

## PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

### STAFF REPORT

**DATE:** December 11, 2019

**TO:** ARTS & CULTURE COMMISSION

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

**SUBJECT:** FALL ARTNIGHT 2019 FINAL REPORT

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#### RECOMMENDATION:

Staff recommends approval of the Fall 2019 ArtNight Final Report.

#### BACKGROUND:

October 11, 2019 marked the 41st ArtNight Pasadena. 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. Other regional art walks have developed since its inception and yet ArtNight continues to be a popular cultural draw by combining several key elements into one event. ArtNight Pasadena is also an important economic event for the City with arts and culture Partner organizations benefiting from the large and diverse audiences that ArtNight brings to Pasadena.

Fall 2019 included 18 arts and culture Partner organizations at 22 sites and provided diverse programming through the performances of 13 MiniGrant awards. Aggregate attendance is conservatively estimated at 22,790 visitors.

Integral 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 during the planning process. Cultural Affairs staff recruits and trains more than 60 new and returning Docents to distribute brochures, answer questions for ArtNight patrons, and navigate for the contracted shuttle drivers. The GiveBack Program, established in 2007, receives contributions for the event from participating food trucks. Additional, successful components of ArtNight included:

- 1) Multi-lingual marketing, advertising, promotion and outreach attracted a diverse audience and a significant percentage of first-time attendees. Patron surveys

documented attendees from 61 different zip codes. Forty-four percent of all respondents were first-time ArtNight visitors.

- 2) Significant municipal in-kind resources include assistance from the Department of Transportation with shuttle route planning and wheelchair accessible buses and facility services from other City departments and partners such as Pasadena Media and the Pasadena Center Operating Company for the City Hall Hub. Parking lot access at Roosevelt Elementary facilitated additional parking for patrons of The Gamble House and Pasadena Museum of History. These partnerships increase the capacity and effectiveness of the event production.
- 3) Through a Cultural Affairs Division-negotiated media sponsorship with the Pasadena Star-News a multi-week advertising campaign was conducted and ArtNight brochures were distributed as inserts to subscription and newsstand issues of the Star-News one week before the event. Consequently, many ArtNight survey respondents hail from adjacent communities within the Star-News subscription region.
- 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 and tables at City Hall. Pasadena Media sponsored a sound technician as well as equipment for the musical act at City Hall. Kaiser Permanente again provided free parking for docents. Pasadena Now delivered discounted online publicity and banner ads.
- 4) Thirteen MiniGrants expanded the cultural diversity of event programming and audiences. MiniGrant awards enable artists, ensembles, and small arts and culture organizations without a venue to collaborate with ArtNight Partner organizations. These collaborations often lead to lasting relationships and additional work throughout the year.

#### Fall 2019 ArtNight Participants

A total of 18 Partner arts and culture organizations at 22 sites participated in ArtNight Pasadena. Host organizations were: A Room to Create; 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; Boston Court Performing Arts Center; City of Pasadena City Hall; The Gamble House; Jackie Robinson Community Center; Kidspace Children's Museum; Light Bringer Project (at Day One); Norton Simon Museum; One Colorado; Parson's Nose Theatre; Pasadena Central Library; Pasadena Conservatory of Music; Pasadena Museum of History; Side Street Projects (at the Pasadena Buddhist Temple); Red Hen Press; SP[A]CE Gallery; and USC Pacific Asia Museum.

#### Accessibility

In addition to free admission to all ArtNight Partner organization 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 how to obtain alternative formats and the website has the capacity to provide large print. Braille versions of the ArtNight brochure were located at

each Partner organization to expand access for the visually impaired. Two wheelchair accessible buses are available all evening to facilitate inclusion of community members with impaired mobility.

#### City Hall Transportation Hub

Pasadena City Hall continues to be a venue to coordinate shuttle buses, Student Ambassadors, Docents and patrons. As a venue, City Hall had various entertainment, seating, lighting, a snack vendor, and a food truck. There was a Rocky Horror Picture Show (RHPS) theme at City Hall with musical performances of songs from RHPS by Theatre Americana, a mask-making table by Remainders Creative Reuse and a RHPS-themed photo booth in the rotunda of City Hall. Metro hosted an informational booth at City Hall. A representative from Metro discussed its programming and public art with ArtNight Patrons. ArtNight brochures and information were provided by student Ambassadors and Docents at an information table.

