



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** March 8, 2016

**PREPARED BY:** Lisa Hansberger  
Senior Recreation Supervisor

**AGENDA LOCATION:** AR-3

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**TITLE:** 2016 July 4<sup>th</sup> Fireworks Show and Concert Sponsorship and Street Closure Request

**BACKGROUND:** The July 4<sup>th</sup> Fireworks Show has been offered since 2002 and is a collaborative effort between City Staff representing the Fire, Police, Public Works and Community Services Departments. The Monrovia Old Town Advisory Board (MOTAB) typically sponsors the July 4<sup>th</sup> event as it is a beneficial opportunity for many Old Town businesses.

**ANALYSIS:** The July 4<sup>th</sup> Fireworks Show and Concert will be held on Monday, July 4, in Library Park. Festivities include a DJ playing recorded music from 3:00 p.m. until 7:00 p.m. followed by a concert featuring Stone Soul from 7:00 p.m. to 8:30 p.m. The fireworks show will begin at 9:00 p.m. until approximately 9:25 p.m. Last year there were approximately 10,000 spectators at the event. Several Old Town merchants plan on staying open for this year's event due to the increase in customers and revenue.

**FISCAL IMPACT:** Staff solicits sponsorships to help offset the 4<sup>th</sup> of July event costs. At the May 12, 2015 MOTAB meeting, the Board approved the 2015-16 Fiscal Year budget which included a \$2,500 July 4<sup>th</sup> sponsorship allotment.

Sponsorship benefits are as follows:

**\$2,500 - Stars & Stripes Sponsor** (6 sponsorships available)

Package includes:

- **Quarter-page advertisement in the Monrovia Today publication, which is mailed to over 17,500 homes and businesses**
- Organization's name on all 4<sup>th</sup> of July materials distributed throughout the City of Monrovia
- Organization's name on a banner displayed in the park on the day of the event
- Your organization's name listed on the City of Monrovia's website
- Organization's name listed on one Myrtle Avenue Pole Banner
- VIP Seating & parking for the Fireworks Show & Concert

### **Event Street Closures:**

The street closures for the Board's consideration include:

**Street Closure Time: 4:00 – 10:00 p.m.**

#### **Closure Locations:**

- Myrtle Avenue from Lemon Avenue to Foothill Boulevard

- Palm Avenue from Myrtle to Primrose Avenues
- Lime Avenue from Myrtle to Primrose Avenues

**Street Closure Time: 8:00 – 10:00 p.m.**

**Closure Locations:**

- Primrose Avenue from Palm to Lime Avenues

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the July 4<sup>th</sup> Fireworks Show and Concert sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.
2. Do not recommend approval of the July 4<sup>th</sup> Fireworks Show and Concert sponsorship in the amount of \$2,500 and recommend approval of the Street Closure Request in Old Town.
3. Do not recommend approval of the July 4<sup>th</sup> Fireworks Show and Concert sponsorship in the amount of \$2,500 and do not recommend approval of the Street Closure Request in Old Town.

**STAFF RECOMMENDATION:** Staff recommends the Board approve option No. 1, approval of the July 4<sup>th</sup> Fireworks Show and Concert sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.

**MOTION:** If the Board concurs, the appropriate action is a motion to approve of the July 4<sup>th</sup> Fireworks Show and Concert sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.