

## PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

### STAFF REPORT

**DATE:** May 23, 2018

**TO:** ARTS & CULTURE COMMISSION

**FROM:** ROCHELLE BRANCH, CULTURAL AFFAIRS MANAGER,  
PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

**SUBJECT:** SPRING 2108 ARTNIGHT FINAL REPORT

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#### **RECOMMENDATION:**

Staff recommends approval of the Spring 2018 ArtNight Final Report.

#### **BACKGROUND:**

Spring 2018 marked the 38th ArtNight Pasadena. Over the years since ArtNight Pasadena's inception, other regional art walks have been developed and yet Pasadena's event continues to be unique by combining several key elements into one event. A major cultural draw to the City, ArtNight Pasadena is also an important economic event for the City. Arts and culture organizations that partner with the City benefit from the large and diverse audiences that ArtNight brings to Pasadena. ArtNight received the Pasadena Weekly's Reader Recommended Best Cultural Festival Award for 2017 and continues to maintain its popularity based on high quality, eclectic, and exciting programming at each event. Spring 2018 included 19 arts and culture partner organizations and provided diverse programming through 14 MiniGrantee performances. Aggregate attendance is conservatively estimated at 29,573 patrons.

A key to the event's success is continued collaboration between the Cultural Affairs Division, which produces ArtNight, and the partner organizations, which provide programming and significant in-kind support throughout the planning process. Cultural Affairs negotiated nine media sponsorships for the event. The GiveBack Program receives contributions for the event from participating food trucks. Other significant municipal in-kind resources include bus route planning and wheelchair accessible buses from the Department of Transportation, facility services from other City departments and partners such as Pasadena Media and the Pasadena Center Operating Company for the City Hall Hub. These partnerships increase the capacity and effectiveness of the event production. Additional successful components of Spring 2018 ArtNight included:

- 1) Multi-lingual marketing, advertising, promotion and outreach attracted a diverse audience and a significant number of first time attendees. Survey results document attendees from 160 different zip codes. Fifty percent of all respondents were first-time ArtNight visitors.
- 2) A Cultural Affairs Division-negotiated media sponsorship with the Pasadena Star-News provided expanded advertising and outreach. A total of 14,000 ArtNight brochures were distributed as inserts to subscription and newsstand issues of the Star-News one week before the event. Consequently, the ArtNight survey documented many attendees from numerous adjacent communities within the Star-News subscription region.

An additional 56,150 ArtNight brochures were distributed by Cultural Affairs and participating organizations via direct mail and as hand-outs. Again, this year, partnering organization staff members played a role in brochure circulation through distribution that reached beyond Pasadena to the greater Los Angeles area. Several thousand additional brochures were distributed by e-mail.

- 3) Supporters included the Pasadena Weekly and the LA Weekly for their contributions of significantly discounted web and print advertising and KPCC for on-air publicity; LA Metro was named Transit Sponsor for promoting ArtNight online. The Pasadena Center Operating Company (PCOC) was a Community Sponsor for providing seating equipment at City Hall. Wicked Wonders Lighting provided discounted lighting for the events at City Hall. Pasadena Now delivered discounted online publicity and banner ads; Pasadena Media sponsored sound technician staffing as well as sound equipment for the musical act at City Hall. Kaiser Permanente again provided free parking for docents, Student Ambassadors and volunteers. Twenty-nine (29) Student Ambassadors were part of the event staff.
- 4) Fourteen MiniGrant performances expanded the cultural diversity of both event programming and audiences. The MiniGrant Program enables individual artists or small arts and culture organizations without their own venues to collaborate with a partnering venue and to form lasting relationships with the partner institutions throughout the year.

#### Spring 2018 ArtNight Participants

A total of 19 partner arts and culture organizations participated in Spring 2018 ArtNight Pasadena. Host organizations were: Armory Center for the Arts; artWORKS Teen Center; Art Center College of Design (hillside campus); Side Street Projects (in collaboration with Metro Arts) at City Hall; Jackie Robinson Community Center; Light Bringer Project, Lineage Performing Arts Center; MUSE/IQUE; Norton Simon Museum; Parson's Nose Theater; Pasadena Central Library; Pasadena City College; Pasadena Museum of California Art; Pasadena Museum of History, Pasadena Playhouse, Pasadena Unified School District; Shumei Arts Council; USC Pacific Asia Museum.

#### Accessibility

In addition to free admission to all partner venues, event accessibility included accommodation for those persons with physical disabilities. Access to the event for the disabled community is a well-established element of ArtNight. Every ArtNight brochure contains information on accessibility and how to obtain alternative formats, while the ArtNight website has the capacity to provide large print. Two special access buses facilitated inclusion of the physically disabled

community, while Braille versions of the ArtNight brochure were located at each host site to expand access for the visually impaired. Special collaboration between the Department of Transportation secured two wheelchair accessible buses, staffed with trained personnel and dedicated docents to guide the bus drivers and patrons. Both access buses were active all evening and reported providing more than 25 rides to patrons needing additional assistance due to impaired mobility or a need for wheelchair accessibility.

