



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-3

PREPARED BY: Angel Carrillo,
Management Assistant

MEETING DATE: November 10, 2014

SUBJECT: Special Event Application for New Year's Eve on Myrtle

REQUEST: Approve a Special Event Application for New Year's Eve on Myrtle

BACKGROUND: The New Year's Eve on Myrtle event has been an annual event for the past several years. The event allows people to come out and celebrate the New Year in a festive and safe setting and brings new visitors into our Old Town. The event includes a family area, fun booths, food booths, live music, a beer garden and a ball drop at midnight.

DISCUSSION/ANALYSIS: In the past MOTAB has applied for a Special Event permit for New Year's Eve on Myrtle. The event closes Myrtle Avenue between Lemon Avenue and Olive Avenue on New Year's Eve for a special event from 7pm – 1am. New Year's Eve on Myrtle includes something for the whole family including live music, food booths, fun booths, a beer garden and a ball drop at midnight. This year the permit will be applied for in partnership with the Monrovia Kiwanis. This event requires operating capital of \$3,000, which has been budgeted for.

STAFF RECOMMENDATION: Staff recommends approval of the Special Event Permit Application.

MOTION: If the board concurs, the appropriate action is to approve the filing of a Special Event Application in conjunction with the Monrovia Kiwanis.