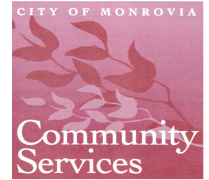




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: April 13, 2015

PREPARED BY: Lisa Hansberger,
Recreation Supervisor

AGENDA LOCATION: AR -1

TITLE: 2015 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation

OBJECTIVE: To provide an evaluation of the 2015 Spring Egg Hunt and YMCA Healthy Kids Day.

BACKGROUND: The Spring Egg Hunt and YMCA Healthy Kids Day, was held on Saturday, April 4, 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 Easter. Staff partnered with the Santa Anita Family YMCA to offer the Healthy Kids Day activities in conjunction with the Spring Egg Hunt.

SPONSORS:

Special events, such as the Spring Egg Hunt, are made possible by the generous donations from local businesses and organizations. Sponsors are recognized in a variety of ways (depending on their donation amount) including being listed on event publicity and event day banners.

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

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

- Allstate Insurance, Elaine C. Price
- Arcadia Association of Realtors
- Post Alarm Systems
- Sierra Family of Dealerships
- Wendy's Hamburgers

The three \$300 Activity Booth Sponsors were:

- New York Life
- Champions Karate
- San Gabriel Valley Tackle Football Association
- Wells Fargo Home Mortgage

ANALYSIS: Event participation this year was estimated at 4,000, as compared to 3,000 in 2014. 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 and Huntington Avenues.

The following is an account of all activities and programs offered by Community Services, and the Santa Anita Family YMCA.

AR-1

Community Services:

Egg Hunts

Egg Hunts were offered to children from babies to fourteen years. Eggs were filled with trinkets and prizes including stickers, jewelry, stamps, etc. There were individual egg hunts for the two, three, four, five, six, seven, eight, nine and ten, and eleven to thirteen year-olds. There were approximately 1,600 egg hunt participants, compared to 1,300 the previous year. The three most populated Egg Hunts were the two, four and five year-olds. In anticipation of increased attendance, staff not only offered two – two year old Egg Hunts but two Egg Hunts for the three, four and five year-olds. Additional Egg Hunts helped with the amount of the youth, and made it easier for staff to monitor these areas.

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. Six sponsors attended this year's event. Each sponsor distributed advertisement materials and spring novelties including gift bags, gift cards, and prizes.

Refreshment Booth

Based on the feedback from the 2014 event, a refreshment booth was provided this year. Refreshments were offered by the Youth Commission and included bottled water, granola bars, fruit snacks, crackers, etc. The proceeds from refreshments sold will support the Youth Commission's end of the year excursion. Youth Commission collected approximately \$300 in net revenue.

Surveys

Due to the significant increase in participation, staff found it difficult to survey program participants. However, based on staff's observations and participant testimonials, attendees were very happy with the event. The most popular activities included the Egg Hunts and Toddler Area.

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 their activities, but opted not to this year. Their program costs were offset by sponsorships they secured including Rubio's, Trader Joes, Wells Fargo Bank, Doll Makers, Nissan of Duarte, and the National Health Bureau.

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.

Face Painting

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

Additional Agencies:

Monrovia Reads Board

The Monrovia Reads Board 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/Community Services 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 and YMCA’s Facebook page.
5. An event banner was placed on Myrtle Avenue.
6. The City of Monrovia and YMCA displayed posters at their facilities.
7. The Spring Egg Hunt and YMCA Healthy Kids Day flyer was distributed at all key locations throughout Monrovia including City Hall, Community 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 printed on recycled paper. Event banners were created, and will be re-used for future spring events.

FISCAL IMPACT: The following information compares the 2014 and 2015 spring event expenditures and revenue. Event expenditures increased this year due to additional staff secured to oversee the event. The 2015 event revenue was slightly higher than 2014, mainly because of the additional \$300 sponsorship secured. This year, 20 Youth Commission and Teen Advisory Board members volunteered at the Spring Egg Hunt, resulting in a staff savings of \$1,295.

Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Spring Event is \$17,068. This amount is calculated using the following formula:

- 5 percent of two Assistant Recreation Coordinator’s Base Salary= \$5,418
- 10 percent of Recreation Supervisor Base Salary = \$7,430
- 3 percent of Library & Recreation Division Manager Base Salary= \$2,970
- 1 percent of Community Services/Public Works Director Base Salary= \$1,250

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

Spring Egg Hunt Expenditure/Revenue Chart		
Expenditures		
Personnel Expenditures	2014	2015
Total Part-Time Staff Expenditure	\$ 2,199	\$ 2,552
Total Personnel Expenditures	\$ 2,199	\$ 2,552
Event Expenditures		
Event Expenditures	2014	2015
Eggs	\$ 1,383	\$ 1,461
Activity Supply Costs	\$ 2,449	\$2,550
Total Event Expenditures	\$ 3,832	\$4,011
Grand Total Expenditures	\$ 6,031	\$ 6,563

Revenue		
Sponsorship Revenue	2014	2015
\$2,500 Sponsorship	\$ 2,500	\$ 2,500
\$1,000 Sponsorship	\$ 5,000	\$ 5,000
\$300 Booth Sponsors	\$ 600	\$ 1,200
Misc. Sponsorships	\$ 100	\$ 0
Total Sponsorship Revenue	\$ 8,200	\$ 8,700
Grand Total Revenue	\$ 8,200	\$ 8,700

Grand Total Revenue	\$8,200	\$8,700
Grand Total Expenditures	\$6,031	\$6,563
Net Proceeds	\$2,169	\$2,137

Participant Total	3,000	4,000
Expense Per Participant	\$2.01 per person	\$1.64 per person

The expense per participant is determined by dividing the expenditures by the number of participants.

EVENT COMMENTS AND RECOMMENDATIONS:

1. Based on feedback, staff plans to offer a larger variety of food and beverages next year with the Youth Commission and TAB continuing to use this as a fundraiser.
2. Due to the continuing popularity of this program staff will investigate expanding the number of individual age egg hunts including the six and seven year-olds.
3. Based on participant requests, Staff will have egg baskets on hand for the children who forgot to bring them.
4. Staff will expand the registration area from a two line – to a four line area which should reduce the long registration lines.
5. Staff will work with the Volunteer Center of the San Gabriel Valley to enlist volunteers to assist with the registration area.

RECOMMENDATION: Staff recommends that the Community Services Commission move to receive and file the 2015 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 2015 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation.***