



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 8, 2020

TO: ARTS & CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER

SUBJECT: Approval of \$59,900 from the Cultural Trust Fund for Spring 2020 ArtNight Pasadena Production

RECOMMENDATION:

Staff recommends that the Arts & Culture Commission approve \$59,900 from the Cultural Trust Fund in support of the production of Spring 2020 ArtNight Pasadena.

BACKGROUND:

ArtNight Pasadena was developed over 20 years ago as a cultural tourism initiative with the additional goals of generating expanded audiences and membership for participating arts and culture organizations. Over the years, ArtNight Pasadena has consistently drawn audiences from the Los Angeles Region, extending to Santa Barbara and Ventura counties to the north, San Bernardino and Riverside counties to the east and San Diego and Orange counties to the south. Throughout the years, ArtNight Pasadena has proven to be a popular cultural tourism event for the City and an economic generator for the local economy. Spring 2020 will mark the 42nd ArtNight Pasadena event. Final aggregate attendance figures for Spring 2019 ArtNight, conservatively estimated, were documented at over 25,000 audience members.

Event Funding

Produced by the Cultural Affairs Division in collaboration with the host partners, the event is sponsored by the Arts & Culture Commission, which historically underwrites operational costs including docents, Student Ambassadors, transportation, marketing, and advertising.

Cultural Trust Fund monies are supplemented in part by all participating organizations, which currently contribute approximately \$600 each toward the brochure's printing costs. The City provides about 19,000 four-language PUSD on-line flyers. Additional in-kind contributions of the ArtNight partner institutions include after-hours operational costs, additional staffing, and materials and supplies. Cultural Affairs established the ArtNight GiveBack Program in 2011 to

recognize participating food trucks and other collaborators, which provide ten percent of gross sales from each ArtNight event. Additionally, Cultural Affairs staff initiated the design of ArtNight t-shirts for sale--the proceeds from which are considered ArtNight GiveBack revenues. To date, the ArtNight GiveBack Program has generated over \$15,000 to the Cultural Trust Fund. Supplemental administrative and printing expenses are funded directly by the Cultural Affairs Division, which also contributes staffing and consultants to the event. The true cost of producing each event well exceeds the amount requested in the Cultural Trust Fund line item budget. For example, the ArtNight Coordinator contract has been expensed for past years to the Cultural Affairs General Fund budget. However, the FY 2012 City Operating Budget shifted this expense to the Cultural Trust Fund.

Declining Trust Fund revenues (which are directly related to private development) spurred consideration for the elimination of one ArtNight event in FY 2010. The ArtNight Partners elected to forgo the Spring of 2010 in favor of retaining the Fall event. The group preferred to cut costs for one year instead of charging admission for the free event (in order to create a revenue stream). As a result, an expanded Fall 2010 event was the sole ArtNight festival for the year.

Although Cultural Trust Fund projections did not reflect a significant increase in revenues for the next few years, the Arts & Culture Commission affirmed a commitment to return to a bi-annual event as soon as possible. The Commission returned to the twice-yearly event format in 2011. ArtNight is an important source of economic development for the City; approximately \$24.01 is spent per person for arts related events in Pasadena, as documented by the Americans for the Arts. Using this multiplier for the Fall 2019 event, approximately \$547,189 was generated in local economic impact.

Spring 2020 Event

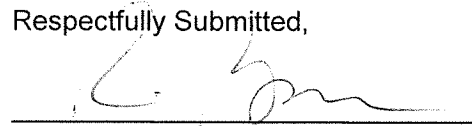
This budget request of \$59,900 for Spring 2020 is consistent with previous event budgets, to account for anticipated increased production costs, such as new banners and transportation costs. This request is consistent with the City Manager's FY 2020 Operating Budget. ArtNight production is intended to cover all expected line item expenses, particularly those for bus transportation, site management, City fees and an increased portion of the promotional expenses. The number of host partners varies based on partner programming and commitments each ArtNight—thereby impacting the expenses for the number of printed brochures and buses for the routes. Other financial impacts include the Student Ambassador expense, which continues to increase due to their change in status to part-time employees from contractors—they are now subject to the City's Minimum Wage Ordinance, which provides for periodic increases. The ArtNight Docents are also subject to the Minimum Wage Ordinance, further increasing personnel costs.

Established partnerships with media sponsors are anticipated to continue to reach more potential audiences, such as the successful partnerships with the Pasadena Star-News, the Pasadena Weekly, the LA Weekly, the Pasadena Visitors and Convention Bureau and the MTA. Additional media partners include Pasadena Now, Toluca Times and KPCC, La Opinion and the Pasadena Outlook. Ethnic press are included. The ArtNight Pasadena website and Facebook page have been successful social media tools that contribute to the expanded audience for the event. Pasadena Media captures each event and participated at a host venue in the past.

FISCAL IMPACT:

The cost of this action will be \$59,900. Funding for this action will be addressed by utilization of FY 2019-2020 budgeted appropriations in the Cultural Trust Fund account.

Respectfully Submitted,

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

ROCHELLE BRANCH
Cultural Affairs Division Manager
Planning & Community Development
Department