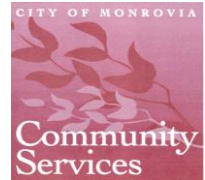




**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**



**DEPARTMENT:** Community Services

**MEETING DATE:** January 13, 2015

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

**AGENDA LOCATION:** AR-1

**TITLE:** 2014 Holiday Events Evaluation

**OBJECTIVE:** To provide the Community Services Commission with an evaluation of the 2014 Tree Lighting Ceremony, Holiday Parade, and Home Decorating Contest.

**BACKGROUND:** The City of Monrovia has hosted the Annual Tree Lighting Ceremony for the past 22 years. The tree lighting culminates with the annual Holiday Parade sponsored by the Monrovia Old Town Advisory Board (MOTAB). This is the eighth year the parade was planned and implemented by the Community Services Staff. The Holiday Home Decorating Contest has been offered for the past 21 years.

**ANALYSIS:**

**Tree Lighting Ceremony** - The Tree Lighting Ceremony was held on Thursday, December 4 at 6:00 p.m., at the holiday tree located at the southeast corner of Library Park. The holiday tree was decorated with white light strands and a star on top. Mayor Lutz officially lit the tree with the assistance of children from the Canyon Early Learning Center. There were approximately 220 spectators in attendance.

<b>TREE LIGHTING CEREMONY ATTENDANCE</b>	<b>2013</b>	<b>2014</b>
Participants	10	20
Spectators	108	200
<b>Total</b>	<b>118</b>	<b>220</b>

The increase in attendance from 2013 to 2014 is attributed to additional program marketing including distributing program flyers throughout downtown.

**Holiday Parade** - The Holiday Parade was held on Thursday, December 4 at 7:00 p.m. Parade entries totaled 105 including the Grand Marshals and Monrovia residents, Joanne and Jim Spring. The parade theme was "Home for the Holidays", and was sponsored by MOTAB. After the parade, 30 children lined up at the sleigh in Library Park to share their holiday wishes with Santa. The following information outlines parade entry attendance and entry types.

**AR-1**

<b>PARADE ATTENDANCE</b>	<b>2013</b>	<b>2014</b>
Participants - Adult	695	722
Participants - Youth	703	843
Spectators (approximate)	5,000	5,000
<b>Total</b>	<b>6,398</b>	<b>6,565</b>

<b>PARADE – ENTRY TYPE</b>	<b>2013</b>	<b>2014</b>
Walking Entries	51	52
Car Entries	33	30
Floats and Other Large Entries	22	17
Bands	6	6
<b>Total</b>	<b>112</b>	<b>105</b>

Program attendance remained fairly consistent from 2013 to 2014.

Two Community Services Commissioners and a MOTAB Board Member served as judges for the parade. Seven Awards were given in the following entries:

<b>Category</b>	<b>Entry</b>
Best Band	Rio Hondo Prep School
Best Float	Monroe Elementary School
Best Themed Entry	Plymouth Elementary School
Judges Award	The Harrington & Wullschleger Families
Best Cheerleading Squad	Pamela Park County Cheerleaders
Best Dance Troop	Ballet Folklorico Azteca de Homework House
Spirit of Santa Award	Volunteer Center of San Gabriel Valley

**Home Decorating Contest** – Twenty-six Monrovia residents submitted their applications for the 2014 contest. Homes were judged on Monday, December 15, by Community Services Commissioners (and family members), Youth Commissioners, and select residents.

<b>HOME DECORATING CONTEST</b>	<b>2013</b>	<b>2014</b>
Participants	36	26
<b>Total</b>	<b>36</b>	<b>26</b>

The decline in participation is attributed to the inclement weather that limited participant's time to decorate their homes.

Award winners in twelve categories were recognized by the City Council on Tuesday, December 16. Addresses of all entered homes were included on a self-guided Holiday Home Decorating Tour map (see attachment A and B) that was distributed to City facilities, various Old Town businesses and on the City's website. Winning homes received a decorative yard sign indicating the award category that was displayed throughout the holiday season.

