



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-3

**PREPARED BY: Alexis Bakofsky,
Management Analyst II**

MEETING DATE: June 10, 2014

SUBJECT: Sponsorship Request

REQUEST: Request for Sponsorship in the Amount of \$2,000.00 for 2014 Summer Friday Night Teen Programming at Library Park

BACKGROUND: Recently the Santa Anita Family YMCA and LifeChurch renewed their commitment to provide a Teen based event at Monrovia Library Park during the summer months of June thru August of 2014.

DISCUSSION/ANALYSIS: Studies have demonstrated that the group with the highest attendance at the event is youth from the City of Monrovia. Several Monrovia Old Town Merchants have been supportive of the event throughout the years. The Santa Anita Family YMCA and LifeChurch are requesting that MOTAB become a partner for this year's event by providing a sponsorship in the amount of \$2,000.

Activities and a list of partners can be found in the attached proposal.

OPTIONS: The Board has the following options for consideration:

1. Approve the request in the amount of \$2,000
2. Approve the request in an amount specified by the Board
3. Deny the request

MOTION: If the Board concurs, the appropriate action is a motion to approve or deny the request for sponsorship for the 2014 Summer Friday Night Teen Programming at Library Park.

Proposal
Summer 2014 Friday Night Teen Nights
Monrovia Library Park
By: Ulises Gutierrez

Event dates:

- June 20 to August 22 (Friday nights)
- June 12th – Thursday, pre-event orientation night
- June 13th and 20th – Fridays, pre-event outreach and promotion
- June 27th – Friday, event kick-OFF
- 4th of July – Friday, NO event

Time for event: 7PM to 9:30PM

Leading organizations: Santa Anita Family YMCA
The Bridge Student Network – LifeChurch UPC

Partners: City of Monrovia
City of Duarte (Tentative)
Monrovia Old Town Association Board (Tentative)
Boys and Girls Club (Tentative)
5 Acres (Tentative)

Project Director: Ulises Gutierrez

Projected cost: \$10,450 for a 10 week event (**\$9,250** with in-kind)

Objective:

To provide a 9 week youth program as an event at Monrovia Library Park. Event will be offered free of charge to all youth visiting our community during the weekly Monrovia Farmer's Market on Myrtle Ave. Event will begin each Friday night at 7PM with a 9:30PM ending time.

Teens will have the opportunity to participate in a series of interactive activities to include:

- Arts and crafts
- Sports activities (volleyball, basketball hoop challenge)
- Dance
- Board games
- Fitness
- Specialty demos (Karate, Zumba)
- Video games

A free meal will be provided to the first 125 participants on a first come basis. The event is designed to provide a healthy and safe destination for teens on Fridays while making the park an inviting place for all.

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Staff and volunteer structure:

Event Staff: (**paid through funding**)

- Project Director (1)
- Event coordinator (1) – certified worker: Christine Bennett
- 2 staff
 - Wish list
 - Diego Nieves
 - Rochelle Jones

The Bridge Student Network (**provided through LifeChurch**)

- Will provide 3 certified staff minimum each Friday Night
 - To include 1 Executive staff member

Volunteers:

- A minimum of 5 in addition to staff

Youth Leadership Academy – teen based volunteers

- Enroll a minimum of 10 in the Academy
- Engage a minimum of 5 per Friday night to work program

***The program would be delivered by an estimated 15 people in addition to each vendor providing staff support for their booth. City of Monrovia usually has park rangers on staff.