#### Free Shuttle Buses

Five routes, staggered departure times, and running buses continuously all contribute to a more regular flow and reduced noise complaints. The North route allows for decreased travel time from the Pasadena Museum of History (PMH) and Norton Simon Museum to Art Center (hillside campus). Four of the shuttle routes cycle through the PMH site, effectively making it another shuttle hub. Buses are 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 Student Ambassadors, Docents, and bus drivers.

### COLLABORATIONS

#### Department of Transportation

During the planning process, Department of Transportation staff reviews and advises on the shuttle bus routes developed to reach the participating venues. Collaboration with the Department of Transportation also secured two wheelchair accessible buses staffed with trained personnel and dedicated Docents to guide the bus drivers and patrons.

#### Northwest Programs

The Cultural Affairs Division supports the City's Student Ambassador Program by incorporating Ambassadors into the ArtNight event. Along with ArtNight Docents, Ambassadors are critical to the success of the event by ensuring that visitors receive event surveys, ArtNight stickers (to track attendance), brochures, and by providing information as needed. Through ArtNight, the Cultural Affairs Division offers important employment and experiences to Ambassadors, whose participation is intended not only to benefit the host organizations and patrons, but also to expand Ambassadors' knowledge of the local arts community, event production and cultural tourism. A total of 20 Ambassadors were employed during Fall 2019 ArtNight.

### PUBLICITY & OUTREACH

#### Marketing, Advertising, & Promotion

Publicity for Fall 2019 ArtNight included a variety of marketing techniques and advertising strategies intended to expand audiences. The brochure was developed in both English and Spanish for the ArtNight website. E-mail blasts of the ArtNight brochure were 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. A four-language education flyer was distributed to all schools through PUSD (English, Spanish, Armenian, and Mandarin) on the Peachjar system.

Information was posted on the ArtNight website [www.artnightpasadena.org](http://www.artnightpasadena.org), the 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 varied potential audiences. Partner organizations and Minigrants contributed to expanded awareness of ArtNight through their individual websites and constituencies, including members, board members, staff, social media, and mailing lists. Cultural Affairs contributed to the ArtNight Facebook page and in the month prior to ArtNight, posted updates weekly and daily featuring each venue, each MiniGrant, and the food trucks stationed at various venues. The page currently has 5,865 followers and the event invitation created for the October event reached 29,400 Facebook users. Approximately 2,800 responded to the event. Other statistics show 27% of visitors to the Facebook page were from the greater Los Angeles region highlighting the importance of regional cultural tourism. Last year, on behalf of Partners, a dedicated Instagram account (@artnight\_pasadena) was created. It has 1,163 followers as of December 3, 2019.

Each year, the Cultural Affairs Division Manager negotiates discounted advertising rates with regional and local media. 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 the Pasadena, Glendale and Claremont Laemmle theaters expanded marketing and publicity reaching an estimated 34,466 people via 17 screens. The ad ran 2,856 times over the two weeks prior to ArtNight. A press release was issued by the City's Public Information Officer prior to the event.

Advertisements were also placed with selected ethnic and cultural press publications with Spanish-, Armenian- and Chinese-language translations (LA Opinion, Asbarez Armenian Newspaper, and World Journal). In addition, ads were placed in the Pasadena Journal and Downtown News.

In an ongoing effort to reach more potential local audience members, English-language banners were placed at six community locations including the Pasadena Museum of History, Pasadena Conservatory of Music, Jackie Robinson Community Center, the Memorial Park Metro rail station, Parson's Nose, Kidspace Children's Museum, 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, 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 13,300 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 social media, advertising, and the brochure. KPCC reached on-air audiences throughout the Los Angeles region with two on-air advertisements the week of Fall ArtNight.

#### Print Material

ArtCenter's design for the 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 stop placards were visually consistent. Of the 68,400 Art Center pro-bono designed brochures printed, over 35,600 were distributed by mail, 13,300 brochures were inserted into the Star-News. The remainder was distributed by staff and Partner venues, the Pasadena library system, the Pasadena Convention and Visitors Bureau, and by Docents and Ambassadors the night of the event. Partnering organization staff members continue to play a role in brochure distribution that reaches beyond Pasadena to the greater Los Angeles area.

#### MiniGrant Program

As in the past, the Arts & Culture Commission funded MiniGrants of \$500 each from the Cultural Trust Fund. Thirteen 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.

