



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-2

PREPARED BY: Angel Carrillo,
Management Assistant

MEETING DATE: April 20, 2015

SUBJECT: Presentation of Friday Night Family Street Fair Request For Proposals Process

REQUEST: Make a Recommendation to the City Council Approving the RFP Committee's Recommendation to Select LA Party Works as the Friday Night Family Street Fair Operator

BACKGROUND: The Friday Night Family Festival has been a fixture in Old Town for 25 years. The purpose of the festival is to bring people in to Old Town and promote our local Old Town businesses. Throughout the years the festival has grown to include a farmer's market, artisan crafts, hot food, music, pony rides and a kid's play area. The festival operates every Friday night from 5pm – 9pm and is only shut down on rain outs. The festival requires the closures of Myrtle Avenues between Lemon Avenue and Chestnut Avenue. Family Festival Productions Incorporated has been the selected operator of the festival for the past 22 years. In November 2014, the Council approved a six-month contract extension with the current operator and directed staff to go out for a Request For Proposals (RFP) process. The process included a RFP committee comprised of 2 council members, 2 members from MOTAB, and staff representatives from the City Manager's office, Public Works, Community Services, Police, and Risk Management.

DISCUSSION/ANALYSIS: The RFP committee began meeting in December 2014 to assist in the creation of a RFP. The RFP was finalized and opened on January 7, 2015 and closed on February 2, 2015. The City received 4 qualified proposals and the process to interview those vendors was set. After the first round of interviews the committee proceeded with a second round of interviews with the top 2 vendors. Following over 4 months of meetings, interviews, site visits, analysis and deliberation the committee unanimously decided to recommend LA Party Works as the operator of the Friday Night Family Street Fair.

STAFF RECOMMENDATION: Staff recommends that the Board approve the recommendation by the RFP committee to select LA Party Works as the operator of the Friday Night Family Street Fair and provide a recommendation to the City Council.

BOARD ACTION REQUIRED: If the Board concurs, the appropriate action would be a motion to select LA Party Works as the operator of the Friday Night Family Street Fair and provide a recommendation to the City Council.