



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-4

PREPARED BY: Lisa Hansberger,
Recreation Supervisor

MEETING DATE: September 9, 2014

SUBJECT: Sponsorship Request for the 2014 Holiday Parade

REQUEST: Sponsor the 2014 Holiday Parade in the amount of \$3,000

OBJECTIVE: The purpose of this report is to request a \$3,000 sponsorship from the Monrovia Old Town Advisory Board for the 2014 Holiday Parade.

BACKGROUND: In 2007 the Monrovia Old Town Advisory Board (MOTAB) asked at the Monrovia Department of Community Services take over 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 2014 Holiday Parade is scheduled for Thursday, December 4 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 7 and participants will be informed of their placement/number in the parade by November 21.

FINANCIAL IMPACT: The parade is an unbudgeted event for the Department of Community Services. MOTAB's sponsorship helps offset the staff and supply cost to plan and implement the parade. 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

RECOMMENDATION: Staff recommends MOTAB sponsor the annual Holiday Parade in the amount of \$3,000.