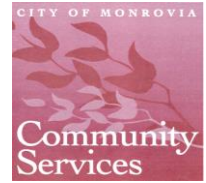




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: November 10, 2015

PREPARED BY: Andy Alonso,
Recreation Specialist

AGENDA LOCATION: AR-1

TITLE: 2015 Halloween Event Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2015 Halloween Event.

BACKGROUND: The Department of Public Services has offered Halloween events for 30 years. The Halloween event was held on Saturday, 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 Santa Anita Family YMCA (YMCA) and the Boys & Girls Club of the Foothills also offered activities at the event. The event offered Halloween activities that promote a sense of community in a safe, fun environment.

SPONSORS: Public Services staff secured a VIP Sponsor in the amount of \$2,500, five main event sponsors in the amount of \$1,000, and three activity sponsors in the amount of \$300 for a total of amount of \$8,400 dollars in sponsorships.

The 2015 event sponsors were the following:

| VIP Sponsor | Main Sponsors | Booth Sponsors |
|----------------------------|----------------------------------|-----------------------------|
| Monrovia Memorial Hospital | Foothill Park Plaza | Champions Karate |
| | Huntington Veterinary Hospital | Massage Envoy |
| | The Sierra Family of Dealerships | Diane Balsamo Prime Lending |
| | Wendy's Hamburgers | |
| | Arcadia Association of Realtors | |

ANALYSIS: Approximately 1,100 participants attended the event which consisted of a costume contest, and a variety of demonstrations and activities. There were 291 participants registered in this year's costume contest. Based on Community Services Commission recommendations, staff implemented a new "Red Carpet" area this year, where participants were interviewed, and filmed by KGEM. Additional new activities included, live entertainment, and a photo area complete with decorative cut outs, hay stacks, and pumpkins. Staff worked with the YMCA, and Boys & Girls Club to supplement the 2015 Halloween Activities. The YMCA offered a basketball toss activity, and the Boys & Girls Club offered a face painting booth. Public Services implemented the costume contest, sponsor booths, toddler area, parachute games, and the event information booth. Shutterbox (local business) offered a photo booth. Before the event began Staff was surprised by the arrival of the "Helpful Honda Team" who assisted with set-up.

Costume Contest: The 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 canine category, along with five youth categories ages 0-14. First Place, Second Place, and Third Place awards were given for each category. The 5-7 year-olds had the largest number of participants with 71 registered. Two Community Services Commissioners and a Youth Commissioner served as judges. This year, 291 participants entered the costume contest compared to 223 in 2014. Staff attributes the increase in participation to the use of social media, and flyer distribution to local vendors.

Each participant received a gift bag filled with Halloween novelty items. Staff and Youth Commission assisted with program registration. The costume contest registration area was located on Myrtle Avenue in order to increase visibility for participants. The sidewalk area between the fountain and the flagpoles was the location for the parade of participants. The following information is a breakdown and comparison of each contest category for 2014 and 2015:

| <u>Attendance</u> | <u>2014</u> | <u>2015</u> |
|-------------------|-------------|-------------|
| Canine Category | 20 | 19 |
| 0 - 2 Years Old | 28 | 28 |
| 3 - 4 Years Old | 34 | 45 |
| 5 - 7 Years Old | 51 | 71 |
| 8 -10 Years Old | 37 | 55 |
| 11 - 14 Years Old | 14 | 15 |
| Family Category | 29 | 38 |
| Adult Category | 10 | 20 |
| Total | 223 | 291 |

Library Activities: The Monrovia Public Library offered Halloween story times, snacks and movies from 3:00 – 5:00 p.m. Approximately 760 participants attended the program, compared to 710 in 2014.

Toddler and Parachute Area: The toddler and parachute area provided play apparatus for youth to crawl on, under and through, and a variety of parachute games. More than 300 toddlers and young children were in attendance, and are comparable to the previous year.

Photo Booth: The City contracted with Monrovia business, Shutterbox to provide photo booth photos to the public free of charge. The contractor created approximately 500 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 downtown during the event, and merchants informed the trick-or-treaters about the festivities in the park. Similar to last year, six Youth Commissioners volunteered in the downtown to help with the candy stations. Feedback from the merchants indicates there were 7,000 trick-or-treaters during the length of the event.

