

# **MONTROSE SHOPPING PARK ASSOCIATION**

## **BUDGET AND WORK PLAN 2025**

Prepared for Presentation to the Glendale City Council

The Montrose Shopping Park Association continues its commitment to keep the Montrose Shopping Park the “jewel in the crown” of the City of Glendale.

MSPA’s many iconic events are “key” to guaranteeing increased pedestrian traffic in the MSP.

- On Saturday, February 9<sup>th</sup>, our ***Valentines Flower Cart*** will be located at the southeast corner of Honolulu Ave. & Ocean View Blvd. where 500 long-stemmed roses will be provided free to MSP shoppers that day by our event staff along with a costumed celebrity impersonator.
- ***Montrose’s 7<sup>th</sup> Annual Spring Wine Walk*** will return March 15th, as will the ***Montrose’s 7<sup>th</sup> Annual Holiday Wine Walk*** on November 8th. This unique event is “in-store” driven and is very popular with our merchants and customers alike.
- The ***13<sup>th</sup> Annual Kids & Kritters Day*** returns alongside the Sunday Harvest Market on May 4th, featuring Wild Wonders Exotic Animal Shows, pony rides, a farm animals petting zoo, Kids Zone, local dance troupes performing, First Responders exhibits and more.
- The first weekend in June brings back the ***41<sup>st</sup> Annual Montrose Arts & Crafts Festival***. The largest two-day outdoor street event in Glendale offering crafts and fine arts shopping, food and musical entertainment for the whole family.
- On July 6th, the ***23<sup>rd</sup> Annual Montrose Car Show*** returns to all three blocks of Honolulu Avenue displaying more than 350 classic cars, hot rods, trucks and motorcycles.
- On October 31<sup>st</sup> the ***Halloween Spooktacular*** will once again provide a fun, safe and family-oriented venue for the many thousands of trick-or-treaters that attend every year.
- Our weekly ***Harvest Market*** continues to operate every Sunday - rain or shine - except Easter Sunday. The Market functions as a service to the Foothill communities and surrounding areas. Offerings include organic farmers, agricultural producers, prepared food and packaged food producers.
- ***Montrose Old Town Christmas*** concludes the year’s events. It all starts with our ***Tree Lighting Ceremony*** the day after Thanksgiving on ***Plaid Friday*** (as we now call it) followed the next day by ***Small Business Saturday***. There are free horse-drawn wagon rides, photos with Santa and live bands in every block each weekend from Thanksgiving to Christmas, including free hand-led pony rides on Saturdays.
- Budgeting for the lighting of the trees throughout the Shopping Park and the seasonal street décor makes Montrose a destination for anyone looking for that “Old Town” feeling. The Glendale City Council officially designated Montrose as Glendale’s “Old Town” in 2008.

MSPA funds several beautification efforts to ensure the best physical appearance for our community. MSPA's budget this year provides for increasing the full-town power washings from twice a year to nine months out of twelve, an increased MSPA investment of more than \$40,000 added to the monthly power washing of the Viet Nam War Memorial area.

MSPA continues to rely on City resources as well for supplemental power washing of City sidewalks and seating areas in 2025. The Board of Directors also requests the City of Glendale to look into replacing the city trash containers throughout the Shopping Park, as the ones currently in use are no longer adequate to meet the needs of today.

Another paramount concern is the safety of our pedestrians traversing the many crosswalks in the MSP. The Board asks that the crosswalks be equipped with warning lights and the stucco walls adjacent to them be removed to increase visibility.

MSPA's partnership with the City of Glendale in working together to address these ongoing needs for increased beautification and public safety is very much appreciated.

MSPA's numerous print advertising campaigns continue to be a budgeted priority for all the individual public events as well as for the November-December Holiday Season activities. Our social media advertising campaigns add an attractive call-to-action every week.

MSPA remains financially committed to supporting the Glendale Police Department's Substation at 3600 Ocean View Blvd. #11, providing the Montrose Shopping Park merchants and surrounding communities with increased security via an ongoing police presence. Our annual contribution to the maintenance of the Vietnam War Memorial helps to provide an historically significant venue for the annual Memorial Day Observance and a place of reflection and remembrance for the community.

As always, MSPA is grateful to the Glendale City Council and City Staff for their continued partnership and support of the Montrose Shopping Park BID.

