOTAB.

Currently, MOTAB is assessing the needs and desires of the merchants and has elected to not actively pursue print advertisement at this time. However, as we enter the fourth quarter and the holiday season, it was suggested by one of the MOTAB board members that this be revisited by the Board at the October meeting.

The board member has suggested the ad be more universal and highlight all the programs and activities occurring during the holidays. The purpose of the ad would be to drive business to Old Town Monrovia to shop, dine, and enjoy the many holiday happenings.

ANALYSIS: Staff investigated the various programs and activities offered during the holidays and has provided a listing below.

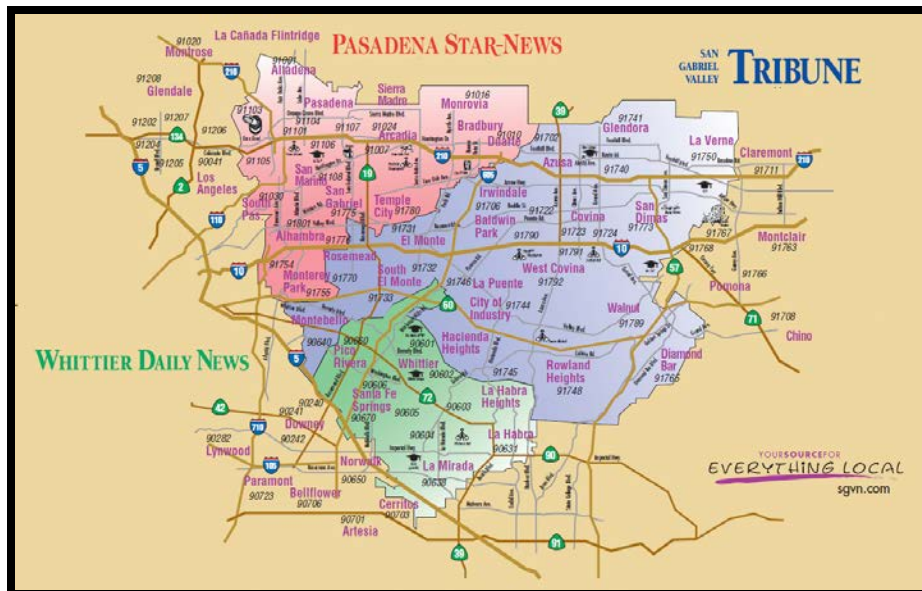
- ❖ Black Friday Promotions
- ❖ Holiday Parade
- ❖ Holiday Tree Lighting
- ❖ Holiday Carriage Rides (Potential New Program)
- ❖ Strolling Carolers in Old Town
- ❖ Santa Breakfast Events
- ❖ Santa Photos
- ❖ Holiday Gift Wrap Stations
- ❖ Kids Crafts / Face Painting
- ❖ New Year's Eve Celebration

Staff has researched ad pricing for both Beacon Media News (Monrovia Weekly) and San Gabriel Valley Tribune (Pasadena Star News). It should be noted that the San Gabriel Valley Tribune encompasses a broader audience; hence the price for the ad space costs more. Staff has requested an assessment of the readership for the Monrovia Weekly and will provide additional information at the meeting.

AR-4

	Full Page	Half Page	Quarter Page
Beacon Media News / Monrovia Weekly	\$750.00	\$450.00	NA
San Gabriel Valley Tribune / Pasadena Star News	\$1,512.00	\$819.00	\$441.00

Map of the San Gabriel Valley Tribune audience:



Staff would suggest the ad be designed by a professional graphic artist who is familiar with Old Town and has proven success with premier design. Staff contacted The Sauce, a Monrovia Based business, who has quoted design costs of \$225.00.

It should also be noted that historically sponsors have been solicited to offset the cost of the holiday programs in Old Town. The businesses that select to donate to the holiday programming would be recognized in the advertisement.

OPTIONS: The following options are available for the Boards consideration:

1. Purchase ad space in both the Star News and the Monrovia Weekly.
2. Purchase ad space in only the Start News.
3. Purchase ad space in only the Monrovia Weekly.

FISCAL IMPACT: There are sufficient funds in the MOTAB Fund Balance to cover the proposed options. MOTAB has \$3,200 allocated for advertising.

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

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