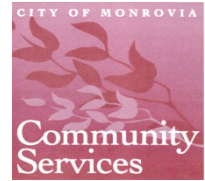




**CITY OF MONROVIA  
DEPARTMENT OF PUBLIC SERVICES  
AGENDA REPORT**



**DEPARTMENT:** Public Services

**MEETING DATE:** April 12, 2016

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

**AGENDA LOCATION:** CC -2

**TITLE:** 2016 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation

**OBJECTIVE:** To provide an evaluation of the 2016 Spring Egg Hunt and YMCA Healthy Kids Day.

**BACKGROUND:** The Spring Egg Hunt and YMCA Healthy Kids Day, was held on Saturday, March 26, from 10:00 a.m. to 1:00 p.m., at Recreation Park. The Spring Egg Hunt is offered annually on the Saturday prior to the Easter holiday. The City and the Santa Anita Family YMCA partner to offer the Healthy Kids Day activities in conjunction with the Spring Egg Hunt.

**SPONSORS:**

The Spring Egg Hunt, is made possible by event sponsors, comprised of local businesses and organizations. Sponsors are recognized in a variety of ways (depending on the sponsor level) including being listed on event publicity and event day banners.

The \$2,500 VIP Sponsor was Monrovia Memorial Hospital.

The six \$1,000 Main Event Sponsors were:

- Allstate Insurance, Elaine C. Price
- Doreen Emenike, Immigration Attorney
- Nikki Felix, Wells Fargo
- Post Alarm Systems
- Sierra Family of Dealerships
- Wendy's Hamburgers

The four \$300 Activity Booth Sponsors were:

- Arcadia Association of Realtors
- Champions Karate
- Prime Lending, Diane Balsamo
- Tri City Football and Cheer

**ANALYSIS:** Event participation this year was estimated at 4,700, as compared to 4,000 in 2015. Staff attributes the increase in participation to the following:

1. Increased popularity of the event
2. Additional advertisement of the program by the City of Monrovia and YMCA including businesses on Myrtle Avenue and Huntington Boulevard.

Event activities and programs offered by Public Services, and the Santa Anita Family YMCA are included below.

## Public Services:

### Egg Hunts

Egg Hunts were offered to children from age 0 - 14 years. The participation for the 2016 Egg Hunt was 1,440 participants compared to 979 at the 2015 event. Eggs were filled with prizes including stickers, jewelry, stamps, etc. There were individual egg hunts for the following age categories:

<b>Egg Hunt Categories</b>	<b>2015 Participants</b>	<b>2016 Participants</b>
0 – 1 Years	105	122
2 Years	105	183
3 Years	120	189
4 Years	85	179
5 Years	150	144
6 Years	105	150
7 Years	90	120
8 Years	60	109
9 – 10 Years	105	135
11 – 13 Years	45	81
14 – 16 Years	9	29
<b>Total</b>	<b>979</b>	<b>1,440</b>

### Toddler Area

Approximately 450 children participated in the toddler area which offered a variety of play apparatus.

### Sponsorship Area

The Sponsor's area was designed to give sponsors the opportunity to highlight their programs and products. Nine sponsors attended this year's event. Each sponsor distributed advertisement materials and spring novelties including gift bags, gift cards, and prizes.

### Petting Zoo

A Petting Zoo was a new activity offered at this year's event. The animals included rabbits, ducks, chickens, lambs, goats, and ponies. The Petting Zoo was well-received and garnered a crowd of approximately 1,000 participants.

### Refreshment Booth

Based on the feedback from the 2015 event, a refreshment booth was provided this year. Refreshments were offered by the Youth Commission and included bottled water, juice, chips and sandwiches. The proceeds from refreshments sold will support the Youth Commission's end of the year excursion. Youth Commission collected approximately \$215 in sales.

### Surveys

To encourage participants to complete event surveys, staff offered a "spin the wheel" game that provided an opportunity for participants to win prizes including; A MonroviaOpoly game, and other novelties. Staff collected 100 surveys. Based on survey responses, the most popular activities included

the Egg Hunts, Petting Zoo, and the Toddler Area. Survey respondents also suggested offering food trucks as part of the event.

## **YMCA**

Staff set up planning meetings with the YMCA beginning in December in preparation for the Spring Egg Hunt Event. The YMCA organized carnival and program registration booths, bounce houses, slides, and the spring bunny. Last year the YMCA charged participants for the activities, but opted to offer activities free of charge this year. Program costs were offset by sponsorships secured including Rubio's, Trader Joes, Chapcare, Los Angeles News, Life Church, and the Saute Academy.

## **Carnival games**

A variety of carnival games were offered and prizes included pencils, bendable figures, and spring themed stickers.

## **Spring Crafts**

Approximately 450 youth created a colorful egg craft and participated in the coloring area. The craft projects were age specific.

## **Interactive Activities**

Interactive activities were offered including two 2-lane inflatable giant slides and two bounce houses.

## **Hair Painting**

Hair painting was available and approximately 160 youth and adults participated.

## **Additional Agencies:**

### **Monrovia Reads Foundation**

The Monrovia Reads Foundation offered free books to youth and adults in English and Spanish. Over 2,000 books were distributed. Positive comments were received by parents and children who received books.