Fall 2019 ArtNight MiniGrantees were: dublab, Licata Brothers and student performances, Theatre Americana, Remainders Creative Reuse, Lisa Mann and Karen Schwenkmeyer, Luv From Abuv, Crown City Symphony, Reiyukai America, Shruti Music Academy, Jessica Edelstein, Mark Massey and Brad Powell, Alan Nakagawa, and Rangoli Dance Company

## ATTENDANCE

The cumulative door attendance was 22,790. When adjusted for the number of participating venues, the average cumulative attendance was approximately 1,036 per venue.

Date	Total Cumulative Door attendance*	Number of Venues	Average Cumulative Attendance per Venue*
Oct-07	14,018	n/a	n/a
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*
Oct-19	22,790	22	1036*

\*includes estimated City Hall Hub attendance

### Results of Fall 2019 ArtNight Surveys:

- Twenty-three (23%) were aged 25-34 years, and 21% were aged 45-54. Audiences aged 35-44 years comprised 17% of survey respondents, while those aged 15-24 years comprised 12%. Twenty-four percent of the audience was > 55 and three percent was < 15 years old.
- Sixty-one different zip codes were represented in the survey. Forty-four percent (44%) of respondents reported first-time ArtNight attendance. Thirty percent visited three venues, 29% visited 5 or more venues, 20% reported four venues, and 18% attended two venues and this Fall. Three percent (3%) attended one venue only.

- As with previous events, the majority of respondents (68%) arrived by car to ArtNight and most remained parked throughout the evening—adding revenue to the City’s parking lots. Eighteen percent reported walking and 12% came by Metro and public transportation. Once arrived, 18% reported walking among venues. A large percentage of respondents (64%) utilized ArtNight shuttle buses as transportation among venues. The consistently high use of shuttles suggests that, although shuttles are the most expensive single item in the budget, they are an integral part of this unique event.
- The largest number of survey respondents (25%) reported learning of ArtNight through word of mouth. The brochure (both hardcopy and by e-mail) was cited as the source in 12% of surveys. Facebook (9%) and Instagram (5%) were popular social media sources. PUSD notification accounted for 1% of survey respondents learning about ArtNight. The Pasadena Weekly (5%) was another popular way attendees heard about the event. Banners (5%), ArtNight website (6%), Pasadena Now (5%), LA Weekly ad (4%), Star-News (1%) In Focus (3%) and KPCC’s on air announcements (1%) accounted for some attendance. Seven percent heard of the event through the Partner organizations. Thirteen percent heard about ArtNight in “Other” ways (internet searches, teachers, meet ups, and previous attendance).
- The majority of respondents (56%) indicated an intention to spend more than \$25 in Pasadena during ArtNight. Thirty-five percent planned to spend \$25-\$50. While 33% indicated an intention to spend <\$25 and 11% did not plan to spend any money, 21% of respondents expected to spend more than \$50 in Pasadena that night. Of planned activities while in Pasadena, 23% of respondents selected meal, 21% selected food truck, and 14% selected drinks, snacks-10%, and shopping-2%. Twenty-two 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 \$547,211 was spent in Pasadena by ArtNight patrons on parking, food and additional entertainment, the return of which is over 7 times the City’s Cultural Trust Fund investment in the event.

## CONCLUSION

Fall 2019 ArtNight success is the result of the combined resources of the Cultural Affairs Division, which produces the event, Partner organizations, MiniGrants, ArtNight staff, and other City departments and divisions. Partner organizations provide significant in-kind support to cover staffing and facilities for the duration of the event.


With Arts & Culture Commission support, this event reached an estimated 22,790 visitors. Forty-four percent of survey respondents reported that they were new to the event. ArtNight continues to generate an economic benefit for local businesses as well as for participating organizations as indicated by survey responses to questions about planned expenditures, parking, meals, and shopping. The production expenses of shuttle buses and advertising and promotion show positive responses in the survey results.

Survey responses confirm robust attendance statistics from all age groups and that young adult attendance (38% are under 34 years old) is strong. Most attendees visit more than three venues, drive to Pasadena, ride the shuttles, and spend \$1-\$50 in Pasadena during

ArtNight. Many people who come to ArtNight plan to eat a meal or snack while here. The number of different zip codes noted by survey respondents indicates outreach is effective and that e-mails; online event and distribution lists; the event website; the brochure; theater, radio and print ads; social media accounts; and banners are successful methods to promote ArtNight to the public.

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

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "R. Branch", written over a horizontal line.

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