

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: December 12, 2018

TO: ARTS & CULTURE COMMISSION

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

SUBJECT: FALL ARTNIGHT 2018 FINAL REPORT

RECOMMENDATION:

Staff recommends approval of the Fall 2018 ArtNight Final Report.

BACKGROUND:

October 12, 2018 marked the 39th ArtNight Pasadena. Since ArtNight Pasadena's inception, other regions have developed art walks 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 Pasadena is a multiple year recipient of the Pasadena Weekly's "Best Cultural Festival" award and continues to maintain its popularity based on high quality, eclectic, and exciting programming at each event. Fall 2018 included 18 arts and culture partner organizations and provided diverse programming through the performances of 13 MiniGrant awardees. Aggregate attendance is conservatively estimated at 16,440 patrons despite inclement weather which occurred midway into the 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 Fall 2018 ArtNight included:

- 1) New Partners and venues-This Fall, ArtNight welcomed two new Partners: The Gamble House and Red Hen Press. The Gamble House had 1,300 visitors and many ArtNight patrons arranged their night around a tour of this historic site. Women's City Club provided a venue for Pasadena Symphony which developed ArtNight programming after a multi-year absence, filling a gap left in that area of the city by the closure of Pasadena Museum of California Art.
- 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 114 different zip codes. Thirty-seven 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 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 53,100 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.

Staff created a dedicated Instagram account which garnered 579 new followers. Partners and followers were enthusiastic about this new social media platform for reaching a potentially new audience. Pasadena Media (KPAS) created and ran a new 30-second promo for ArtNight in the two weeks prior to the Fall event and re-ran the artists' spotlights they created after the Spring event.

- 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. Wicked Wonders Lighting provided discounted lighting for the events at City Hall.

A new advertising partnership was established for Fall ArtNight with Laemmle; the animated slide ad that was created and placed at the Pasadena's Laemmle 7 movie theater reached an estimated 16,774 people. The ad ran 1,176 times over the two 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. Twenty-nine (29) Student Ambassadors were part of the event staff.

- 4) Thirteen 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.

Fall 2018 ArtNight Participants

A total of 18 partner arts and culture organizations participated in Fall 2018 ArtNight Pasadena. Host organizations were: A Room to Create, Armory Center for the Arts, Art Center College of Design, artWORKS Teen Center, Boston Court Performing Arts Center, City of Pasadena City Hall, The Gamble House (new Partner), Jackie Robinson Community Center, Kidspace Children's Museum, Light Bringer Project (at Day One), Norton Simon Museum, Parson's Nose Theater, Pasadena Central Library, Pasadena Conservatory of Music, Pasadena Museum of History, Pasadena Symphony (at the Women's City Club), Red Hen Press (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 24 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 hosted a musical performance by moonie moonie (a MiniGrant) and ghost stories by Unbound productions on the steps of the main entrance, seating, lighting, and a food truck. The City of Pasadena partnered with Metro to host an informational booth in the Rotunda of City Hall. A representative from Metro's public art office 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 bus hub. Three West route buses traveled from City Hall, to the Gamble House, to the

Pasadena Museum of History and back to City Hall to enable people to get across town more quickly and link them to the Northwest stops.

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 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 Fall 2018 ArtNight.

PUBLICITY & OUTREACH

Marketing, Advertising, & Promotion

Publicity for Fall 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, 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 City's website, the Cultural Affairs Division webpage, and internet cultural sites and networks, including Pasadena Culture Net, EventLA, 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 has 5,375 "likes" and visitors "liked" the

Fall 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 were predominantly from the Pasadena and greater Los Angeles region but also included international visitors, emphasizing the importance of international as well as 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, Parson's Nose Theater, the Memorial Park Metro rail station, the Pasadena Conservatory of Music, 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 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, 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, Wicked Wonders Lighting provided 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 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 67,100 Art Center pro-bono designed brochures printed, over 35,000 were distributed by mail, 14,000 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 Mini-grants 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 2018 ArtNight MiniGrantees were: Gloria Arjona, Crown City Symphony, Haiku Guys and Gals, Stephen Licata, JazzZone, Cynthia Minet, moonie moonie, Reminders Creative Reuse, Sri Lanka Foundation, Carrie Ungerman, Gregg Young, Who Can Sleep, and Wreck and Sow.

ATTENDANCE

The cumulative door attendance of 16,440. When adjusted for the number of participating venues, the average cumulative attendance was approximately 913 per venue.

Date	Total Cumulative Door attendance*	Number of Venues	Average Cumulative Attendance per Venue*
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*

*includes estimated City Hall Hub attendance

Survey Results

Based upon responses to the Fall 2018 ArtNight Surveys:

- Of those responding, 21% reported being between the ages of 25 and 34, and 17% between the ages of 45-54. Audiences aged 35-44 years comprised 15% of survey respondents, while those aged 15-24 years comprised 12%. Thirty-six percent of the audience was over 55.
- 114 different zip codes were represented in the survey. Thirty-seven percent (37%) of respondents reported first-time ArtNight attendance. Most respondents attended three venues (29%) while 18% reported two venues. Nineteen percent of respondents attended 4 venues and 16% visited 5 or more venues this Fall. Seventeen percent attended one venue.

- Consistent with previous events, the majority of respondents (73%) 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. Fifteen percent reported walking to ArtNight, 8% arrived by Metro. Once arrived, 20% reported walking among venues. The majority of respondents (55%) 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. Many attendees are encouraged by Docents to walk amongst venues that are in close proximity to one another—which may be reflected in the pedestrian statistic.
- The largest number of survey respondents (27%) reported learning of ArtNight through word of mouth. The brochure (both hardcopy and by e-mail) was cited as the source in 19% of surveys. Facebook was also a popular source at 18%. The Pasadena Weekly (11%) was the fourth most popular way people heard about the event. The day of ArtNight (3%), banners (2%), the PUSD email (2%), ArtNight website (6%), Pasadena Now! (6%), LA Weekly ad (2%), and KPCC’s on air announcements (5%) accounted for some of attendance. Star-News insert (2%) In Focus (4%) and City’s Newsletter (4%) accounted for the remainder of responses.
- The majority of respondents (34%) indicated an intention to spend less than \$25 in Pasadena on ArtNight while 31% indicated an intention to spend \$25-\$50, which is consistent with Spring 2018. Although “none” accounted for 12% of responses, 18% of respondents reported expecting to spend more than \$50.
- Of planned activities, most respondents (28%) selected meal, 24% selected food truck and 14% selected drinks, snacks-12%, and shopping-7%. Twenty-six 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 \$394,724 was spent in Pasadena by ArtNight patrons on parking, food and additional entertainment, the return of which is over five times the City’s Cultural Trust Fund investment in the event.

CONCLUSION

Fall 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. Two new ArtNight partner organizations were added and a new venue was included for the Pasadena Symphony partnership. Paid ArtNight Docents and Student Ambassadors also contributed to the success of ArtNight. Additional resources were provided by participating host organizations through significant in-kind support to cover their respective event staffing, publicity and facility expenses for the event.

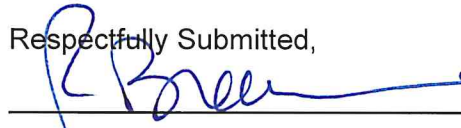
With Arts & Culture Commission support, this event reached an estimated audience of over 16,440 patrons despite the inclement weather. Thirty-seven percent of survey respondents

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.

Fall 2018 survey responses confirm that attendance from young adults (48% 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 (114) 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,



Rochelle Branch, Cultural Affairs Division Manager
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