## COLLABORATIONS

### City Hall Transportation Hub

Pasadena City Hall continues to be a venue to coordinate shuttle buses and patrons. As a venue, City Hall hosted one MiniGrant performance on the steps of the main entrance, seating, lighting, and a food truck. The City of Pasadena partnered with Metro to host several informational booths in the Rotunda of City Hall. Representatives from the public art and cycling divisions were on hand to discuss Metro's programming with ArtNight Patrons. Side Street Projects offered transportation-themed art workshops to children and adults who visited City Hall ArtNight brochures and information were provided by ArtNight staff, Student Ambassadors, and docents.

Each ArtNight, the collaboration between the Cultural Affairs Division and Department of Transportation staff produces new shuttle bus routes designed in consideration of the number and location of venues. Running buses continuously based on the public transportation model, rather than having buses idle, permits a more regular flow and eliminates noise complaints. Five routes and staggered departure times continue to benefit regular shuttle service across the city. The North route continues to allow for decreased travel time to points in Northwest Pasadena by shortening travel time from the Pasadena Museum of History (PMH) to Art Center. Four of the shuttle routes cycle through the PMH effectively making it another hub.

Buses were placed at each venue at the start of the event to increase patron transit opportunities and to improve overall mobility beginning at 6 pm. The City Hall Transportation Hub continues to permit better control and monitoring of docents and bus drivers.

### Northwest Programs

The Cultural Affairs Division supports the Student Ambassador Program by incorporating Ambassadors into all ArtNight events. Specialized Ambassador training continues and Ambassadors have become a vital part of ArtNight information dissemination at the various venues. A special meet-and-greet was held at the Jackie Robinson Center prior to ArtNight to allow the students to meet representatives from the partner venues where they'd be working. This meeting facilitated information exchange and discussion in an informal setting. Ambassadors were given more detailed information by host staff about their venues so that they would be more familiar with the location and their responsibilities during the event.

Student Ambassadors are critical to the success of the event by ensuring that visitors receive surveys, ArtNight stickers (used to estimate attendance), brochures, and by providing information as needed. The students served light refreshments to patrons at the City Hall Hub. Through ArtNight, the Cultural Affairs Division continues to offer important job opportunities and experiences to Pasadena's high school youth. Their participation in ArtNight is intended not only to benefit the host organizations and patrons, but also to expand their knowledge of our local arts community, event production and cultural tourism. A total of 29 Ambassadors were employed during Spring 2018 ArtNight.

## PUBLICITY & OUTREACH

### Marketing, Advertising, & Promotion

Publicity for Spring 2018 ArtNight included a variety of marketing techniques and advertising strategies intended to expand audiences. The brochure was again developed in both English and Spanish for the ArtNight website. E-mail blasts of the ArtNight brochure were professionally designed to coordinate with all other promotional materials and targeted new audiences in English and Spanish. Several thousand e-mails were distributed through the Cultural Affairs Division mailing list and through Pasadena CultureNet and other online event websites. Additionally, partner organizations and MiniGrantees expanded publicity by cross-promoting through their respective e-mail lists and social media networks.

Information was posted on the City's website, the Cultural Affairs Division webpage, and internet cultural sites and networks, including Pasadena Culture Net, ExperienceLA, Facebook, and Twitter to reach younger and non-traditional audiences. Host organizations contributed to expanded awareness of ArtNight through their individual websites and constituencies, including members, board members, staff, social media, and mailing lists.

Cultural Affairs provides a social media coordinator who maintained the ArtNight Facebook page and posted updates weekly and daily featuring each venue, each MiniGrant, and the food trucks stationed at various venues. The page has 5,287 likes and visitors liked the March event, posted it on their own Facebook pages, and posted photos of the event for their friends to view. Other statistics from the Facebook report indicate that visitors to the page came mostly from the Pasadena and greater Los Angeles region but also included visitors from international locations, emphasizing the importance of international as well as regional cultural tourism.

Cultural Affairs staff negotiated ad buy discounts in local media and in selected cultural press publications that included Chinese, Spanish, and Armenian language translations. Full-color ads were placed in the Pasadena Weekly and the LA Weekly with expanded advertising in the Pasadena Journal. Additional marketing included digital web banners on the websites of the LA Weekly, Pasadena Star-News, the Pasadena Weekly and Pasadena Now. KPCC advertising was included in the media campaign to reach the public radio audience. Pasadena Now provided online advertising in the lead up to ArtNight and partner institutions all contributed to successful advertising placement. A press release was issued by the City's Public Information Officer prior to the event.

