



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-2

PREPARED BY: Lauren Vasquez
Senior Management Analyst

MEETING DATE: May 12, 2015

SUBJECT: 2015-16 Fiscal Year Budget

REQUEST: Approve the recommended Fiscal Year 2015/16 MOTAB Budget

BACKGROUND: Staff is anticipating bringing the City's 2015-2016 Fiscal Year Budget to the City Council for their consideration and approval on June 2, 2015. In anticipation of the City's adoption of the Fiscal Year Budget, the MOTAB Board will receive and review a proposed MOTAB budget. The Budget includes all the projected revenue and projected expenditures for the upcoming year.

DISCUSSION/ANALYSIS: The proposed MOTAB Budget will be for Fiscal Year 2015-2016. We are anticipating \$104,560 of revenues based on the BID assessment, raised sponsorships and Family Street Fair franchise fees.

BID Assessment	\$48,000
Sponsorship	\$38,560
Franchise Fee	\$18,000
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	\$104,560

In addition, we are proposing an expenditure budget of \$78,300. This would include advertising, professional fees, printing, events and miscellaneous expenses along with office supplies, postage and electricity. For your reference,

The advertising includes:

Star News/Monrovia	\$41,550
Weekly	
Old Town Guide	\$3,200
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	\$44,750

The professional fees include:

Caroling in Old Town	\$4,500
Wed Music in OT	\$5,550
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	\$10,050

The printing includes:

Banners	\$1,900
Flyers	\$400
Misc. Printing	\$200
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	\$2,500

The events include:

New Year's Eve	\$9,900
Valentine's Day	\$500
Easter Spring Fling	\$700
Fourth of July	\$3,000
Halloween	\$900
Holiday Parade	\$1500
December Crafts	\$300
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	\$16,800

The miscellaneous includes:

Kiosk Repair/Green Signs	\$1,500
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	\$1,500

With this proposed budget, the Board will have approximately balance of \$26,260 to dedicate to improvements and/or projects for Old Town. Such projects could include the following:

- New landscaping plan for Old Town
- New holiday decorations
- Refreshing the lighting poles in Old Town
- Enhanced cleaning of Old Town

Based on the Board's direction, staff will come back and present options and costs for the projects that are recommended for implementation.

STAFF RECOMMENDATION: Staff recommends that the Board approve the 2015-2016 Fiscal Year Budget.

BOARD ACTION REQUIRED: If the Board concurs, the appropriate action would be a motion to approve the 2015-2016 Fiscal Year Budget.