



**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**

**DEPARTMENT:** Public Services

**MEETING DATE:** November 7, 2016

**PREPARED BY:** Tobi Scrugham,  
Recreation Specialist

**AGENDA LOCATION:** AR-2

**TITLE:** 2016 Halloween Event Evaluation

**OBJECTIVE:** To provide the Community Services Commission with the 2016 Halloween Event Evaluation.

**BACKGROUND:** The Public Services Department has offered an annual Halloween Event for the past 30 years. This year's Halloween Bash was scheduled on Monday, October 31 from 3:00 – 6:00 p.m. in Library Park and was offered in cooperation with the Old Town Merchants Annual Trick-or-Treat Activity. The Halloween Event offers family friendly Halloween activities that promote a sense of community in a safe, fun environment.

**SPONSORS:** Public Services staff secured five (5) \$1,000 Main Event Sponsors in the amount of \$5,000, and five (5) \$300 Activity Sponsors in the amount of \$1,500, for a total of amount of \$6,500 dollars in sponsorships.

The 2016 event sponsors were the following:

<u>VIP Sponsor</u>	<u>Main Sponsors- \$1,000</u>	<u>Booth Sponsors- \$300</u>
	Wendy's Hamburgers	Success Education Colleges
	C.R. Stelling Insurance	Arcadia Association of Realtors
	BMW Mini of Monrovia	Diane Balsamo Prime Lending
	BMW of Monrovia	ChapCare
	Sierra Family of Dealerships	Huntington Veterinary Hospital

**ANALYSIS:** There were 284 participants who entered this year's costume contest. Staff worked with sponsors to supplement the 2016 Halloween Activities. Snip-Its offered hair painting, C.R. Stelling Insurance offered games with a candy prize give away, and Infiniphoto offered a photo booth. Public Services implemented a costume contest, toddler area, parachute games, the event information booth, as well as story time/movies in the Library.

**Costume Contest:** This year's costume contest took place on the main walkway west of the stairs leading to the Library. The costume contest categories included a family, adult, and dog category along with five youth categories ages 0-14. First Place, Second Place and Third Place awards were given for each category. This year, 284 participants entered the costume contest compared to 291 in 2015. The 5-7 year-olds had the largest number of participants with 73 registered. Two Community Services Commissioners and a two Youth Commissioners served as judges.

Each participant received a gift bag filled with Halloween novelty items. Staff and Youth Commission assisted with program registration and information distribution. The costume contest registration area

was located on Myrtle Avenue which provided increased visibility and access for participants. The following information is a breakdown and comparison of each contest category for 2015 and 2016:

<b>Attendance</b>	<b>2015</b>	<b>2016</b>
Dog Category	19	19
0 – 2 Years Old	28	43
3 - 4 Years Old	45	48
5 - 7 Years Old	71	73
8 - 10 Years Old	55	45
11 - 14 Years Old	15	11
Family Category	38	34
Adult Category	20	11
<b>Total</b>	<b>291</b>	<b>284</b>

**Library Activities:** The Monrovia Public Library offered Halloween story times and movies from 3:00 – 5:00 p.m. Approximately 615 participants attended the program.

**Toddler Area:** The Toddler Area provided play apparatus for youth to crawl on, under and through. The Toddler Area had more than 300 toddlers and young children in attendance.

**Parachute Games:** The parachute games area was located on the north side of the park and offered activities from 3:00 - 6:00 p.m. Over 200 youth participated.

**Photo Booth:** The City contracted with Monrovia business *Infiniphoto* who provided photos to the public free of charge. The contractor created approximately 650 photos.

**Monrovia Old Town Merchants:** The Old Town Merchants offered Trick or Treating on Myrtle Avenue from 3:00 - 6:00 p.m. Staff encouraged Halloween participants to visit the Old Town during the event and merchants informed the trick-or-treaters about the festivities in the park. Feedback from the merchants indicates that there were 5,000 trick-or-treaters during the length of the event.

