



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

DEPARTMENT: Public Services

MEETING DATE: October 11, 2016

PREPARED BY: Tobi Scrugham,
Recreation Specialist

AGENDA LOCATION: AR-2

TITLE: 2016 Summer Concert Series Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2016 Summer Concert Series.

BACKGROUND: The Public Services Department has offered the Summer Concert Series in Library Park since 1987. The series consists of eight (8) concerts that take place on Sundays from 7:00 – 8:30 p.m. and include a variety of music genres. The concerts were designed to provide an outdoor community event that is free of charge to the public. Each concert is sponsored by local businesses and/or organizations, which helps to offset program costs, while offering sponsors advertising opportunities in the City’s Monrovia Today publication, on event flyers and banners.

Staff is able to select a variety of musical entertainment for the concert series by attending an annual Concert Share meeting offered by the California Park & Recreation Society (CPRS). The meeting provides staff the opportunity to meet new bands, and to discuss program trends with colleagues from other cities.

ANALYSIS: The 2016 Summer Concert Series was held at Library Park, in the Rotary Club Bandshell, on Sundays, from July 10 through August 28. Dancing is a popular activity among spectators at each concert. Over the years of use, the dance floor had become worn, and was in need of replacement. A new dance floor was purchased this year, and was filled with dancers at each of the Summer Concerts.

Sponsorships: In the past two years, the number of sponsors secured for the Summer Concert Series has declined. Staff has observed that: past concert sponsors are no longer able to sponsor a concert or sponsors are more inclined to sponsor at a lower level - the lower cost to the sponsor provides many of the same benefits as the more expensive sponsor levels (namely the advertisement in the Monrovia Today) however, the monetary amount of the advertisement is less.

Sponsor Level	Advertisement Size	Number of Sponsors for the 2015 Concert Series	Number of Sponsors for the 2016 Concert Series
\$3,500 VIP Sponsor Level	Full Page	1	1
\$1,900 Sponsor Level	Half Page	3	0
\$950 Sponsor Level	Quarter Page	6	4
\$650 Sponsor Level	Business Card	4	8
Total Number of Sponsors		14	13
Total Amount Raised		\$17,500	\$12,500

Each sponsor level received:

\$3,500 VIP Sponsorship

This is an overall sponsorship of the Summer Concert Program

- Full-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses)
- Sponsor is advertised on a Myrtle Avenue banner
- Sponsor is included on all concert materials distributed throughout the City of Monrovia
- Sponsor is recognized on electronic publicity placed on the City of Monrovia's web-site and facility display monitors
- A booth is provided at the concert for the sponsor to distribute promotional items
- Exclusive use of a designated picnic area to host a gathering
- A certificate presented by a Community Services Commissioner

\$1,900 Sole Sponsorship

This is a sole sponsorship of **one (1)** concert

- Half-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses)
- Sponsor's name is displayed on the event day banner
- Sponsor is included on all concert materials distributed throughout the City of Monrovia
- Sponsor is recognized on electronic publicity placed on the City of Monrovia's web-site and facility display monitors
- A booth is provided at the concert for the sponsor to distribute promotional items
- A certificate presented by a Community Services Commissioner

\$950 Shared Sponsorship

This is a shared sponsorship with **one (1)** other sponsor

- Quarter-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses)
- Sponsor's name is displayed on the event day banner
- Sponsor is included on all concert materials distributed throughout the City of Monrovia
- Sponsor is recognized on electronic publicity placed on the City of Monrovia's web-site and facility display monitors
- A booth is provided at the concert for the sponsor to distribute promotional items
- A certificate presented by a Community Services Commissioner

\$650 Shared Sponsorship

This is a shared sponsorship with **two (2)** other sponsors

- Business card size advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses)
- Sponsor's name is displayed on the event day banner
- Sponsor is included on all concert materials distributed throughout the City of Monrovia
- Sponsor is recognized on electronic publicity placed on the City of Monrovia's web-site and facility display monitors
- A booth is provided at the concert for the sponsor to distribute promotional items
- A certificate presented by a Community Services Commissioner

Partnerships: Staff worked with the Monrovia High School Band Boosters who sold refreshments during the eight week series. In 2016, the total revenue generated to benefit the High School music program was \$2,750 in comparison to \$1,870 revenue made in 2015.

The Upper San Gabriel Valley Municipal Water District also provided a booth and distributed information on water conservation to concert spectators.

