



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: August 11, 2015

PREPARED BY: Lisa Hansberger
Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: Sponsorship Request for the 2015 Holiday Parade

OBJECTIVE: The purpose of this report is to request a \$3,000 sponsorship from the Monrovia Old Town Advisory Board for the 2015 Holiday Parade.

BACKGROUND: In 2007 the Monrovia Old Town Advisory Board (MOTAB) asked that the Monrovia Department of Community Services take responsibility of the planning and implementation of the annual Holiday Parade, which had been previously planned and implemented by a small group of volunteers. The Department of Community Services has been responsible for the Holiday Parade from 2007 to the present day. MOTAB has continually sponsored the parade which serves to kick off the Holiday season in Old Town. Annual parade participation has ranged from 7,000 – 9,000 participants and spectators.

ANALYSIS: The 2015 Holiday Parade is scheduled for Thursday, December 3 in Old Town. The festivities begin with the annual Holiday Tree Lighting which takes place at 6:00 p.m. in Library Park on the corner of Myrtle and Lime Avenues. The parade will immediately follow at 7:00 p.m. and will travel its traditional route, beginning at Myrtle and Chestnut, traveling North on Myrtle and disbanding at Palm Avenue. Parade applications are available in September at the Community Center, City Hall, Library and on the City website. Parade applications are due November 9 and participants will be informed of their placement/number in the parade by November 16.

FINANCIAL IMPACT: The costs for the Parade need to be fully covered by sponsorships and donations. The itemized costs are as follows:

Item	Cost
Staff Costs (excluding Full-time employees)	\$ 882
Parade Banner	\$ 150
Car Signs	\$ 412
Portable Restroom Rentals	\$ 454
Parade Awards	\$ 132
Stage/Sound System	\$ 1,550
Set-up Supplies	\$ 150
Total	\$ 3,730

The 2015-16 Budget provides for an allotment of \$1,500 for the Holiday Parade sponsorship. Past sponsorship requests approved by MOTAB have been for a total allotment of \$3,000. The current budget is able to support a \$3,000 sponsorship for the Holiday Parade. Staff recommends that MOTAB approve an additional \$1,500 totaling \$3,000 for sponsorship of the 2015 Holiday Parade.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the \$3,000 sponsorship request for the 2015 Holiday Parade.
2. Do not recommend approval of the sponsorship request and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, approval of the \$3,000 sponsorship request for the 2015 Holiday Parade.

MOTION: If board concurs, the appropriate action is a motion to approve the \$3,000 sponsorship request for the 2015 Holiday Parade.