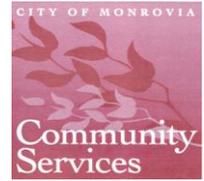




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: December 9, 2014

PREPARED BY: Lisa Hansberger,
Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: 2014 Halloween Event Evaluation

OBJECTIVE: To provide the Community Services Commission with the 2014 Halloween Event Evaluation.

BACKGROUND: The Department of Community Services has offered Halloween events for 30 years. Halloween activities were held in conjunction with the Friday Night Festival on Friday, October 31. The Halloween event was scheduled from 3:00 - 6:00 p.m. in Library Park. This is the 19th year Community Services has collaborated with the Santa Anita Family YMCA (YMCA) and the Boys & Girls Club of the Foothills. The purpose of the event is to offer Halloween activities that promote a sense of community in a safe, fun environment.

SPONSORS: Community Services Staff secured a VIP Sponsor in the amount of \$2,500, five main event sponsors in the amount of \$1,000, and four activity sponsors in the amount of \$300 for a total of amount of \$8,700 dollars in sponsorships.

The 2013 event sponsors were the following:

<u>VIP Sponsor</u>	<u>Main Sponsors</u>	<u>Booth Sponsors</u>
Monrovia Memorial Hospital	Dr. Domotor's Animal House	Arcadia Association of Realtors
	Foothill Park Plaza	Champions Karate
	Huntington Veterinary Hospital	New York Life
	The Sierra Family of Dealerships	Wells Fargo Home Loans
	Wendy's Hamburgers	

ANALYSIS: Approximately 800 participants attended the event which consisted of a costume contest and a variety of demonstrations and activities. There were 2,232 participants entered in this year's costume contest. As part of the 2013 event evaluation, Community Services Commission supported staff's recommendation to add an adult contest category which was implemented this year.

Staff worked with the YMCA and Boys & Girls Club to supplement the 2014 Halloween Activities. The YMCA offered a basketball toss activity and Boys & Girls Club offered a face painting booth. Community Services implemented the costume contest, sponsor booths, toddler area, parachute games, and the event information booth. Shutterbox (local business) offered a photo booth.

Costume Contest: The costume contest took place on the main walkway west of the stairs leading to the Library. The costume contest categories included five youth categories ages 0-14, family, adults and dogs. 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 51 registered. Two Community Services Commissioners and a Youth Commissioner served as judges. This year, 223 participants entered the costume contest compared to 254 in 2013. Staff attributes the decrease in participation to the potential of inclement weather (rain) and participants choosing to attend other private Halloween events held on a Friday evening.

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 2013 and 2014:

Attendance	2013	2014
Dog Category	26	20
0 – 2 Years Old	40	28
3 - 4 Years Old	49	34
5 - 7 Years Old	52	51
8 - 10 Years Old	45	37
11 - 14 Years Old	19	14
Family Category	23	29
Adult Category	0	10
Total	254	223

Library Activities: The Monrovia Public Library offered Halloween story times and movies from 3:00 – 6:00p.m. Volunteers from Kohl’s Department store were secured by Library Staff to assist with reading stories. Approximately 600 participants attended the program.

Toddler Area: The Toddler Area was offered by the Little Gym of Monrovia providing play apparatus for youth to crawl on, under and through. The Toddler Area had more than 220 toddlers and young children in attendance.

Parachute Games: The parachute games area was located on the south side of the park and offered activities from 3:00 - 6:00 p.m. Over 240 youth participated.

Wellness Activities: The YMCA offered a basketball toss activity. The Boys and Girls Club provided a face painting booth. New York Life offered children and families free finger printing and identification cards.

Photo Booth: The City contracted with Monrovia business Shutterbox who provided photos to the public free of charge. The contractor created approximately 645 photos.

Monrovia Old Town Association of Businesses (MOTAB): MOTAB offered Trick or Treating on Myrtle Avenue from 5:00 - 7:00 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. Feedback from MOTAB indicates there were 6,000 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 on the City of Monrovia Facebook
7. Program advertised in local publications and websites including Patch.com and the Pasadena Star News
8. Program listed inside the Monrovia Today publication
9. Program flyer advertised on the Community Center and Library Flat Screens

EVENT SURVEY: Staff received 22 surveys from event attendees. See Attachment A for Halloween Survey. Due to the variety and time frame of offered activities, it is challenging for staff to collect surveys as most parents do not want to take the time to complete them. All of the surveys were completed by Monrovia residents. The results are as follows:

- The most popular event activities were the costume contest, library story times, and game booths.
- Three survey respondents suggested that the trick-or-treating on Myrtle Avenue start earlier.
- When asked how participants learned of the event, most frequent response was that they're Monrovia residents and attend the event every year. Flyers and the street banner were also how respondents learned about Halloween.

ENVIRONMENTAL IMPACTS: To support the City's Green Accords, staff purchased reusable decorations and utilized previously purchased decorations and signage. Reusable waste receptacles were placed throughout the event for recyclable and regular trash.

FINANCIAL IMPACT: Twenty-one part-time recreation staff and 16 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 \$5,150. This amount is calculated using the following formula:

2% of Recreation Supervisor Base Salary= \$1,486

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

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

1% of Community Services Director Base Salary= \$1,120

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

The following information compares the 2013 and 2014 Halloween expenditures and revenues. Event expenses increased in 2014 due to the purchase of additional event supplies, equipment and reusable event signage.

Halloween Event Expenditures		
Personnel Expenditures	2013	2014
Total Part-Time Staff Expenditure	\$915	\$1,220
Total Personnel Expenditures	\$915	\$1,220
Event Expenditures	2013	2014
Event Banners (Street, Library & Pole banners)	\$330	\$240
Event Supply Costs	\$2,441	\$3,724
Total Event Expenditures	\$2,771	\$3,964

Grand Total Expenditures	\$3,686	\$5,184
Participant Total	800	800

Halloween Event Revenue		
Sponsorship Revenue	2013	2014
\$2,500 Sponsorship	\$2,500	\$2,500
\$1,000 Sponsorship	\$5,000	\$5,000
\$300 Booth Sponsors	\$1,200	\$1,200
Total Sponsorship Revenue	\$8,700	\$8,700
Grand Total Revenue	\$8,700	\$8,700

Event Totals	2013	2014
Gross Expenditure	\$3,686	\$5,184
Gross Revenue	\$8,700	\$8,700
Balance	\$5,014	\$3,516

EVENT COMMENTS/ RECOMMENDATIONS:

1. An adult costume contest category was added this year. There were four participants entered and staff is confident that in the future, the number of participants will increase.
2. This year, staff took images of the costume contest winners, and presented them at the November 4 City Council meeting during the Halloween Event Sponsor Recognition.
3. For the last four years, staff has re-used Halloween event banners located on Myrtle and in Library Park. Staff recommends purchasing new banners for next year's event for an estimated cost of \$1,200.
4. Staff utilized the volunteer services of sixteen Youth Commission members for set-up, implementation of activities and clean-up. Staff plans to use both Youth Commission and the Teen Advisory Board for next year's event. The volunteer efforts resulted in a staff cost savings of \$760.
5. This is the fourth year of the dog costume contest category. This costume contest category continues to be one of the most popular of the entire contest. Staff recommends continuing to offer this category.

RECOMMENDATION: Staff recommends that the Community Services Commission move to receive and file AR-2 2014 Halloween Event Evaluation.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: Receive and file AR-2 2014 Halloween Event Evaluation.