The 2016 Concerts, Sponsors and line-up is identified below:

Concert Date	Band/Type of Music	Sponsor
July 10	Radioactive (Top 40)	Athens Services
July 17	The South Pasadena Transit Authority (Sounds of Chicago, 70's, 80's, R&B)	Kevin Shaw Plumbing
July 24	Mariachi Divas (Mariachi)	Bowden Development, Inc. Century 21 Adams and Barnes
July 31	The Answer (Classic Rock)	Doreen Emenike, Immigration Attorney MonArc Realty
August 7	Time Bomb (Hits from 1975-1985)	Gina Ammon of Podley Properties Troy Wilson of Podley Properties Chris Shevlin
August 14	Stone Soul (Motown)	Assemblymember Chris Holden
August 21	The Smokin' Cobras (Rockin' Oldies)	Wendy's Hamburgers
August 28	Boyz and the Beez (Country Swing)	Monrovia Historic Preservation Group

Attendance: The 2016 concert attendance was estimated at 7,800 compared to the 2015 concert attendance of 6,750. The average attendance per concert totaled 950. The slight increase in attendance is attributed to the popularity of the bands, and the overall popularity of the Summer Concert Series.

Concert Surveys: Staff surveyed spectators at each concert in order to get input on this year's band selections and the overall program in preparation for the 2017 Summer Concert Series. Eighty-one (81) surveys were returned this summer. Results indicated that "The Answer" received the most favorable rating this summer. An overview of all survey results are found on Attachment A.

Event Publicity:

1. The summer concert series was advertised in the City’s Monrovia Today summer publication. Over 17,500 brochures were distributed to residents and businesses throughout the City of Monrovia.
2. Distributed business cards with the concert line-up, and window posters to local businesses on Myrtle Avenue and Huntington Drive, City Hall, Boys & Girls Club, YMCA, and Chamber of Commerce.
3. Summer Concert information was available on the City of Monrovia’s website.

ENVIRONMENTAL IMPACT: All bands were provided with recyclable water bottles and staff placed recycling trash receptacles throughout the park for each concert.

FISCAL IMPACT: Although full-time salaries are built into Department budgets, the annual full-time cost to manage the Summer Concert Series is \$3,345. This amount is calculated using the following formula:

<u>Position</u>	<u>Percentage of Position Spent on Event</u>	<u>Amount</u>
Recreation Supervisor	2%	\$ 1,198
Senior Recreation Supervisor	1%	\$ 1,535
Recreation Manager	.25%	\$ 253
Public Services Director	.25%	\$ 359
TOTAL		\$ 3,345

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

The following table compares the 2015 and 2016 Summer Concert Series expenditures and revenue. The 2016 expenditures increased this year due to an increase in part-time staff costs and the purchase of a new dance floor. Revenue declined this year, due to both a decrease in the number of sponsors, and that sponsors are choosing to sponsor at a lower level.

Program Expenditures		
Personnel Expenditures	2015	2016
Part-time Staff Costs	\$ 3,500	\$ 4,765
Total	\$ 3,500	\$ 4,765
Event Expenditures		
	2015	2016
Bands	\$ 10,600	\$ 10,400
Banners	\$ 1,580	\$ 1,100
Supplies / Publicity	\$ 1,096	\$ 724
Music License	\$ 600	\$ 336
Dance Floor		\$ 8,409
Total	\$ 13,876	\$20,969
Total Event Expenditures		
	\$ 17,376	\$25,734

Sponsorship Revenue	2015	2016
\$3,500 Sponsorship	\$ 3,500	\$ 3,500
\$1,900 Sponsorship	\$ 5,700	\$ 0
\$950 Sponsorship	\$ 5,700	\$ 3,800
\$650 Sponsorship	\$ 2,600	\$ 5,200
Total Sponsorship Revenue	\$ 17,500	\$ 12,500

Program Budget Totals	2015	2016
Expenditure	\$ 17,376	\$ 25,734
Revenue Collected	\$ 16,850	\$ 12,500
Net Cost	\$ 526	\$ 13,234
Cost Per Participant	\$ 0.08 (6,750 participants)	\$ 1.69 (7,800 participants)

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

EVENT RECOMMENDATIONS/COMMENTS: Based on spectator comments, survey data and staff observations, event recommendations are as follows:

1. Concert attendees expressed concerns for the sound quality variation between concerts. Staff will investigate the cost of hiring a professional sound company to provide quality and consistent sound for next year's concerts.
2. Booths at this year's concert series consisted of the Upper San Gabriel Valley Municipal Water District; various sponsor booths, and the Monrovia High School Band Boosters booth. Feedback was positive regarding the booths at the concerts. Staff will look into expanding the amount of booths for next year's concerts.
3. Another highly recommended addition for next year's concert is the addition of food truck vendors. Staff will secure a variety of food truck options for next year's concerts.
4. Based on survey results, participants rated the following bands as their favorite: 1. The Answer (Classic Rock), 2. Mariachi Divas (Mariachi) and 3. Stone Soul (Motown).
5. Due to the decrease in sponsors secured for this program, Staff will investigate restructuring the Concert sponsorship levels, to increase sponsor interest in the program.

RECOMMENDATION: Staff recommends the Community Services Commission move to provide program feedback and receive and file the 2016 Summer Concert Series Evaluation.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to: ***Provide program feedback and receive and file the 2016 Summer Concert Series Evaluation.***