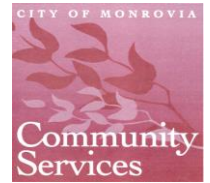




**CITY OF MONROVIA  
COMMUNITY SERVICES COMMISSION  
AGENDA REPORT**



**DEPARTMENT:** Community Services

**MEETING DATE:** May 13, 2014

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

**AGENDA LOCATION:** AR - 3

**TITLE:** 2014 Spring Egg Hunt and YMCA Healthy Kids Day Event Evaluation

**OBJECTIVE:** To provide the Community Services Commission with an evaluation of the 2014 Spring Egg Hunt and YMCA Healthy Kids Day.

**BACKGROUND:** The Spring Egg Hunt and YMCA Healthy Kids Day, was held on Saturday, April 19, 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:**

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

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

- Arcadia Association of Realtors
- Monrovia Dentalcare
- Post Alarm
- Sierra Family of Dealerships
- Wendy's Hamburgers

The two \$300 Activity Booth Sponsors included:

- Wells Fargo Home Mortgage
- New York Life

One \$100 event contribution was given by:

- Monrovia Youth Baseball League

**ANALYSIS:** This year's Spring Egg Hunt participation totaled approximately 3,000, compared to 2,500 in 2013. The following is an account of all activities and programs offered by Community Services, the YMCA and the Boys & Girls Club:

**Community Services:**

- Egg Hunts for youth 0 – 16 years
- Sponsorship Area
- Toddler Area
- Parachute Activities

**AR-3**

### Egg Hunts

The following is a breakdown of participants by age groups. The number of egg hunt participants increased by 238 from the 2013 event.

<b>Egg Hunt Ages</b>	<b>2013 Attendance</b>	<b>2014 Attendance</b>
0 – 1 Years	122	194
2 Years	123	173
3 Years	120	185
4 Years	127	136
5 Years	145	120
6 Years	119	140
7 Years	63	103
8 Years	89	74
9 – 10 Years	109	124
11 – 13 Years	72	73
14 – 16 Years	16	16
<b>Total Attendance</b>	<b>1,105</b>	<b>1,338</b>

### Toddler Area

Approximately 575 children participated in the toddler area. Activities included various 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, spring novelties and gift bags.

### Surveys

Surveys were distributed and collected at the Egg Hunt information booth. According to survey data, the parents and participants were pleased with the event - the most popular event activities included:

1. Egg Hunts
2. Spring Bunny
3. Games & Bounce Houses
4. Activity Booths

### YMCA

Staff began meeting with the YMCA beginning in December in preparation for the Event. The YMCA was responsible for organizing and implementing carnival games, registration booths (for their activities), bounce houses and slides, and the spring bunny.

#### Carnival games

Carnival games included: Lawn Bowling, Football Toss, Basketball Toss, Bean Bag Toss and Spring Mini-Golf. Prizes for each game included: pencils, bendable figures and spring themed stickers.

#### Spring Crafts

Approximately 375 youth created a colorful egg craft and participated in the coloring area. The craft projects were geared toward specific age groups.

### Interactive Activities

Interactive activities were offered including: two 2-lane inflatable giant slides and three bounce houses.

### Spring Bunny Area

The Spring Bunny was offered for children interested in visiting and/or having their picture taken. The Spring Bunny area was free of charge.

### Face Painting

Face painting was available for \$2. Approximately 85 youth participated.

## **Additional Supporting Agencies:**

### Monrovia Reads Board

The Monrovia Reads Board offered free books to youth and adults. Over 1,500 books were distributed. Positive comments were received by parents and children who received books.

### Monrovia Fire Department

The Monrovia Fire Department offered a fire truck tour and allowed youth and adults the opportunity to try on safety gear. Approximately 350 youth visited the fire truck.

