

## PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

### STAFF REPORT

**DATE:** July 10, 2019

**TO:** ARTS & CULTURE COMMISSION

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

**SUBJECT:** SPRING ARTNIGHT 2019 FINAL REPORT

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#### RECOMMENDATION:

Staff recommends approval of the Spring 2019 ArtNight Final Report.

#### BACKGROUND:

March 8, 2019 marked the 40th ArtNight Pasadena. Since ArtNight Pasadena's inception, other regional art walks have developed and yet Pasadena's event continues to be unique by combining several key elements into one event. ArtNight Pasadena is a multiple year recipient of the Pasadena Weekly's "Best Cultural Festival" award and continues to maintain its popularity based on eclectic, high quality programming at each 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.

Spring 2019 included 20 arts and culture partner organizations and provided diverse programming through the performances of 15 MiniGrant awardees. Aggregate attendance is conservatively estimated at 25,150 patrons, an increase over Fall 2018 figures despite another short interval of inclement weather at this event.

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 staff train ArtNight Docents to provide information to visitors during the event. For each event, more than 70 new and returning Docents are recruited and trained to distribute brochures, answer questions for ArtNight patrons, and provide direction along the routes to the contracted shuttle drivers. Cultural Affairs negotiates local and regional media sponsorships for the event. The ArtNight GiveBack Program, established in 2007, receives contributions for the event from participating food trucks. Other significant municipal in-kind resources include help with shuttle 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 ArtNight included:

- 1) New Partners and venues-This Spring, ArtNight welcomed two new Partners: California Art Club and SP(A)CE Gallery. California Art Club exhibited at the recently shuttered Pasadena Museum of California and had over 450 visitors. SP(A)CE Gallery, which is on Walnut near to the Armory Center for the Arts and the Central Library hosted more than 650 ArtNight patrons.
- 2) Multi-lingual marketing, advertising, promotion and outreach attracted a diverse audience and a significant number of first-time attendees. Survey results document attendees from 82 different zip codes. Forty-five percent of all respondents were first-time ArtNight visitors.
- 3) A Cultural Affairs Division-negotiated media sponsorship with the Pasadena Star-News provided expanded advertising and outreach. In addition to multi-week advertising, a total of 15,000 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 50,800 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.

Last year, staff created a dedicated Instagram account which has since garnered 406 new followers (total following is 985 as of July 3, 2019). The handle is @artnight\_pasadena. Partners and followers are enthusiastic about this social media platform which reaches a different audience. This Spring, Pasadena Media (KPAS) created and ran a new 30-second promo for ArtNight in the two weeks prior to the Spring event and was on hand that night to film for future spots.

- 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 once again a Community Sponsor and provided seating equipment at City Hall.

An advertising partnership with Laemmle continued – an animated slide ad that was created and placed at the Pasadena's Laemmle 7 movie theater reached an estimated 25,161 people. The ad ran 1,764 times over the three weeks prior to ArtNight. 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. Thirty-four (34) Student Ambassadors were part of the event staff.

- 4) Fifteen 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 2019 ArtNight Participants

A total of 20 partner arts and culture organizations participated in ArtNight Pasadena. Host organizations were: Armory Center for the Arts; ArtCenter College of Design (three sites) Williamson Gallery at the hillside campus, Mullin Gallery on Arroyo Parkway, and HMCT Gallery on Raymond Avenue; artWORKS Teen Center; California Art Club at PMCA (new Partner); City of Pasadena City Hall; The Gamble House; Jackie Robinson Community Center; Kidspace Children's Museum; Light Bringer Project (at Day One); MUSE/IQUE (at Paseo Colorado); Norton Simon Museum; Pasadena Central Library; Pasadena City College; Pasadena Museum of History; PUSD with Side Street Projects (at Paseo Colorado); Red Hen Press; Shumei Arts Council, SP(A)CE Gallery (new Partner); and 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. A special collaboration with the Department of Transportation secured two wheelchair accessible buses, staffed with trained personnel and dedicated docents to guide the bus drivers and patrons. Both accessibility buses were active all evening and reported providing 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, Docents and patrons. As a venue, City Hall had various entertainment, seating, lighting, snack vendor, and a food truck (Pie N' Burger). Because ArtNight happened the week of Fat Tuesday/Mardi Gras celebrations this Spring, there was a Mardi Gras theme at City Hall. The City hosted musical performances by Bayou Shakedown--a New Orleans-style musical group, dance performances by Lineage, and a carnival mask-making table by Reminders Creative Reuse in the rotunda of City Hall. Additionally, MudBug Brass Band paraded with the Louisiana Steppers (a New Orleans-style secondline dance group replete with parasols and festive attire) to and performed at multiple venues near City Hall. Lineage Dance was a MiniGrant at City Hall as well. Metro hosted an informational booth in the Rotunda of City Hall. A representative from Metro was on hand to discuss Metro's programming with ArtNight Patrons. 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 specifically 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 site, effectively making it another shuttle 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 ArtNight Docents and bus drivers.

### Northwest Programs

The Cultural Affairs Division supports the City's 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 their respective partner venues. 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.

Along with ArtNight Docents, Student Ambassadors are critical to the success of the event by ensuring that visitors receive event surveys, ArtNight stickers (used to track attendance), brochures, and by providing information as needed. The students sold 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 34 Ambassadors were employed during Spring 2019 ArtNight.

