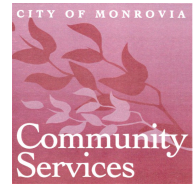




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: October 13, 2015

PREPARED BY: Memo Chavez,
Recreation Coordinator

AGENDA LOCATION: AR-3

TITLE: 2015 Summer Concert Series Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2015 Summer Concert Series.

BACKGROUND: The Public Services Department has offered summer concerts since 1987. Budget constraints and limited sponsorship dollars in 2009 and 2010 required staff to reduce the number of concerts from eight to five. The 2008 and 2009 concerts were held in Recreation Park to accommodate the construction of the new Library in Library Park. The concerts returned to Library Park in 2010 with a lineup of five concerts, and the series was expanded to seven concerts in 2011. Staff has been able to secure sponsorships from 2012 to 2014 to offer eight 8 concerts per series.

Staff attends an annual Concert Share meeting, in preparation for the concert series, and to select a variety of musical entertainment. The meeting gives staff the opportunity to meet new bands, brainstorm with peers in other cities, and review concert trends such as advertisement and pre-concert entertainment.

ANALYSIS: Summer Concerts were held on Sunday evenings from 7:00 p.m. to 8:30 p.m., at the Rotary Club Bandshell, in Library Park. The series of eight concerts took place from July 12 through September 6. The July 19 concert was re-scheduled to September 6 due to inclement weather. The cost for the concert series is offset by sponsorships. The 2015 sponsorship levels included:

- \$3,500 VIP sponsorship
- \$1,900 for a sole sponsorship
- \$950 for a shared sponsorship (with one other sponsor)
- \$650 for a shared sponsorship (with two other sponsors)

Each sponsor level received:

\$3,500 VIP Sponsorship

- Full-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses);
- Organization's name on a Myrtle Avenue banner;
- Organization's name on all concert materials distributed throughout the City of Monrovia;
- A certificate presented by a Community Services Commissioner the day of the concert;
- Organization's name on the City of Monrovia's web-site;
- Organization's name listed on the Monrovia Community Center and Library electronic displays;
- A booth at the concert to advertise the business, and distribute promotional items; and

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- Exclusive use of a designated picnic area to host a gathering.

\$1,900 Sole Sponsorship

This is a sole sponsorship of one concert

- Half-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses);
- Organization’s name on all concert materials distributed throughout the City of Monrovia;
- A certificate presented by a Community Services Commissioner the day of the concert;
- Organization’s name on a banner displayed on the stage the day of the concert;
- Organization’s name on the City of Monrovia’s web-site;
- Organization’s name listed on the Monrovia Community Center and Library electronic displays;
- A booth at the concert to advertise the business, and distribute promotional items; and
- Exclusive use of a designated picnic area to host a gathering.

\$950 Shared Sponsorship

This is a shared sponsorship with one other sponsor

- Quarter-page advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses);
- Organization’s name on all concert materials distributed throughout the City of Monrovia;
- A certificate presented by a Community Services Commissioner the day of the concert;
- Organization’s name on a banner displayed on the stage the day of the concert;
- Organization’s name on the City of Monrovia’s web-site;
- Organization’s name listed on the Monrovia Community Center and Library electronic monitor displays; and
- A booth at the concert to advertise the business and distribute promotional items.

\$650 Shared Sponsorship

This is a shared sponsorship with two other sponsors

- Business card size advertisement in the Monrovia Today publication (mailed to over 17,500 homes and businesses);
- Organization’s name on all concert materials distributed throughout the City of Monrovia;
- A certificate presented by a Community Services Commissioner the day of the concert;
- Organization’s name on a banner displayed on the stage the day of the concert;
- Organization’s name on the City of Monrovia’s web-site; and
- Organization’s name listed on the Monrovia Community Center and Library electronic monitor displays.

The 2015 Concert sponsors and lineup is identified below:

Concert Date	Band/Type of Music	Sponsor
July 12, 2015	Big Papa & the TCB (Blues & Swing)	Foothill Park Plaza, Kevin Shaw Plumbing, Monrovia Historic Preservation Group
July 19, 2015	Stone Soul (*cancelled due to inclement weather)	The Sierra Family of Dealerships
July 26, 2015	The Bulldogs Classic Rock Band (Classic Rock)	Bowden Development, Inc Century 21 Adams and Barnes

August 2, 2015	Cold Duck (Old school 40's music)	Athens Services
August 9, 2015	Time Bomb (Hits from 1975-1985)	Kiwanis Club of Monrovia
August 16, 2015	Mariachi Divas (Mariachi)	Assemblymember Chris Holden Carmen Martinez of Keller Williams Realty
August 23, 2015	Pickleback Shine (Todays Country)	Cathy Teegarden of Distinctive Properties Tricia Harding of Distinctive Properties
August 30, 2015	Yari More Latin Band (Latin & Salsa)	Volunteer Center of San Gabriel
September 6, 2015	The Basix (70's & Disco)	*The Sierra Family of Dealerships

Attendance: The 2015 concert attendance was estimated at 6,750 compared to the 2014 concert attendance of 6,300. The average attendance per concert totaled 800. The slight increase is attributed to the popularity of the concert line-up, and the following of specific bands.

