



MONROVIA CITY COUNCIL

2024 SUMMER CONCERT PROGRAM UPDATE

FEBRUARY 20, 2024

SUMMER CONCERT ANALYSIS

- At the conclusion of the 2023 Summer Concert Series, staff debriefed to discuss the overall program
- The intent of the evaluation was to:
 1. Gain a better understanding of the genre of music the community may like
 2. Evaluate the program day and times
 3. Brainstorm ways we could better meet the community need and offer a premier Summer Concert Series.
- Staff working the concerts gather feedback from the participants each week, which informed their evaluation

The City of Monrovia Presents 2023
SUMMER CONCERTS & Movies in the Park
July 8 - August 13

CONCERTS IN THE PARK 7-8:30 pm

SATURDAYS At Station Square Park 1601 S. Myrtle Ave.	SUNDAYS At Library Park 321 S. Myrtle Ave.
July 8 - Pop Vision: Top 40	July 9 - Suave the Band: Latin
July 15 - Bumptown: Old School	July 16 - Smokin Cobras: 50s/Oldies
July 22 - Skinny Ties: 80s	July 23 - OC Groove: Punk
July 29 - Country Nation: Country	July 30 - Cold Duck: Old School
August 5 - Soto Band: Latin	August 6 - Stone Soul: Classic Soul
August 12 - Blue Breeze Band: Motown	August 13 - The Todd Stanford Country Band: Country

SUMMER CONCERT ANALYSIS

- Staff have found the Sunday concerts draw a much larger crowd

Location	2022 Attendance	2023 Attendance
Library Park (Sundays)	2,984	3,618
Station Square Park (Saturdays)	1,991	1,712



SUMMER CONCERT ANALYSIS

- Over the years, staff have studied why Library Park draws a bigger attendance
 - Band selection?
 - Day of the week?
 - More shade?
- Ultimately, staff believe higher participation on Sundays is due to the day of the week and the shade provided at Library Park.
- Families have fewer commitments on Sunday afternoons, making it easier to stop by and enjoy the concerts.
- Staff also consulted with Pacific Productions (who provide sound and lighting for the concerts). They recommend attendance would increase if the Station Square Concerts were moved to Sundays.



SUMMER CONCERT ANALYSIS

- At the conclusion of the 2023 Summer Concert Series, City Council requested staff study ways to modify Station Square Park to enhance protection from the sun during the concerts
 - Staff provided several options and ultimately the Council concluded that due to the anticipated growth of the Station Square area, making modifications to the Park at this time might be premature
 - However, staff will continue to study solutions for the challenges at Station Square both short term and long term
 - Staff did provide new shade umbrellas throughout Station Square Park as a temporary solution



SUMMER CONCERT ANALYSIS

- Staff looked at the average temperature in Monrovia in June, July and August
- As seen in the graphs below, June is typically 5-6 degrees cooler than July and August.



SUMMER CONCERT RECOMMENDATIONS

- For the last several years, the concert series has been offered on Saturdays and Sundays beginning the weekend following 4th of July
 - Saturdays at Station Square
 - Sundays at Library Park
- Staff is recommending **all** concerts be held on Sundays in 2024
 - Begin the Sunday of Memorial Day weekend, the official kickoff to summer
 - Host six consecutive concerts at Station Square
 - Move to Library Park the Sunday after 4th of July as we have done for many years
 - Host six consecutive concerts at Library Park

SUMMER CONCERT RECOMMENDATIONS

2023

Concert at Station Square 7:00-8:30pm

1. Saturday, July 8 Pop Vision (Top 40)
2. Saturday, July 15 Bumptown (Old School)
3. Saturday, July 22 Skinny Ties (80s)
4. Saturday, July 29 Country Nation (Country)
5. Saturday, August 5 Soto Band (Latin)
6. Saturday, August 12 Blue Breeze Band (Motown)

Concerts at Library Park 7:00-8:30pm

1. Sunday, July 9 Suave the Band (Latin)
2. Sunday, July 16 Smokin Cobras (50s/Oldies)
3. Sunday, July 23 OC Groove (Funk)
4. Sunday, July 30 Cold Duck (Old School)
5. Sunday, August 6 Stone Soul (Classic Soul)
6. Sunday, August 13 The Todd Stanford Country Band

2024

Concert at Station Square 7:00-8:30pm

1. Sunday, May 26 (Kick off on Memorial Day Weekend)
2. Sunday, June 2
3. Sunday, June 9
4. Sunday, June 16
5. Sunday, June 23
6. Sunday, June 30

Concerts at Library Park 7:00-8:30pm

1. Sunday, July 7
2. Sunday, July 14
3. Sunday, July 21
4. Sunday, July 28
5. Sunday, August 5
6. Sunday, August 12 (MUSD starts 8/14)

SUMMER CONCERT RECOMMENDATIONS

- Staff will continue to use the portable umbrellas at Station Square
 - The umbrellas provide some relief, add color and make the park look festive
- Staff is looking to rent evaporative cooling fans to cool the crowd at Station Square
 - The fans would keep the temperature down another 15-20 degrees
 - The rental rate is \$250 per event, but we could negotiate a discount for renting it on multiple days

SUMMER CONCERT RECOMMENDATIONS

- Staff has been working on the band line up for 2024
- To secure the bands, we will need to finalize the schedule
- Based on participant feedback, staff is recommending we seek Bands in the following genres:
 - Jazz
 - Motown / Old School
 - Top 40
 - Classic Soul
 - Reggae
 - Latin / Mariachi
 - Country



QUESTION / DISCUSSION