



CITY COUNCIL AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: April 4, 2017

PREPARED BY: Katie Distelrath, Recreation Manager

AGENDA LOCATION: AR-1

TITLE: Agreement with Paul Maurer Shows in the Amount of \$50,000 for Ride Operations during the 2017 Monrovia Days Community Festival

OBJECTIVE: To enter into an agreement with Paul Maurer Shows for ride operations during the Monrovia Days Community Festival scheduled for May 20 and 21, 2017

BACKGROUND: In 2016, the City partnered with the Monrovia Unified School District and Centre Stage to produce a reimagined Monrovia Days Community Celebration. The event was well attended, and was developed with a focus on our youth as the event was built around the theme of the Monrovia Unified School District’s work to develop scholars and athletes.

After the 2016 Monrovia Days event, the City Council and the Monrovia Unified School District (MUSD) met in a special joint meeting session on June 28, 2016. At that time, staff was directed to proceed with planning the next Monrovia Days event to take place in May 2017. Given that direction, staff began developing recommendations for 2017 festivities to include the successful elements from the previous year such as the Pancake Breakfast, Parade, Youth Performances, and the Pie Eating Contest, along with other possible program enhancements.

At the most recent City Council – MUSD meeting held on March 22, 2017, the two governing bodies discussed various components of the overall event, including the possibility of expanding the event to two days and adding carnival-style rides to the community celebration. Based on the dialogue and discussion, both the City Council and the School Board indicated their support for upgrading the Monrovia Days event into a two-day affair, and also advocated for the addition of carnival style rides to upgrade the overall program.

ANALYSIS: Staff contacted several carnival companies to solicit quotes for the two-day event and inquire about their availability. The following information was collected:

Carnival Company	Rides/Attractions
Paul Maurer Shows San Diego, CA	<ul style="list-style-type: none"> ▪ 7 Rides for adults, adolescents and children ▪ Rides include: Ferris Wheel, Gravitron, Giant Slide, Dragon Wagon, Taxi Cars, Jet Airplanes, Berry-Go-Round, and a Dunk Tank ▪ A Ticket Booth ▪ Safety checks ▪ Operators for 2 days ▪ Total Cost for 2 days: \$50,000
Brass Ring Amusements Midway of Fun Fair Oaks, CA	<ul style="list-style-type: none"> ▪ Non-responsive
Kastle Amusements Wildomar, CA	<ul style="list-style-type: none"> ▪ Non-responsive

Helm & Sons Amusement Colton, CA	<ul style="list-style-type: none"> ▪ Non-responsive
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Based on the responses received and an assessment conducted by staff, we held additional meetings with representatives from the Paul Maurer Shows (PMS) to learn more about their operations and ride management. PMS has been in ride-operator business since 1984 and is based out of Southern California. Currently PMS produces or supports more than 90 events per year including the Temecula Valley Family Fair (since 2015), the Curry County Fair (since 2010), and the Tehama District Fair (since 2005). PMS places a high standard on their staff and ride operators and they are continuously trained on safety procedures, inspections, and customer service. Furthermore, all employees undergo background checks and are subject to random drug and alcohol testing.

During the meeting with PMS representatives, detailed history on all of the rides were provided to staff, including the age of the equipment, the permit number for each ride, and the maintenance operations utilized by PMS. This assessment indicated that the equipment used was in good order, and furthermore, PMS holds general liability insurance in the amount of \$10 million and would indemnify the City and School District should they be hired to provide rides at the Monrovia Days event.

Based on the direction provided by the City Council and School Board, along with the assessment conducted by staff, it is recommended that the City Council authorize a ride operator agreement with PMS for our Monrovia Days event.

ENVIRONMENTAL IMPACT: None.

FISCAL IMPACT: The overall costs for the 2017 Monrovia Days event is estimated at \$69,000, and based on the preliminary budget developed by staff, the revenues for the program are anticipated to be \$70,000, per the following breakdown:

▪ <u>Revenues</u>	
School District / City Funding:	\$25,000
Carnival Ticket Sales:	\$20,000
Event Sponsors:	\$25,000
TOTAL REVENUES:	\$70,000
▪ <u>Expenditures</u>	
Rentals / Banners:	\$7,500
Dunk Tank:	\$500
Carnival:	\$50,000
Carriages:	\$2,450
PA System:	\$4,200
Band:	\$3,000
Misc.:	\$1,350
TOTAL EXPENDITURES:	\$69,000

Also, in order to move forward with the overall 2-day event with the carnival-style rides, it will be necessary for the City Council to authorize an agreement with PMS in the amount of \$50,000.

OPTIONS: Staff has developed the following options for City Council consideration:

1. Approve an agreement with Paul Maurer Shows for the ride operations during the Monrovia Days Community Festival scheduled for May 20 – 21, 2017.
2. Do not approve the agreement with Paul Maurer Shows and direct staff to explore other options.

RECOMMENDATION: Staff recommends Option 1, thereby approving an agreement with Paul Maurer Shows for the ride operations during the Monrovia Days Community Festival scheduled for May 20 and 21, 2017.

COUNCIL ACTION REQUIRED: If City Council concurs, the appropriate action would be a motion to approve an agreement with Paul Maurer Shows for the ride operations during the Monrovia Days Community Festival in the amount of \$50,000.00, and authorize the City Manager to execute all necessary documents in a form approved by the City Attorney.