In an ongoing effort to reach more potential local audience members, new, artist-design large-scale, promotional banners were commissioned for Spring ArtNight. English-language banners were placed at five community locations including Pasadena Museum of History, Jackie Robinson Community Center, Parson's Nose Theater, the Metro rail station at Memorial Park, Shumei Arts Council, and one Spanish-language version was placed at Villa-Parke Community Center (Spanish-language banner). Staff will continue to examine ways of reaching new and diverse audiences for the event.

### Sponsorships

This year, Cultural Affairs successfully negotiated nine event sponsorships. An expanded marketing campaign with the Pasadena Star-News as Media Sponsor included three main marketing components: nine advertisements, three half-page "advertorial" features, a special newspaper insert of 14,000 full-color ArtNight brochures that reached a targeted, high density subscription base in Pasadena-adjacent communities as well as newsstands, and a two-week online promotional campaign.

Additional media sponsorships included the LA Weekly (Best of LA Issue and week prior to ArtNight ad), Pasadena Weekly (including the special Fall Issue a month prior to ArtNight and two additional ads in two weekly issues), Asia Networks, Inc., Pasadena Now and KPCC which all provided discounted advertising. The Weekly sponsorships also included increased numbers of advertising web banners, and e-blast listings that reached 85,000 subscribers.

Once again, Wicked Wonders Lighting providing discounted services, and the Convention and Visitors Bureau was recognized as a Community Sponsor for in-kind support provided at the City Hall Hub. Pasadena Media again sponsored a sound technician as well as sound equipment for the musical act at City Hall.

The ArtNight GiveBack Program, created by the Cultural Affairs Division, provides an outlet for contributions to future ArtNight events. Participating food trucks donate 10% of the evening's sales to help support the program. These businesses as well as event sponsors each receive acknowledgement on the ArtNight website and in targeted posts on Facebook and Twitter. The revenue generated from ArtNight food trucks to date exceeds \$15,726.

#### Other Media

Event photography is important not only as documentation, but also as a resource for imagery to be used in future ArtNight event promotion, including advertising and the brochure. KPCC reached on-air audiences throughout the Los Angeles region.

#### Print Material

The design of ArtNight brochure continues to reflect a look intended to appeal to a diverse audience and reinforce the concept that ArtNight is a fun, evening arts event. Clear graphics included a bus route map. All marketing materials including print ads, banners, e-mail blasts and bus placards were visually consistent. Of the 70,150 Art Center pro-bono designed brochures printed, over 30,000 were distributed by mail, 14,000 brochures were inserted into the Star-News and the remainder was distributed by staff and by participating venues, the Pasadena library system, the Pasadena Convention and Visitors Bureau, and at host sites on the night of the event.

A four-language education flyer was distributed to all schools through PUSD (English, Spanish, Armenian, and Mandarin) on the Peachjar system. Spanish language version of the ArtNight brochure was posted on the ArtNight website and was distributed via e-mail blasts.

#### MiniGrant Program

As in the past, the Arts & Culture Commission funded Mini-grants of \$500 each from the Cultural Trust Fund. Fourteen grants in total were awarded to smaller organizations and individual artists providing visual art installations; contemporary, popular, cultural, classical and chamber music; poetry; dance; and drumming. These performances allow for increased participation and outreach to new, diverse audiences.

Spring 2018 ArtNight MiniGrantees were: Janet Klein and Her Parlor Boys, Who Can Sleep, Chet Happens and artWORKS student performances, Raga Essence, JazzZone, Molly Allis, Foster Rowan Hoffman-Beechko Trio, Crown City Symphony, Gloria Arjona, PhD, Reiyukai America, Sister Mantos, Federico Llach and Now Hear Ensemble, American Composer's Forum – LA, Makoto Taiko, Marianne Sadowski.

## ATTENDANCE

The cumulative door attendance of 29,573. When adjusted for the number of participating venues, the average cumulative attendance was approximately 1,556 per venue.