## PUBLICITY & OUTREACH

### Marketing, Advertising, & Promotion

Publicity for Spring 2019 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, including electronic ArtNight brochures, 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 ArtNight website [www.artnightpasadena.org](http://www.artnightpasadena.org), City's website, the Cultural Affairs Division webpage, and internet cultural sites and networks, including Pasadena Culture Net, Experience LA, Whofish, Facebook, Instagram, 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 contracted a Social Media Coordinator who maintained the ArtNight Facebook page and posted updates weekly and daily featuring each venue, each MiniGrant awardee, and the food trucks stationed at various venues. The page currently has 5,763 “likes” and the event created for the Spring ArtNight reached 44,900 Facebook users and 2,800 responded to the event. During and after the event, users posted about 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 ArtNight Facebook page were predominantly from the greater Los Angeles region (32%) and Pasadena (13%) emphasizing the importance of regional cultural tourism.

Each year, the Cultural Affairs Division Manager negotiates discounted advertising rates with regional and local media as well as with selected ethnic and cultural press publications with 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 and the Toluca Times. 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. The in-theatre ad at Pasadena’s Laemmle 7 added a new element to marketing and publicity. 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, English-language banners were placed at five community locations including the Pasadena Museum of History, Jackie Robinson Community Center, the Memorial Park Metro rail station, Shumei Arts Council, Kidspace Children’s Museum, and a 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, the Cultural Affairs Division Manager successfully negotiated eight 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 15,000 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 two additional ads in two weekly issues), Asia Networks, Inc., Pasadena Now, the Toluca Times and KPCC--each 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, 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 a source for contributions to future ArtNight events. Participating food trucks donate 10% of the evening's net 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 \$15,000.

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 ArtNight brand as a fun, high quality, 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 65,800 Art Center pro-bono designed brochures printed, over 31,000 were distributed by mail, 15,000 brochures were inserted into the Star-News. 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 MiniGrants of \$500 each from the Cultural Trust Fund. Fifteen 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 2019 ArtNight MiniGrantees were: El Rio, DJ John Whittet, Licata Brothers & student performances, Bayou Shakedown, Lineage Dance, Ed Sussman, Garraway youth dancers, Crown City Symphony, Patricia Cunliffe, Reiyukai America, William Robert Real, Connie Sheu, Makoto Taiko, Ars Poetica, JazzZone.

**ATTENDANCE**

The cumulative door attendance was 25,172. When adjusted for the number of participating venues, the average cumulative attendance was approximately 1,259 per venue.

<b>Date</b>	<b>Total Cumulative Door attendance*</b>	<b>Number of Venues</b>	<b>Average Cumulative Attendance per Venue*</b>
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*
Oct-18	16,440	18	913*
Mar-19	25,172	20	1259*

\*includes estimated City Hall Hub attendance

### Survey Results

Based upon responses to the Spring 2019 ArtNight Surveys:

- Of those responding, 14% reported being between the ages of 25 and 34, and 22% between the ages of 45-54. Audiences aged 35-44 years comprised 20% of survey respondents, while those aged 15-24 years comprised 17%. Twenty-four percent of the audience was over 55.
- 82 different zip codes were represented in the survey. Forty-five percent (45%) of respondents reported first-time ArtNight attendance. Most respondents attended three venues (30%) while 22% reported two venues. Nineteen percent (19%) of respondents attended four venues and nine percent (9%) visited 5 or more venues this Spring. Sixteen percent (16%) attended one venue.
- Consistent with previous events, the majority of respondents (75%) 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. Thirteen percent reported walking to ArtNight, 5% arrived by Metro. Once arrived, 25% reported walking among venues. Half of respondents (50%) utilized ArtNight shuttle buses as transportation among venues. The consistently high percentage of shuttle users suggests 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 (32%) reported learning of ArtNight through word of mouth. The brochure (both hardcopy and by e-mail) was cited as the source in 21% of surveys. Facebook was also a popular source at 13%. PUSD notification accounted for 11% of survey respondents learning about ArtNight. The Pasadena Weekly (7%) was another popular way they heard about the event. Banners (3%), ArtNight website (8%), Pasadena Now! (6%), LA Weekly ad (1%), and KPCC's on air announcements (3%) accounted for some of attendance. Star-News (1%), Toluca Times (1%), In Focus (2%) and City's Newsletter (3%) accounted for some responses. Fourteen percent heard about ArtNight in "Other" ways – Instagram, I Like LA, and other social media and online searches were noted most and staff will consider adding these categories to the survey to track their impact.
- The majority of respondents (33%) indicated an intention to spend less than \$25 in Pasadena on ArtNight while 26% indicated an intention to spend \$25-\$50, which is consistent with Fall 2018. Although "none" accounted for 15% of responses, 23% of respondents reported expecting to spend more than \$50.
- Of planned activities, most respondents (33%) selected meal, 21% selected food truck and 13% selected drinks, snacks-16%, and shopping-10%. Twenty-four 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 \$604,379 was spent in Pasadena by ArtNight patrons on parking, food and additional entertainment, the return of which is over 9 times the City's Cultural Trust Fund investment in the event.

## CONCLUSION

Spring 2019 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. Two new ArtNight Partners were added. 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 25,172 patrons. Forty-five 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.

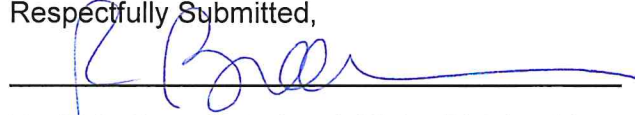
Spring survey responses confirm that attendance from young adults (33% are under 34) remains strong. Most attendees visit more than three venues, drive to Pasadena, ride the shuttles, and spend between \$1-\$50 in Pasadena that night. Many people who come to ArtNight plan to eat a meal or snack while here. The number of zip codes represented (82) in the survey indicates that outreach is effective. Similarly, word-of-mouth, Facebook/Instagram/social media,



e-mails and specific e-mail distribution lists, the ArtNight website, the brochure, radio and print ads, and banners are still successful forms of outreach.

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

Respectfully Submitted,

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

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