



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** January 17, 2017

**PREPARED BY:** Tina Cherry  
Public Services Director

**AGENDA LOCATION:** AR-1

**TITLE:** Proposed Valentine's Day Carriage Rides in Old Town

**BACKGROUND:** At the January 10, 2017 Board meeting, staff presented a wrap up on the carriage rides offered in Old Town over the holiday season. The program was a huge success and garnered a lot of interest and attention for Old Town. The program attracted local and distance visitors to Old Town and as a result, the Board requested staff investigate offering carriage rides on Valentine's Day.

**ANALYSIS:** Staff conducted research related to the feasibility and impacts associated with offering carriage rides in Old Town on Valentine's Day. Based on the collected information, as well as feedback from MOTAB, staff has provided options for the Board's consideration in the following areas:

1. Carriage Availability
2. Participant Fees / Program Budget
3. Management of Ticket Sales / Reservations
4. Marketing and Promotions
5. Packages or Partnerships with Old Town Businesses

### 1. Carriages Availability:

Staff contacted several vendors to see who would be available on Tuesday, February 14, 2017 and what associated costs there would be for the rentals. In addition, to accommodate the anticipated demand; staff researched the possibility of hosting two carriages to double the potential availability.

Vendor	Cost	Notes
Memory Maker Carriages	\$650 per hour <b>Total Cost = \$650</b>	1 carriage available / Seats 4 / 3 hours only w/o horse break
Martini Ranch Carriages	\$695 first hour/\$100 each additional hour <b>Total Cost = \$995</b>	1 carriage available / Seats 4 / Able to accommodate 4 hour event
Cindy's Cinderella Carriages	\$750 first hour/\$150 each hour = \$1,200 2 <sup>nd</sup> Carriage \$200 discount = \$1,000 <b>Total Cost = \$2,200 (two carriages)</b>	4 carriages available / Seats 4

The route for the carriage rides would begin at Library Park (adjacent to the Mark Twain Statue), traveling south on Myrtle Avenue to Chestnut Avenue. The carriage would circle the block, and head north on Myrtle and return to the starting point at Library Park.

Assuming the Carriage Rides were offered from 6:00 – 10:00 p.m. and each ride is approximately 15 minutes; one carriage could provide for 16 individual trips. If the number of carriages is doubled; 32 individual trips could be offered. The Memory Maker Carriage will only operate the horses for three hours before needing a break. As a result, should this be the selected vendor, the number of rides and potential revenue is decreased.

**Memory Makers Carriages:**



**Martini Ranch Carriages:**



**Cindy Cinderella Carriages:**



Once again, staff would be onsite to answer questions and provide customer service, as well as assist with the loading and unloading of passengers, verify reservation, and collect waiver forms.

**2. Participant Fees / Program Budget:**

MOTAB requested staff assess the fee structure for this program. The Holiday Rides were offered for \$2 per person and many families shared the carriage with others. Since this is a one night only event and there will be limited seating; staff is recommending the fee per person be increased to \$10 per person. In addition, because the rides will be offered on Valentine’s Day, some couples may be interested in a private trip. If staff receives such a request; it is recommended the participant be obligated to purchase all four seats.

Below are three budget options for MOTAB’s consideration.

	<b><u>Option 1:</u></b>	<b><u>Option 2:</u></b>	<b><u>Option 3:</u></b>
	<b>Cindy Cinderella</b>	<b>Memory Makers</b>	<b>Memory Makers and Martini Ranch</b>
<b>EXPENSE:</b>			
Carriage Rental	\$2,200	\$650	\$1,645
Insurance	\$280	\$280	\$280
Sign Printing	\$70	\$70	\$70
<b>TOTAL EXPENSE</b>	<b>\$2,550</b>	<b>\$1,000</b>	<b>\$1,995</b>
<b>REVENUE:</b>			
\$40.00 per ride	\$1,280	\$480	\$1,120
	<i>32 Rides</i>	<i>12 Rides</i>	<i>28 Rides</i>
<b>TOTAL REVENUE</b>	<b>\$1,280</b>	<b>\$480</b>	<b>\$1,120</b>
<b>TOTAL NET COST</b>	<b>\$1,270</b>	<b>\$520</b>	<b>\$875</b>

**3. Management of Ticket Sales / Reservations:**

Ticket sales for the Holiday Rides were sold first come, first serve. Each night all available seats were sold out within 30 minutes. One of the challenges related to this format was the long wait times for those who purchased tickets for rides later in the evening. Given the nature of Valentine’s Day being a one night event and the desire for most to plan in advance; staff is suggesting the carriage ride reservations be sold in advance.

To allow sufficient time to promote the program and give all potential participants adequate time to learn of the program, staff suggests beginning to promote immediately; however, hold off on selling tickets until 8:00 am on February 1. Tickets would be sold first come, first serve until all spots are full.

Due to the limited number of available reservations, and the unique options available to participants, staff is suggesting we sell tickets in person or over the phone so we may provide personal service. One staff member would be assigned this task.

**4. Marketing and Promotions:**

Staff suggest the event be promoted immediately through social media (Facebook, Twitter, NextDoor, etc), poster distribution to Old Town businesses as well as in the Old Town Kiosk, on the City Website, and inclusion in the City Managers Weekly report. As a part of the January 17 Special Meeting, staff will provide a draft poster for MOTAB’s consideration.

## **5. Packages or Partnerships with Old Town Businesses**

There are many businesses in Old Town that could create an attractive Valentine's Package to include a carriage ride. Having a convenient and all-encompassing package with flowers, chocolates, dinner, and a carriage ride would be nice; however, developing such a package with a few select businesses without allowing others fair and equitable access could send an unintended negative message. As such, staff is suggesting the carriage rides be offered as a stand-alone attraction this year. In the future; should the program be successful and given additional time, staff can assist MOTAB with coordinating such partnerships resulting in Valentine's Day packages.

**FISCAL IMPACT:** Sufficient funds are available in the MOTAB Operating Budget and Fund Balance.

**RECOMMENDATION:** Staff is requesting MOTAB discuss the options presented and provide direction via a Motion.

**MOTION:** If the board concurs, the appropriate action is to discuss the options presented and provide direction via a Motion.