**Advertisement:** The Halloween event advertisement included:

1. Myrtle Avenue Banner
2. Twelve pole banners displayed on Myrtle Avenue adjacent to the Library
3. Program flyer distributed to all Monrovia elementary and middle school children using PeachJar
4. Program flyer and posters distributed to many of the businesses located in the downtown
5. Flyer posted on the City of Monrovia website
6. Program advertised in the Old Town Kiosk
7. Program listed inside the Monrovia Today publication

**EVENT SURVEY:** Staff received 179 surveys (Attachment A) from event attendees in comparison with the 117 surveys received in 2015. To increase the number of surveys received, staff implemented a prize wheel with prizes such as, candy, the Monrovia-opoly game, and books donated by the Monrovia Public Library. Half of the surveys were completed by Monrovia residents. The results are as follows:

- The most popular event activities were the costume contest, library story times, and parachute games.
- The most common comments received from participants based on the surveys were: a larger toddler activities area and the addition of carnival games.

- Based on the surveys, Monrovia, Duarte, Arcadia, Pasadena, El Monte, Glendale, and Azusa, residents, among others, were the most common to visit the Monrovia for the Old Town Trick-or-Treat & Halloween Bash.
- When asked how participants learned of the event, the most frequent response was that they are Monrovia residents, social media, word of mouth, and the Monrovia Today. Flyers, street banner and additional promotional materials were also how attendees learned about the Halloween Bash.

**ENVIRONMENTAL IMPACT:** To support the City’s Green Accords, staff purchased paper Halloween bags and reusable decorations and signage. Reusable waste receptacles were placed throughout the event for recyclable and regular trash.

**FINANCIAL IMPACT:** Thirty-one (31) part-time recreation staff and seven (7) Youth Commissioners worked along with full-time staff in various locations to support and monitor event activities.

Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Halloween event is \$6,538. This amount is calculated using the following formula:

<b>Position</b>	<b>Percentage of Position Spent on Program</b>	<b>Cost</b>
Senior Recreation Supervisor	4%	\$ 3,070
Recreation Manager	2%	\$ 2,030
Public Services Director	1%	\$ 1,438
<b>TOTAL</b>		<b>\$ 6,538</b>

Staff’s base salary does not include fully burdened rates or benefits.

<b>Halloween Event Expenditures</b>		
<b>Personnel Expenditures</b>	<b>2015</b>	<b>2016</b>
Total Part-Time Staff Expenditure	\$ 1,841	\$ 1,728
<b>Total Personnel Expenditures</b>	<b>\$ 1,841</b>	<b>\$ 1,728</b>
<b>Event Expenditures</b>	<b>2015</b>	<b>2016</b>
Event Banners (Street, Library & Pole banners)	\$ 1,275	\$ 2,087
Event Supply Costs	\$ 4,186	\$ 3,361
Event Photo Booth	\$ 600	\$ 575
<b>Total Event Expenditures</b>	<b>\$ 6,061</b>	<b>\$ 6,023</b>
<b>Grand Total Expenditures</b>	<b>\$ 7,902</b>	<b>\$ 7,751</b>

<b>Event Budget Totals</b>	<b>2015</b>	<b>2016</b>
Expenditure	\$ 7,902	\$ 7,751
Revenue Collected	\$ 8,400	\$ 6,500
Net Program Cost	\$ 0	\$ 1,251
<b>Cost Per Participant</b>	<b>\$ 0.00</b> (1,109 participants)	<b>\$ 1.05</b> (1,184 participants)

*\*The cost per participant is determined by dividing the net cost by the number of participant*

**EVENT COMMENTS/ RECOMMENDATIONS:**

1. Staff purchased new event banners for Myrtle Avenue and Library Park, which also highlighted the Old Town Merchants Trick-or-Treat activity.
2. Staff recommends that more decorations are purchased which will make the event more festive and inviting. Staff will also encourage sponsors to offer more carnival-type elements to keep the public entertained and satisfied throughout the event time.
3. Staff utilized the volunteer services of seven (7) Youth Commission members for set-up, implementation of activities and clean-up. Staff plans to use both Youth Commission and the Teen Advisory Board for next year's event. The volunteer efforts resulted in a staff cost savings of \$659.68 (7 Commissioners x 4 hours x the National Volunteer Rate of \$23.56).

**RECOMMENDATION:** Staff recommends that the Community Services Commission provide program feedback and move to receive and file AR-2 2016 Halloween Event Evaluation.

**COMMISSION ACTION REQUIRED:** If Community Services Commission concurs, the appropriate action would be a motion to: ***Provide program feedback and receive and file AR-2 2016 Halloween Event Evaluation.***