Respectfully submitted,

*The Montrose Shopping Park Board of Directors*

## MONTROSE SHOPPING PARK ASSOCIATION BUDGET 2025

|  | BUDGET 2025    | EST. FINAL<br>2024 | YEAR-TO-DATE<br>2024 | FINAL 2023     |                                 |
|--|----------------|--------------------|----------------------|----------------|---------------------------------|
| <b><u>ESTIMATED NET INCOME</u></b>         |                |                    |                      |                |                                 |
| HARVEST MARKET                             | 225,000        | 225,880            | 211,960              | 199,161        |                                 |
| ASSESSMENTS                                | 180,000        | 179,176            | 179,176              | 152,650        |                                 |
| ARTS & CRAFTS FESTIVAL                     | 95,000         | 102,241            | 102,241              | 87,817         |                                 |
| WINE WALKS                                 | 50,000         | 49,300             | 49,300               | 52,407         |                                 |
| FILMING                                    | 10,000         | 17,133             | 17,133               | 1,425          |                                 |
| <b>TOTAL NET INCOME</b>                    | <b>560,000</b> | <b>573,730</b>     | <b>559,811</b>       | <b>493,460</b> |                                 |
| <b><u>TRADITIONALLY FIXED EXPENSES</u></b> |                |                    |                      |                |                                 |
| SEASONAL LIGHTING                          | 12,000         | 67,060             | 63,860               | 12,599         | lights replace every other year |
| SEASONAL DÉCOR                             | 17,000         | 16,977             | 16,177               | 21,033         |                                 |
| CHRISTMAS PARADE                           | 5,250          | 5,250              | 5,250                | 5,220          |                                 |
| MSPA-HQ & GPD SUBSTATION                   | 27,808         | 25,035             | 25,035               | 21,952         |                                 |
| INSURANCE                                  | 3,025          | 3,013              | 3,013                | 2,988          |                                 |
| WEBSITE                                    | 3,195          | 3,196              | 3,196                | 5,390          |                                 |
| MISCELLANEOUS                              | 800            | 2,594              | 2,549                | 1,155          | one time expenses non-repeating |
| PRINTING                                   | 1,600          | 1,673              | 1,673                | 699            |                                 |
| POSTAGE & PO BOX                           | 290            | 290                | 290                  | 345            |                                 |
| OFFICE SUPPLIES & EXPENSES                 | 3,800          | 3,660              | 3,455                | 4,345          |                                 |
| DIRECTORIES                                | 1,600          | 800                | -                    | 1,600          |                                 |
| TAX & ACCOUNTING SERVICES                  | 5,200          | 5,190              | 5,190                | 5,165          |                                 |
| VIETNAM WAR MEMORIAL                       | 1,010          | 1,010              | 1,010                | 800            |                                 |
| MEMORIAL DAY OBSERVANCE                    | 1,260          | 1,257              | 1,257                | 1,361          |                                 |
| CRESCENTA VALLEY FIREWORKS ASSN.           | 2,000          | 2,000              | 2,000                | 2,000          |                                 |
| POWER WASHING & CLEANING                   | 43,380         | 12,500             | 12,165               | 8,198          | increase to 9Xs annually        |
| MSPA MEMBERS MEETINGS                      | 5,400          | 5,747              | 5,723                | 2,284          |                                 |
| MSPA STORAGE                               | 2,100          | 2,389              | 2,119                | 1,800          |                                 |
| INDEPENDENT CONTRACTOR SERVICES            | 44,400         | 44,400             | 40,700               | 42,400         |                                 |
| <b>TOTAL FIXED EXPENSES</b>                | <b>181,118</b> | <b>204,041</b>     | <b>194,661</b>       | <b>141,334</b> |                                 |

# MONTROSE SHOPPING PARK ASSOCIATION BUDGET 2025

|   | BUDGET 2025    | EST. FINAL<br>2024 | YEAR-TO-DATE<br>2024 | FINAL 2023     |                 |
|---|----------------|--------------------|----------------------|----------------|-----------------|
| <b><u>PROMOTIONAL EXPENSES</u></b>              |                |                    |                      |                |                 |
| <b><u>SEASONAL PROMOTIONS:</u></b>              | <b>95,959</b>  | <b>84,554</b>      | <b>83,111</b>        | <b>90,412</b>  |                 |
| February 9th: Valentines Day Weekend            | 3,269          | 4,594              | 4,594                | 2,754          | addt'l supplies |
| March 15th: Spring Wine Walk                    | 24,600         | 18,546             | 18,546               | 19,507         |                 |
| May 4th: Kids 'N' Kritters                      | 9,441          | 7,527              | 7,527                | 7,620          |                 |
| July - Aug.: Summer Shopping DaysPromo          | 850            | 150                | 150                  | 1,499          |                 |
| July 6th: Car Show                              | 6,810          | 6,093              | 6,093                | 10,036         |                 |
| October 31st: Halloween Spooktacular            | 13,143         | 12,005             | 12,005               | 11,346         |                 |
| November 8th: Holiday Wine Walk                 | 25,601         | 23,488             | 23,346               | 26,251         |                 |
| November 28th: White Friday & Tree Lighting     | 6,760          | 6,707              | 6,557                | 6,162          |                 |
| Nov. 29th: Small Business Saturday              | 2,235          | 2,194              | 2,194                | 2,327          |                 |
| Friday Shop & Dine                              | 3,250          | 3,250              | 2,100                | 2,910          |                 |
| <b>CHRISTMAS EVENTS &amp; ACTIVITIES</b>        | <b>22,505</b>  | <b>22,622</b>      | <b>10,272</b>        | <b>21,233</b>  |                 |
| <b>ARTS &amp; CRAFTS FESTIVAL</b>               | <b>67,383</b>  | <b>65,933</b>      | <b>65,933</b>        | <b>62,993</b>  |                 |
| <b>HARVEST MARKET</b>                           | <b>112,865</b> | <b>109,447</b>     | <b>102,895</b>       | <b>98,550</b>  |                 |
| <b>TOTAL PROMOTIONAL EXPENSES</b>               | <b>298,712</b> | <b>282,556</b>     | <b>262,211</b>       | <b>273,188</b> |                 |
| <b><u>ADVERTISING EXPENSE</u></b>               |                |                    |                      |                |                 |
| CHRISTMAS ADVERTISING                           | 17,780         | 17,779             | 9,799                | 20,504         |                 |
| PROMOTIONAL MATERIALS                           | 1,000          | 760                | 760                  | 2,016          |                 |
| NON-SEASONAL ADVERTISING                        | 800            | 800                | 800                  | -              |                 |
| SOCIAL MEDIA                                    | 17,000         | 16,940             | 15,640               | 16,938         |                 |
| <b>TOTAL ADVERTISING EXPENSE</b>                | <b>36,580</b>  | <b>36,279</b>      | <b>26,998</b>        | <b>39,458</b>  |                 |
| <b>TOTAL EXPENSES</b>                           | <b>516,410</b> | <b>522,876</b>     | <b>483,871</b>       | <b>453,980</b> |                 |
| <b>Projected Remaining Funds (2025 Reserve)</b> | <b>249,920</b> |                    |                      |                |                 |