



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: April 3, 2017

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: 2017 July 4th Fireworks Show Sponsorship and Street Closure Request

BACKGROUND: The July 4th Fireworks Show has been offered since 2002. The City has offered this celebration through the ongoing community support and generous sponsors. For the past eight years, the Monrovia Old Town Advisory Board (MOTAB) has been a July 4th event sponsor.

ANALYSIS: The July 4th Fireworks Show will be held on Tuesday, July 4, in Library Park. Festivities will include a DJ playing recorded music from 3:00 p.m. until 7:00 p.m. followed by a concert from 7:00 p.m. to 8:30 p.m. The fireworks show will begin at 9:00 p.m. until approximately 9:25 p.m. Last year there were approximately 10,000 spectators at the event.

Staff solicits sponsorships to help offset the event costs and is requesting a \$2,500 sponsorship from MOTAB. Sponsorship benefits are as follows:

\$2,500 - Stars & Stripes Sponsorship includes:

- Quarter-page advertisement in the Monrovia Today publication, which is mailed to over 17,500 homes and businesses
- Organization's name on all 4th of July materials distributed throughout the City of Monrovia
- Organization's name on a banner displayed in the park on the day of the event
- Your organization's name listed on the City of Monrovia's website
- Organization's name listed on one Myrtle Avenue Pole Banner
- VIP Seating & Reserved Parking for the event

To ensure a safe event and ample viewing area, there are a few street closure staff is recommending.

Street Closure Time: 4:00 – 10:00 p.m.

- Myrtle Avenue from Lemon Avenue to Foothill Boulevard
- Palm Avenue from Myrtle to Primrose Avenues
- Lime Avenue from Myrtle Avenue to Primrose Avenue

Street Closure Time: 8:00 – 10:00 p.m.

- Primrose Avenue from Palm Avenue to Lime Avenue

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the 2017 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.
2. Take no action and request additional information from staff.

AR-2

STAFF RECOMMENDATION: Staff recommends the Board approve Option No. 1, recommend approval of the 2017 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.

MOTION: If the Board concurs, the appropriate action is a motion to recommend approval of the 2017 July 4th Fireworks Show Sponsorship in the amount of \$2,500 and Street Closure Request in Old Town.