



**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: September 17, 2024

PREPARED BY: Rebecca Sandoval,
Recreation Manager

AGENDA LOCATION: AR-1

TITLE: Halloween Spooktacular and Trick or Treat Bash Event Overview and Street Closure Request

BACKGROUND: The City has offered a Halloween event in collaboration with the Old Town Merchants for over 20 years. Due the pandemic, the event was canceled in 2020 but returned with large crowds over the last few years. The event takes place in Library Park and Old Town Monrovia and consists of a costume contest, activity booths, and trick-or-treating in Old Town. The event is scheduled each year, on Thursday, October 31, from 3:00 p.m. - 6:00 p.m.

ANALYSIS: As in year's past, the goal of the event is to increase the benefit for participating businesses and share with visitors all that Old Town Monrovia has to offer. Merchants are encouraged to offer special sales, unique menu items, or offer business information during the event. Businesses, who would like to participate, will be provided with candy to hand out to trick-or-treaters as well as a window sign to display leading up to the event. In addition, participating businesses will be included on the Old Town Trick-or-Treat Event Map. Businesses will also be encouraged to provide additional candy and giveaways as well as hand out coupons and / or promotional items. City Staff will have three candy stations throughout Old Town where candy and event information can be distributed.

Streets will be closed using barricades and will be monitored by City personnel to ensure participant safety. Staff is requesting street closures in Old Town from 1:00 p.m. - 7:00 p.m. in the following areas:

- Myrtle Avenue from Palm Avenue to Walnut Avenue
- 100 Block of West Palm Avenue
- 100 Block of West Lime Avenue (The mid-block parking lot will remain open for merchants and patrons.)

The streets outlined below will be closed at Myrtle Avenue and will not be accessible to through traffic. However, parking will be made available and signage will be placed along Primrose Avenue and Ivy Avenue at each street intersection that reads "Road Closed Ahead."

- 100 Block of East and West Walnut Avenue
- 100 Block of East and West Olive Avenue
- 100 Block of East and West Colorado Boulevard
- 100 Block of East and West Lemon Avenue

AR-1

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the street closures for the 2024 Halloween Spooktacular and Trick or Treat Bash; or
2. Do not recommend approval of the street closures and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the Board approve Option No. 1, Recommend approval of the street closures for the 2024 Halloween Spooktacular and Trick or Treat Bash

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the street closures for the 2024 Halloween Spooktacular and Trick or Treat Bash