## **Publicity**

Staff utilized the following marketing tools to publicize the spring event:

1. The event was featured in the Spring Issue of the Monrovia Today and Activity Guide which is mailed to over 17,500 homes and businesses in Monrovia.
2. The Spring Egg Hunt and YMCA Healthy Kids Day flyer was distributed electronically to 5,500 elementary and middle school students through Monrovia Unified School District's new program, Peachjar.
3. The event was advertised on the City of Monrovia and YMCA's website home page.
4. The event was advertised on the City of Monrovia Facebook page.
5. An Event banner and pole banners were placed along Myrtle Avenue.
6. The Spring Egg Hunt and YMCA Healthy Kids Day flyer was distributed at all key locations throughout Monrovia including City Hall, Public Services, Monrovia Public Library, Public Works, the Chamber of Commerce, and numerous downtown businesses.

**ENVIRONMENTAL IMPACT:** To support the City's Green Accords, staff reused decorations and event signage, and purchased biodegradable toy-filled eggs. Event flyers were distributed electronically to all Monrovia Unified School District Elementary and Middle schools through the schools Peachjar software program, reducing the number of printed event flyers by 4,500. Printed materials were produced on recycled paper. Event banners were created, and will be re-used for future spring events.

**FISCAL IMPACT:** The following information compares the 2015 and 2016 spring event expenditures and revenue. Staff expenditures decreased this year due to a reduction in the number of part-time staff and an increase to the number of Youth Commissioners who volunteered at the event. The overall

expenditures increased due to new activities and decorations offered this year. The 2016 event revenue was higher this year than in 2015, due to an increase in \$1,000 level sponsors. This year, 17 Youth Commission and Teen Advisory Board members volunteered at the Spring Egg Hunt, resulting in a staff savings of \$2,941.43, based on the National Volunteer hourly rate.

Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Spring Event is \$5,755. 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	5%	\$ 3,838
Public Services Director	.50%	\$ 719
<b>TOTAL</b>	<b>7.5%</b>	<b>\$5,755</b>

*Staff's base salary does not include fully burdened rates.*

<b>Spring Egg Hunt Expenditure/Revenue Chart</b>		
<b>Expenditures</b>		
<b>Personnel Expenditures</b>	<b>2015</b>	<b>2016</b>
Total Part-Time Staff Expenditure	\$ 2,552	\$ 1,641
<b>Total Personnel Expenditures</b>	<b>\$ 2,552</b>	<b>\$ 1,641</b>
<b>Event Expenditures</b>	<b>2015</b>	<b>2016</b>
Eggs	\$ 1,461	\$ 1,376
Activity Supply Costs	\$ 2,550	\$4,059
<b>Total Event Expenditures</b>	<b>\$ 4,011</b>	<b>\$5,435</b>
<b>Grand Total Expenditures</b>	<b>\$ 6,563</b>	<b>\$ 7,076</b>

<b>Revenue</b>		
<b>Sponsorship Revenue</b>	<b>2015</b>	<b>2016</b>
\$2,500 Sponsorship	\$ 2,500	\$ 2,500
\$1,000 Sponsorship	\$ 5,000	\$ 6,000
\$300 Booth Sponsors	\$ 1,200	\$ 1,200
Misc. Sponsorships	\$ 0	\$ 0
<b>Total Sponsorship Revenue</b>	<b>\$ 8,700</b>	<b>\$ 9,700</b>
<b>Grand Total Revenue</b>	<b>\$ 8,700</b>	<b>\$ 9,700</b>

<b>Grand Total Revenue</b>	<b>\$8,700</b>	<b>\$9,700</b>
<b>Grand Total Expenditures</b>	<b>\$6,563</b>	<b>\$7,076</b>
<b>Net Proceeds</b>	<b>\$2,137</b>	<b>\$2,624</b>

<b>Participant Total</b>	<b>4,000</b>	<b>4,700</b>
<b>Expense Per Participant</b>	<b>\$0 per person</b>	<b>\$0 per person</b>

There is no cost per participant because the event yielded net proceeds.

## **EVENT COMMENTS AND RECOMMENDATIONS:**

1. The number of staff registering participants will be increased for the egg hunt event to expedite the registration process.
2. Due to the increasing popularity of the egg hunt, staff will investigate increasing number of eggs ordered next year as well as the size of the each egg hunt area.
3. The number of strollers near each egg hunt area, resulted in over-crowding at the egg hunt activity. Staff recommends creating a supervised stroller parking area adjacent to each egg hunt.
4. Based on participant requests from the previous year, Staff ordered recyclable bags for the children who forgot to bring their egg baskets. The spring egg hunt bags were very popular, and will be ordered again next year.
5. Based on survey data, staff will investigate securing food trucks or offering a wider variety of food and beverages options next year.

**RECOMMENDATION:** Staff recommends that the Community Services Commission move to receive and file the 2016 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation.

**COMMISSION ACTION REQUIRED:** If Community Services Commission concurs, the appropriate action would be a motion to: ***Receive and file the 2016 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation.***