Date	Total Cumulative Door attendance*	Number of Venues	Average Cumulative Attendance per Venue*
Oct-07	14,018		
Mar-08	16,819	13	1293
Oct-08	18,680	11	1698
Mar-09	22,592	14	1613
Oct-09	19,057	13	1465
Oct-10	21,131	14	1509
May-11	16,817	12	1401
Oct-11	19,612	15	1308
Mar-12	18,706	12	1438*
Oct-12	24,910	16	1465*
Mar-13	15,573	11	1416*
Oct-13	23,632	18	1312*
Mar-14	22,330	17	1313*
Oct-14	28,014	21	1396*
Mar-15	25,809	18	1433*
Oct-15	28,200	21	1342*
Mar-16	12,806	17	709*
Oct-16	20,663	16	1291*
Mar-17	32,975	17	1940*
Oct-17	23,771	18	1320*
Mar-18	29,573	19	1556*

\*includes estimated City Hall Hub attendance

### Survey Results

Based upon responses to the Spring 2018 ArtNight Surveys:

- Of those responding, 24% reported being between the ages of 25 and 34, and 20% between the ages of 35-44. Audiences aged 45-54 years comprised 13% of survey respondents, while those aged 15-24 years comprised 18%. Twenty-four percent of the audience was over 55.
- 160 different zip codes were represented in the survey. Fifty percent (50%) of respondents reported first-time ArtNight attendance. Most respondents attended three venues (32%) while 21% reported two venues. Seventeen percent of respondents attended 4 venues and 7% visited 5 or more venues this Fall. Sixteen percent attended one venue.

- Consistent with previous events, the majority of respondents (65%) arrived by car to ArtNight and most remained parked throughout the evening—adding revenue to the City's parking lots at Paseo Colorado and in Old Pasadena. Seventeen percent reported walking to ArtNight, 10% arrived by Metro, and 4% by bike. Once arrived, 26% reported walking among venues. The majority of respondents (54%) utilized ArtNight shuttle buses as transportation among venues. The consistently high percentage of shuttle users continues to suggest that, although shuttles are the most expensive single item in the ArtNight budget, they remain an integral part of this unique event. An increased emphasis by the Docents on walking to venues in close proximity to each other may account for the pedestrian statistic.
- The largest number of survey respondents (26%) reported learning of ArtNight through word of mouth. The brochure (both hardcopy and by e-mail) was cited as the source in 17% of surveys. Facebook was also a popular source at 16%. The Pasadena Weekly (7%) and the PUSD email (7%) were the fourth most popular way people heard about the event. The day of ArtNight (5%), banners (5%), ArtNight website (3%), LA Weekly ad (4%), and KPCC's on air announcements (2%) accounted for some of attendance. Star-News insert (2%) and the City's Newsletter (3%) accounted for the remainder of responses.
- The majority of respondents (35%) indicated an intention to spend less than \$25 in Pasadena on ArtNight while 27% indicated an intention to spend \$25-\$50, which is consistent with Fall 2017. Although "none" accounted for 13% of responses, 22% of respondents reported expecting to spend more than \$50.
- Of planned activities, most respondents (35%) selected meal, 21% selected food truck and 21% selected drinks, snacks-21%, and shopping-8%. Twenty percent responded they came to attend ArtNight only.

## ECONOMIC IMPACT

Using the Americans for the Arts Economic Impact multiplier for Pasadena of \$24.01 per attendee, it is estimated that over \$710,000 was spent in Pasadena by ArtNight patrons on parking, food and additional entertainment, the return of which is over nine times the City's Cultural Trust Fund investment in the event.

## CONCLUSION

Spring 2018 ArtNight reflected the results of collaborations among the Cultural Affairs Division, which produces the event, the participating host site organizations, MiniGrantees and as well as the inclusion of resources from other City departments and divisions. Additional resources were provided by participating host organizations through significant in-kind support to cover staffing and facilities for the duration of the event and ArtNight staff.

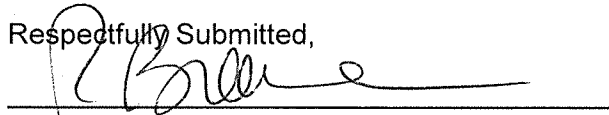
With Arts & Culture Commission support, this event reached an estimated audience of over 29,573 patrons. Fifty percent of survey respondents reported that they were new to the event. ArtNight Pasadena continues to generate an economic impact for local businesses as well as for participating organizations as indicated in the numerous survey responses pertaining to

planned expenditures, parking, meals and shopping activities. Production expenditures of shuttle buses and marketing/publicity show positive responses in the survey results.

Spring 2018 survey responses confirm that attendance from young adults (66% are under 35) remains strong. Most attendees visit more than three venues, drive to Pasadena, ride the shuttles, and spend between \$1-\$50 in Pasadena that night. Many people who come to ArtNight plan to eat a meal while here. The number of zip codes represented (160) in the survey indicates that outreach is effective. Similarly, word-of-mouth, Facebook, e-mails and specific e-mail distribution lists, the ArtNight website, and the brochure continue to be successful forms of outreach.

ArtNight Pasadena continues to be a popular, unique event that is attended by both local and regional audiences. ArtNight continually incorporates new programming at each event and has the potential for future expansion.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Rochelle Branch', is written over a solid horizontal line.

Rochelle Branch, Cultural Affairs Division Manager  
Planning & Community Development Department