Post-concert survey: Currently staff is creating online surveys in order to assist in determining the band selections for the 2016 Summer Concert Series.

Survey Feedback: Surveys were distributed throughout the summer concert series with 97 surveys returned. Survey feedback indicated that "Mariachi Divas" received the most favorable rating this summer. An overview of all survey results are found in Attached A

Event Publicity: Advertising for the Summer Concert Series included:

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. Advertisement in the Pasadena Star News which featured local concerts available in the San Gabriel Valley.
3. Advertisement on MAP's Neighborhood Blog
4. 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.
5. Aired public service announcements on KGEM.
6. Posted Summer Concert information on the City of Monrovia's website.

ENVIRONMENTAL IMPACT: Staff recycled the Myrtle Avenue street banners to advertise the concerts, and during the concerts provided recycling trash receptacles available throughout the park.

FISCAL IMPACT: Event expenditures increased this year based on the following:

- Purchasing a new VIP Sponsor banner that was placed on Myrtle Avenue.
- The additional concert held on Labor Day weekend that was a make-up for the July 19 rain out.

Staff worked with the Monrovia High School Band Boosters who sold refreshments during the eight week series. The total revenue generated to benefit the High School music program was \$1,870.

The following is the Expenditure/Sponsorship chart.

Expenditures		
Personnel Expenditures	2014	2015
Part-time Staff Costs	\$ 3,113	\$ 3,500
Total	\$ 3,113	\$ 3,500
Event Expenditures		
	2014	2015
Bands	\$ 9,900	\$ 10,600
Banners	\$ 770	\$ 1,580
Supplies / Publicity	\$ 991	\$ 1,096
Music License	\$ 600	\$ 600
Total	\$ 12,261	\$13,876
Total Event Expenditures	\$ 15,374	\$17,376

Sponsorship Revenue	2014	2015
\$3,500 Sponsorship	*\$ 3,500	\$ 3,500
\$1,900 Sponsorship	\$ 1,900	\$ 5,700
\$950 Sponsorship	\$ 6,650	\$ 5,700
\$650 Sponsorship	\$ 4,550	\$ 1,950
Additional donations from local businesses	\$ 550	\$ 0
Total Sponsorship Revenue	\$ 17,150	\$ 16,850

Program Budget Totals	2014	2015
Expenditure	\$ 15,374	\$17,376
Revenue Collected	\$ 17,150	\$16,850
Cost Per Participant (based on Net Event Expenditures)	\$ 0 (6,300) per person	\$.08 (6,750) per person

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

Although full-time salaries are built into Department budgets, the annual full-time cost to manage the Summer Concert Series is \$9,356. This amount is calculated using the following formula:

- 15% of one Assistant Recreation Coordinator's Base Salary = \$6,600
- 2% of the Recreation Supervisor's Base Salary = \$1,486
- 1% of the Library & Recreation Manager's Base Salary = \$990
- .25% of the Director of Public Services Base Salary = \$280

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

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

1. Prior to the concert series, staff investigated the cost to replace the dance floor ~ estimated between \$9000 - \$13,000. Due to the high cost of a new dance floor, staff was unable to purchase a new dance floor for the 2015 concert series. Staff will continue to investigate costs.
2. Booths at this year's concert series consisted of the City of Monrovia Water Conservation booth, the Upper San Gabriel Valley Municipal Water District booth, the VIP Sponsor booth and the Monrovia High School Band Boosters booth. Feedback was positive regarding the booths at the concerts.
3. Staff contacted food truck vendors and secured two dates where food trucks would be offering refreshments at the event. Staff will investigate increasing the number of concerts where food trucks will offer refreshments. Staff will also secure a variety of food truck options for next year's concerts.
4. Staff reached out to various organizations, and faith-based groups to secure entertainers to perform the National Anthem prior to the concert. Unfortunately, none of the groups contacted were available so Staff continued to have Centre Stage participants perform the National Anthem, as was the case in 2014. Centre Stage performers received very positive feedback from concert attendees.
5. Based on survey results, participants rated the following bands as their favorite: 1. Mariachi Divas (mariachi), 2. The Bulldogs Classic Rock Band (classic rock) and 3. Pickelback Shine (country).

RECOMMENDATION: Staff recommends the Community Services Commission move to receive and file the 2015 Summer Concert Series Evaluation.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to: ***Receive and file the 2015 Summer Concert Series Evaluation.***