Advertisement: Event advertisement included:

1. Myrtle Avenue banner
2. Six pole banners displayed on Myrtle Avenue adjacent to the Library
3. Program flyer distributed to all Monrovia elementary and middle school children
4. Program flyer distributed to many of the businesses located in the downtown
5. Flyer posted on the City of Monrovia website
6. Program advertised in Old Town Kiosks
7. Program listed inside the Monrovia Today publication
8. Program flyer advertised on the Community Center and Library Flat Screens

EVENT SURVEY: Staff received 117 surveys from event attendees. Staff found it challenging to distribute and collect surveys due to limited time frames and parents not wanting to stop and complete them.

The survey results are as follows:

Favorite Halloween Activities in Library Park (listed in order of ranking)

- Costume Contest
- Library Storytime
- Musical entertainment
- Free photos
- Sponsor giveaways
- Toddler Area

Suggestions for future Halloween Events (listed in order of ranking)

- Offer bounce houses
- Have more carnival games
- Offer a haunted house
- Offer more activities in the Toddler Area
- More sponsor booths with free giveaways

How did you hear about the event (listed in order of ranking)

- Social media
- Word of mouth
- Monrovia Today
- Street banner

ENVIRONMENTAL IMPACTS: 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: Twenty-seven part-time recreation staff and 15 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 \$5,985. This amount is calculated using the following formula:

- 2% of Two Recreation Supervisor Base Salary= \$2,972
 - 2% of One Recreation Coordinator’s Base Salary= \$903
 - 1% of Library & Recreation Division Manager Base Salary= \$990
 - 1% of Public Services Director Base Salary= \$1,120
- Staff’s base salary does not include fully burdened rates or benefits.

The following information compares the 2014 and 2015 Halloween expenditures and revenues. Event expenses increased in 2015 due to the purchase of new event supplies, decorations, equipment, reusable event signage, and staff costs.

| Halloween Event Expenditures | | |
|--|----------------|----------------|
| Personnel Expenditures | 2014 | 2015 |
| Total Part-Time Staff Expenditure | \$1,220 | \$1,840 |
| TOTAL PERSONNEL EXPENDITURES | \$1,220 | \$1,840 |
| Event Expenditures | 2014 | 2015 |
| Event Banners (Street, Library & Pole banners) | \$ 240 | \$1,275 |
| Event Supply Costs | \$3,724 | \$4,786 |
| Total Event Expenditures | \$3,964 | \$6,061 |
| TOTAL EXPENDITURES | \$5,184 | \$7,901 |
| Participant Total | 800 | 1,100 |
| Halloween Event Sponsorship Revenue | | |
| Sponsorship Revenue | 2014 | 2015 |
| \$2,500 Sponsorship | \$2,500 | \$2,500 |
| \$1,000 Sponsorships | \$5,000 | \$5,000 |
| \$ 300 Booth Sponsors | \$1,200 | \$900 |
| TOTAL SPONSORSHIP REVENUE | \$8,700 | \$8,400 |

| Program Budget Totals | 2014 | 2015 |
|---------------------------------|----------------|---------------|
| Grand Total Sponsorship Revenue | \$8,700 | \$8,400 |
| Grand Total Program Expenditure | \$5,184 | \$7,901 |
| Net Proceeds | \$3,516 | \$ 499 |

| COST PER PARTICIPANT | \$0 (800 participants) | \$0 (1,100 participants) |
|----------------------|---------------------------|-----------------------------|
|----------------------|---------------------------|-----------------------------|

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

EVENT COMMENTS AND 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. Based on the recommendations from the Community Services Commissioners, Staff implemented a red carpet portion to the event. This new element showcased costumes that participated in the costume contest, which allowed all 291 costume participants to take a picture. Also, new to this event was a photo area that included cut-outs, hay stacks, and pumpkins, which was well received by attendees.
3. Staff recommends that additional decorations be purchased to make the program even more festive and inviting.
4. Based on participant feedback, Staff recommends adding two new carnival-type games and expanding the Toddler Area. Games can be geared toward elementary aged youth.

RECOMMENDATION: Staff recommends the Community Services Commission move to receive and file AR-1 2015 Halloween Event Evaluation.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: Receive and file AR-1 2015 Halloween Event Evaluation.