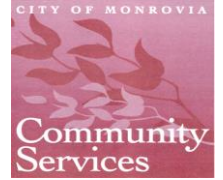




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: October 14, 2014

PREPARED BY: Rebecca Romero,
Assistant Recreation Coordinator

AGENDA LOCATION: AR-2

TITLE: 2014 Summer Concert Series Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2014 Summer Concert Series.

BACKGROUND: The Department of Community Services 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 annually attends a 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 to 8:30 p.m. in the Rotary Club Bandshell in Library Park. The series of eight concerts took place July 13 through August 31. The expense for the concert series must be offset by sponsorships. The 2014 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 which is posted for eight weeks
- 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

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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
- 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
- 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
- Organization’s name listed on the Monrovia Community Center and Library electronic monitor displays

The 2014 Concert sponsors and lineup is identified below:

Concert Date	Band/Type of Music	Sponsor
July 13, 2014	Dave Tull Quintet (Jazz) <i>Jumpin Joz Band was originally scheduled, but cancelled due to an unexpected event</i>	The Sierra Family of Dealerships
July 20, 2014	Lily Wilson (Folk Pop)	Diane Balsamo, Wells Fargo Home Mortgage Imprintability Gentile, McCloskey & Co.

July 27, 2014	The Answer (Classic Rock)	Donna Baker & Jodi Breneman of Teles Properties
August 3, 2014	Mariachi Divas (Mariachi)	Monrovia Historic Preservation Group Citizens Business Bank Athens Services
August 10, 2014	Person to Person (Top 40)	Volunteer Center of San Gabriel Valley
August 17, 2014	The Yari More Latin Band (Salsa)	Huntington Veterinary Hospital Mt. Sierra College
August 24, 2014	Undercover Girls (80's)	Century 21 Adams & Barnes Bowden Development, Inc.
August 31, 2014	Doo Wah Riders (Country)	Swing N Country, John & Katie Watson

Attendance: The 2014 concert attendance was estimated at 6,300 compared to the 2013 concert attendance of 6,972. The average attendance per concert totaled 750. The slight decrease is attributed to the excessive heat Monrovia experienced in 2014.

Pre-concert survey: In January 2014, staff posted a concert survey on the City of Monrovia's website. The goal of the survey was to determine the needs and wants of the 2014 summer concert attendee. The results are as follows based on the 42 surveys received:

Have you previously attended a Concert in the Park in the City of Monrovia?

Yes - 38

No - 4

If yes, please answer questions A - G

A. How many concerts did you attended in 2013?

1 – 3 30

4 – 6 6

7 – 8 6

B. How would you rate the variety of music offered?

Very satisfied 33

Satisfied 7

Neutral 1

Moderately Dissatisfied 1

Dissatisfied 0

C. What type of music would you like to see offered in the future? (*Please note: people choose more than one genre.*)

Mariachi	36
Classic Rock	32
Salsa/Latin	29
Top 40 Cover Bands	29
Jazz	28
80's	26
Country/Folk	22
Rhythm and Blues	19
70's	5
Alternative	5
Roaring 20's	4

D. How did you first learn about the program?

Poster or Flyer	16
City's Website	13
Local Newspaper	6
Friend	4
City's Facebook	2
Other	1

E. Please rate your overall experience.

Very satisfied	29
Satisfied	12
Neutral	1
Moderately dissatisfied	0
Dissatisfied	0

F. If you have not attended a concert previously please take a moment to tell us why. Comments included:

Go away on weekends	2
Too hot	1
Crowd too large	1

G. Additional comments:

Positive comments include:

Friendly staff	7
I like the giveaways (from city and businesses)	6
Good event for people of all ages	5
Love the dance floor	5
I like that I can bring my dogs	2

Negative comments include:

Need a new dance floor	4
Wish we could BBQ	2
Concerned about homeless People being in the park this summer	1

Staff used the survey data to assist in selecting the bands, offering giveaways and program advertisement.

Survey Feedback: Over 350 surveys were distributed throughout the summer concert series with 101 surveys returned. Survey feedback indicated that “The Answer” received the most favorable rating this summer.

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 and 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 remained fairly consistent compared to last year’s series. Staff reused the Myrtle Avenue street banner. The VIP sponsor was Monrovia Memorial Hospital, who has sponsored the series for the past three years, which resulted in the same street banner being reused and providing a savings of \$760. Grand total expenditures increased due to part-time staff costs. In previous years, the Community Center absorbed the staff costs; however the Summer Concert personnel budget was increased to more accurately reflect the actual cost of the event.

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 \$1,769.

Please see the following page for the Expenditure/Sponsorship chart.

Expenditures		
Personnel Expenditures	2013	2014
Part-Time Staff Costs	\$ 1,920	\$ 3,113
Total	\$ 1,920	\$ 3,113
Event Expenditures	2013	2014
Bands	\$ 9,200	\$ 9,900
Banners	\$ 821	\$ 770
Supplies /Publicity	\$ 1,212	\$ 991
Music License	\$ 600	\$ 600
Total	\$ 11,833	\$ 12,261
Total Event Expenditures	\$ 13,753	\$ 15,374
Participant Total	6,972	6,300
Cost Per Participant (based on total Event Expenditures)	\$1.97 per person	\$2.44 per person

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

Sponsorship		
Sponsorship	2013	2014
\$3,500 Sponsorship	*\$ 3,500	\$ 3,500
\$1,900 Sponsorship	\$ 7,600	\$ 1,900
\$950 Sponsorship	\$ 3,800	\$ 6,650
\$650 Sponsorship	\$ 3,900	\$ 4,550
Additional donations from local businesses	\$ 0	\$ 550
Total Sponsorship	\$ 15,300	\$ 17,150

**The 2013 Concert VIP sponsorship funds were allocated towards the 4th of July Firework Show and not included in the grand total of sponsorship revenue.*

Event Totals		
Expenditure	\$ 13,753	\$ 15,374
Revenue	\$ 15,300	\$ 17,150
Balance	\$ 1,547	\$ 1,776

Community Benefits:

- Free of charge
- Outdoor Event/Centrally located
- Multi-cultural event
- Brings new people to Monrovia
- Provides opportunity to advertise other City events and programs
- Creates Community

Impacts:

- Unbudgeted event
- Impacts to park facility (landscape)
- Unable to rent Library Park or Community Center facilities
- Staff is soliciting sponsors for Concerts, 4th of July and Egg Hunt simultaneously

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

1. Staff recommends maintaining the concert series with eight concerts provided that sponsors can be secured.
2. Staff recommends continuing to offer free giveaways to the first 100 people at each concert to attract and encourage more participation at concerts (i.e. decorative fans and pens.)
3. Staff received positive feedback on new components of the concert series including performances of the National Anthem by Centre Stage. In 2015, Staff will seek out other organizations to give them the opportunity to perform the National Anthem.
4. Based on survey results, participants rated the following bands as their favorite: The Answer (classic rock), Mariachi Divas (mariachi), and the Yari More Latin Band (salsa). These bands will again be hired for the 2015 concert series.
5. Staff will continue to post a survey on the City's website for comments and suggestions for future concerts.
6. Staff provided certificates of appreciation to the Concert sponsors this year. This was a change from the plaques presented in previous years; this change was well received by the sponsors.

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

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