The 12 award winners include:

Category	Addresses
Best Still Display	702 E. Lime Ave.
Best Outdoor Display	409 Meadow Lane
Best Window Display	550 S. Park Rose Ave.
Most Effective Use of House Lighting	163 Mauna Loa Dr.
Best Decorated Outdoor Tree	308 W. Lemon Ave.
Best Neighborhood Effort	Valmont Drive & Place
Snowman Award	632 Terrado Drive
Children's Choice Award	333 Norumbega Dr.
Toyland Award	214 S. Alta Vista Ave.
Holiday Spirit Award	639 Parker Ave.
Judges Award	2514 Rochelle Ave.
Tim McKeehan "Best of the Season Award"	309 N. Madison Ave.

**DEMOGRAPHIC INFORMATION:** Staff was unable to collect and analyze the demographic data of the Tree Lighting Ceremony, Parade, and Home Decorating Contest because this information was not requested during registration and/or would be too challenging to assess. For example, Community Services does not have the staffing levels necessary to survey parade spectators in order to determine demographics

**ENVIRONMENTAL IMPACT:** To support the City's Green Accords, staff completed the following environmentally friendly tasks:

- Reused the LED lights for the holiday tree
- E-mailed parade participants their entry confirmation
- Recycled 28 parade vinyl car signs
- Reused the Home Decorating Award yard signs
- New this year; Home Decorating Contest applications were available on the City's website with the ability to email the entry to full-time staff. Eleven participants took advantage of this new program.

**FINANCIAL IMPACT:**

**Tree Lighting Ceremony** - The Tree Lighting Ceremony costs are absorbed by the Department's Special Event's budget. Two part-time recreation staff worked with full-time staff to implement the Tree Lighting Ceremony. Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Tree Lighting Ceremony is \$1,974. This amount is calculated by using the following formula:

2% of One Assistant Recreation Coordinator Base Salary = \$903

.5% of One Assistant Recreation Coordinator Base Salary = \$225

.5% of Recreation Supervisor Base Salary = \$371

.25% of Acting Recreation Division Manager Base Salary = \$195

.25% of Community Services Director Base Salary = \$280

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

<b>Tree Lighting Expenditure/Revenue Chart</b>		
<b>Personnel Expenditures</b>	<b>2013</b>	<b>2014</b>
Total Part-Time Staff Expenditure	\$ 288	\$ 94
<b>Total Personnel Expenditures</b>	<b>\$ 288</b>	<b>\$ 94</b>
<b>Event Expenditures</b>		
	<b>2013</b>	<b>2014</b>
Decorations, Light Strands & Replacement Bulbs	\$ 0	\$ 0
Program Supplies	\$ 15	\$ 0
<b>Total Event Expenditures</b>	<b>\$ 15</b>	<b>\$ 94</b>
<b>Grand Total Expenditures</b>	<b>\$ 303</b>	<b>\$ 94</b>

<b>Event Totals</b>	<b>2013</b>	<b>2014</b>
Gross Expenditure	\$ 303	\$ 94
Gross Revenue	\$ 0	\$ 0
<b>Net Cost</b>	<b>\$ 303</b>	<b>\$ 94</b>

<b>Participant Total (Spectators &amp; Participants)</b>	<b>118</b>	<b>150</b>
<b>Cost Per Participant</b> (based on Net Cost)	<b>\$ 2.57</b> <b>per person</b>	<b>\$ 0.63</b> <b>per person</b>

The decline in part-time staff costs was attributed to more full-time assistance on the day of the event. As previously noted, staff did not need to purchase new lights or replacement bulbs for the Holiday Tree which is the reason for the decline in event expenditures.

**Holiday Parade** -. MOTAB has sponsored the parade for the past seven years due to the event's popularity and the shopping opportunities it creates for businesses. MOTAB's sponsorship of \$3,000 helps offset parade costs with the remaining amount of \$1,356 being absorbed by the Special Activities Budget. KGEM films the event free of charge. Twelve part-time recreation staff and ten Youth Commissioners worked with full-time staff in various locations to implement the event. Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Holiday Parade is \$7,665. This amount is calculated using the following formula:

2% of Two Assistant Recreation Coordinator's Base Salary = \$1,806

5% of Recreation Supervisor Base Salary = \$3,716

1% of Acting Recreation Division Manager Base Salary = \$743

1% of Community Services Director Base Salary = \$1,400

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

<b>Holiday Parade Expenditure/Revenue Chart</b>		
<b>Personnel Expenditures</b>	<b>2013</b>	<b>2014</b>
Total Part-Time Staff Expenditure	\$ 1,274	\$ 1,788
<b>Total Personnel Expenditures</b>	<b>\$ 1,274</b>	<b>\$ 1,788</b>
<b>Event Expenditures</b>		
	<b>2013</b>	<b>2014</b>
Parade Banner	\$ 0	\$ 0
Car Signs	\$ 22	\$ 375
Portable Restroom Rental	\$ 461	\$ 390
Parade Awards	\$ 115	\$ 121
Stage (Announcers Area)	\$ 1,550	\$ 1,550
Parade Supplies	\$ 150	\$ 132
<b>Total Event Expenditures</b>	<b>\$ 2,298</b>	<b>\$ 2,568</b>
<b>Grand Total Expenditures</b>	<b>\$ 3,572</b>	<b>\$ 4,356</b>

Revenue		
Sponsorship Revenue	2013	2014
MOTAB sponsorship	\$ 3,000	\$ 3,000
<b>Grand Total Revenue</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>
Event Totals	2013	2014
Gross Expenditure	\$ 3,572	\$ 4,356
Gross Revenue	\$ 3,000	\$ 3,000
<b>Net Cost</b>	<b>\$ 572</b>	<b>\$ 1,356</b>

Participant Total (Spectators & Participants)	6,398	6,565
<b>Cost Per Participant</b> (based on Net Cost)	<b>\$ 0.09</b> per person	<b>\$ 0.21</b> per person

Event expenditures remained fairly consistent from 2013 to 2014. Part-time staff expenditures increased from the previous year as more staff were needed on the day of the event.

**Holiday Home Decorating Contest** – The Holiday Home Decorating Contest expenditures are absorbed by the Special Activities budget. One part-time Recreation Specialist worked along with full-time staff to implement the Holiday Home Decorating Contest. Although full-time salaries are built into the Department budget, the annual full-time cost to manage the Holiday Home Decorating is \$1,749. This amount is calculated using the following formula:

2% of One Assistant Recreation Coordinator Base Salary = \$903

.5% of Recreation Supervisor Base Salary = \$371

.25% of Acting Recreation Division Manager Base Salary = \$195

.25% of Community Services Director Base Salary = \$350

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

Holiday Home Decorating Expenditure/Revenue Chart		
Personnel Expenditures	2013	2014
Total Part-Time Staff Expenditure	\$ 240	\$ 240
<b>Total Personnel Expenditures</b>	<b>\$ 240</b>	<b>\$ 240</b>
Event Expenditures	2013	2014
Award Display Signs	\$ 18	\$ 25
Award Flyer & Map	\$ 327	\$ 240
Program Supplies	\$ 160	\$ 175
<b>Total Event Expenditures</b>	<b>\$ 505</b>	<b>\$ 440</b>
<b>Grand Total Expenditures</b>	<b>\$ 745</b>	<b>\$ 680</b>

Event Totals	2013	2014
Gross Expenditure	\$ 745	\$ 680
Gross Revenue	\$ 0	\$ 0
<b>Net Cost</b>	<b>\$ 745</b>	<b>\$ 680</b>

Staff is unable to determine the Holiday Home Decorating Contest Cost per Participant as the number of people who visit the decorated homes are unknown.

## **EVENT COMMENTS & RECOMMENDATIONS:**

1. During the parade, staff observed a few gaps between various entries. The gaps were due to a few entries stopping to perform several times along the parade route. Although the application stipulates that entries are not to stop at any time along the parade route, additional uniformed staff (Park Rangers and Park Interns) will be assigned to ensure that all entries continue to move until reaching the end of the parade route.
2. The parade car signs have been recycled for the past five years. Staff will investigate purchasing new car signage for the 2015 parade.
3. Staff will recognize all future Holiday Parade Award winners at a City Council Meeting.
4. The Youth Commission volunteer support offered for the Tree Lighting Ceremony, Holiday Parade and Home Decorating Contest is critical to the success of these programs. Staff will continue to use Youth Commission for these events in the future.
5. Staff will investigate the financial feasibility to add more decorations to the Holiday Tree and surrounding area including weather resistant ornaments and new decorative fencing.
6. The availability of the online Home Decorating Contest application and Home Decorating Contest Maps were well received and will continue for future programs.

**RECOMMENDATION:** Staff recommends the Community Services Commission move to receive and file AR-1 2014 Holiday Events Evaluation.

**COMMISSION ACTION REQUIRED:** If Community Services Commission concurs, the appropriate action would be a motion to: Receive and file AR-1 2014 Holiday Events Evaluation.