## **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 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 to 5,500 elementary and middle school students.
3. The event was advertised on the City of Monrovia's website home page.
4. The event was advertised on the City of Monrovia's Facebook page.
5. The event was advertised on the Monrovia Patch website.
6. An event banner was placed on Myrtle Avenue advertising the event and the Spring VIP sponsor.
7. The YMCA displayed posters and distributed event flyers.
8. 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 various businesses.

**ENVIRONMENTAL IMPACT:** To support the City's Green Accords, Staff did not purchase new decorations. Staff utilized previously purchased decorations, purchased biodegradable toy filled eggs, safety handouts, event banners and other print 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 2013 and 2014 Spring Event expenditures and revenue. Event expenditures decreased this year compared to the 2013 event. This was due to staff purchasing additional event canopies for the 2013 event, which increased overall event expenses. Event revenues decreased this year due to a decline in the number of event sponsors. This year, 30 Youth Commission and Teen Advisory Board members volunteered at the Spring Egg Hunt, resulting in a staff savings of \$1,170.

Spring Egg Hunt Expenditure/Revenue Chart		
<b>Personnel Expenditures</b>	<b>2013</b>	<b>2014</b>
Total Part-Time Staff Expenditure	\$ 1,952	\$ 2,199
<b>Total Personnel Expenditures</b>	<b>\$ 1,952</b>	<b>\$ 2,199</b>
<b>Event Expenditures</b>	<b>2013</b>	<b>2014</b>
Eggs	\$ 1,383	\$ 1,383
Activity Supply Costs	\$ 2,482	\$ 1,657
<b>Total Event Expenditures</b>	<b>\$ 3,865</b>	<b>\$ 3,040</b>
<b>Grand Total Expenditures</b>	<b>\$ 5,817</b>	<b>\$ 5,239</b>
<b>Participant Total</b>	<b>2,500</b>	<b>3,000</b>
<b>Cost Per Participant</b> (based on total Event Expenditures)	<b>\$2.32*</b>	<b>\$1.74*</b>
<b>Revenue</b>		
<b>Sponsorship Revenue</b>	<b>2013</b>	<b>2014</b>
\$2,500 Sponsorship	\$ 2,500	\$ 2,500
\$1,000 Sponsorship	\$ 6,000	\$ 5,000
\$300 Booth Sponsors	\$ 900	\$ 600
Miscellaneous Sponsorships	\$ 0	\$ 100
<b>Total Sponsorship Revenue</b>	<b>\$ 9,400</b>	<b>\$ 8,200</b>
<b>Grand Total Revenue</b>	<b>\$ 9,400</b>	<b>\$ 8,200</b>
<b>Event Totals</b>	<b>2013</b>	<b>2014</b>
Gross Expenditure	\$ 5,817	\$ 5,239
Gross Revenue	\$ 9,400	\$ 8,200
<b>Net Cost</b>	<b>\$ 3,583</b>	<b>\$ 2,961</b>

\*Total cost per participant is based on total event expenditures divided by the total number of individuals who participated in the Egg Hunts and game activities.

**EVENT COMMENTS:**

1. Staff received a booth request from a vendor that was interested in selling items not suitable for a youth oriented event (E-Cigarettes). Staff will develop a booth vendor application that will provide guidelines for acceptable booth vendors at future community events.
2. According to the survey data, participants would like more food booths available at the event. Staff will investigate selling pre-packaged food at the event. Staff will request Youth Commission or the Teen Advisory Board sell healthy snack items as a fundraising opportunity.
3. This year, staff was able to finish the event set-up early. Staff recommends rescheduling event set-up time from 6:00 a.m. to 7:00 a.m. which will save the City approximately \$150.

**RECOMMENDATION:** Staff recommends that the Community Services Commission move to receive and file this report.

**COMMISSION ACTION REQUIRED:** If the Community Services Commission concurs, the appropriate action would be a motion to: **Receive and file AR-3 2014 Spring Egg Hunt and Healthy Kids Day Event.**