



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** March 14, 2016

**PREPARED BY:** Lisa Hansberger  
Senior Recreation Supervisor

**AGENDA LOCATION:** AR-2

---

**TITLE:** Spring Bunny Photos in Library Park

**BACKGROUND:** At the January 17, 2017 MOTAB Study Session, the Board discussed ways to drive more business into Old Town, provide information about MOTAB's role in the City, while offering services for the Community. As a result of that discussion, it was recommended that Staff look into ways MOTAB could provide different events in Old Town; one of which was a Bunny Photos in Library Park.

**ANALYSIS:** In response to the recommendation, Staff developed a proposed program for the Spring Bunny Photos in Library Park:

Program Date: Saturday, April 15, 2017  
Time: 12:00 – 2:00 p.m.  
Location: Monrovia Library Park – Grassy Area adjacent to the Mark Twain Statue

Program Outline:

- Staff recommends creating a photo area with plants, spring decorations, and a place to sit for the Spring Bunny and participants.
- It was suggested by MOTAB that we add “Pet Photos” as a unique feature to the event. This may expand the market draw beyond young families and drive even more to Old Town for lunch, some shopping, an afternoon movie, or maybe some delicious sweets!
- Staff suggests we offer digital images to the participants via email.
- Participants may also take their own images with a digital camera or smart phone.
- Staff would recommend creating a # for Old Town Monrovia to be used in the pictures visitors snap to be shared with their network of friends; further extending the promotion of Old Town Monrovia.
- Participants will be given a keepsake, such as a small bag of jelly beans, with “Shop Old Town Monrovia” on the packaging, as well as information about MOTAB's role in the community.
- Staff will be responsible for the set-up, supervision, and clean-up.

- The Bunny costume will be provided and worn by a volunteer from MOTAB.

Program Promotion:

- Getting the word out and promoting the Bunny Photo's in advance is critical to our overall success as it relates to our objective of driving visitors to Old Town.
- Staff has developed a flyer to promote the event which may be distributed throughout the community and via various social media outlets:
  - City Website
  - City Facebook Page
  - City Twitter account
  - City Manager Weekly
  - MOTAB Distributions List
- Merchants may be encouraged to “Like” and “Share” the post as well as re-tweet the event. This would further promote Old Town Monrovia.

Program Costs:

The cost for the program would be minimal. Some decorations and keepsakes is all we would need to purchase for the event. Staff time is absorbed in the existing program budgets and the volunteer bunny is free.

A small fee could be charge to offset the cost of the event and curb wait times; however, making this a free opportunity may entice more visitors and be a value worth spending.

Proposed Expenditures – Spring Bunny Photos in the Park	
Decorations	\$200
Novelty Giveaways	\$200
<b>Total</b>	<b>\$400</b>

**FISCAL IMPACT:** The proposed expense may be funded from the current Fund Balance and will not impact MOTAB operation budget.

**RECOMMENDATION:** Staff is requesting MOTAB discuss the Spring Bunny Photos in Library Park and provide direction.

**MOTION:** If the board concurs, the appropriate action is to discuss the Spring Bunny Photos in Library Park and provide direction via a Motion.