Overview

El Segundo Art Walk (ESAW) is an independently organized, self-guided art event. Creative businesses throughout Downtown El Segundo and Smoky Hollow transform their spaces to allow Los Angeles-based artists to showcase their work. Attractions also include food trucks, live music and beer/wine garden.

Location
Downtown + Smoky Hollow
El Segundo, CA

Founded 2015

Dates
June 21st, 2018
July 20th, 2018
August 17th, 2018
5-9PM
Mission

To improve the local community, inspire culture and create economic opportunities for artists, galleries and businesses in El Segundo.
2017 Review
2017 Review

Attendance
June: 1,200 (1,850)
July: 1,500 (2,300)
August: 1,800 (2,750)

Based off visitors counted at ESMoA. Conservatively assuming 65% of total attendees visit ESMoA.

Press
18 Articles (Print + Digital)
Beach Reporter, ES Herald, DoLA, South Bay Magazine, WeLikeLA, ESTV, South Bay by Jackie, Red Tricycle, South Bay Events, Patch, Meetup more.

Artists
35-45 per night

Businesses
30-35 per night

Social Media
Facebook: 1,700 Likes
Instagram: 1,381 Followers
2017 Highlights

Booming Downtown: Restaurants and Businesses
Downtown restaurants consistently record their highest gross sales during the ESAW Thursdays.

Happy Artists
Artists continue to sell more art at ESAW with featured artists even selling out of all paintings and prints.

Little ol’ El Segundo
Attendance doubled from 2016 to 2017 and pulled not only from El Segundo but San Pedro, North Hollywood, and Santa Monica.
The Future of ESAW: Creating a Cultural Destination

Create a landmark event that spotlights the City of El Segundo as an arts and cultural hub in greater Los Angeles.
Creating a Cultural Destination

• Event Awareness
  Local & Regional Marketing

• Event Infrastructure & Staffing
  Increased Investment

• Headquarters
  A Central Venue with Multiple Activations
Event Awareness: Local + Regional Marketing

Since its beginning, all marketing collateral, web design and brand development has been designed (pro-bono) and printed (at-cost) with minimal funding.

Moving forward, ESAW plans to increase local and regional marketing to attract more attendees and elevate the brand awareness in the region.
Cultural Destination

Event Infrastructure & Staffing

ESAW has historically operated with a shoestring production budget. To prepare for the increased demands of attendees moving forward, ESAW proposes proper tenting, event fencing, additional lighting, restroom facilities, and a budget for art exhibitions and performing musicians.

ESAW has produced past events with a minimal staff. Adding more planning and event staff will raise the level of interaction and enjoyment of attendees.
Central Venue
From past years, ESAW has learned the importance of a central meeting place, especially as hosting venues and artists change from month to month. Attendees have expressed their desire for a clear home base for the ESAW moving forward.

Safety
ESAW plans to find a venue that promotes community while keeping safety as the top priority for our pedestrian attendees. This year, ESAW plans to budget additional infrastructure to cover more permitting, new tenting, additional fencing and street signs.

Activations
ESAW has grown each year as a result of new and exciting artists. This year, ESAW plans to explore new artistic avenues to include digital art activations, live music performances, and other live art exhibitions.
Goals for 2018

Attendance
June: 3,000-5,000
July: 3,000-5,000
August: 3,000-5,000

Artist Goals
Continue to attract top talent both locally and across Los Angeles. Refine process for selecting, displaying and selling artwork. 40-45 per night

Venue Goals
Quality over quantity. Emphasize the importance of the experience at each venue. 35-40 per night

Headquarter Venue
Social, Art + Informational Center

Massive Press
Broadcast News, Features on prominent blog or print publication
Asks from City of ES
Proposed City Partnership

Funding & Property + Permitting
Proposed City Partnership

Funding

$11,100 per event (x3)

$33,300 over Summer
**Proposed City Partnership: Funding**

**Contribution Breakdown (per event)**

- Additional Permitting Costs $750
- Bolstered Local Advertising Spend (Daily Breeze, ES Herald) $800
- Regional Advertising Spend (DoLA.com, Facebook, LA Weekly) $1700
- Additional Printing (Flyers, Banners & Posters) $750
- Main Venue Buildout (Tenting, fencing, bathrooms, special art exhibits) $4,500
- Live Entertainment (Music + Art) $1600
- ESAW Support Staff (5 x $200) $1000

**TOTAL $11,100**
Proposed City Partnership: Funding

City Funding Will Not Be Allocated To The Following Expenses

- Artist Acquisition
- Venue Acquisition
- ESAW Corporate Staff and Owners
- ESAW Office Expense
- Event Concessions (food/beverage)
- Web Development
- Brand Design + Brand Development
- Top Level Event Planning
- Advertising Strategy & Implantation
- Professional Security
- Concession Staffing
Headquarter Location: Property
Fire Department Parking Lot: **Property**

**Art Installations, Tents, Live Music, Food Truck, Beer Garden, Family Activities**
Marketing: Funding

Bolstered Local Advertising Spend
(Daily Breeze, ES Herald) $800

Regional Advertising Spend
(DoLA.com, Facebook, LA Weekly) $1700

Funded by ESAW
• Social Campaigns
• Banners
• South Bay Posters
• Flyers
• Brand Partnerships
Benefits to the City of ES
Benefits to City

Culture Building

The El Segundo Art Walk is an outwardly facing asset that acts as shining light to the surrounding communities attracting visitors from all over Los Angeles.
Benefits to City Tourism Marketing

The El Segundo Art Walk brings visitors into town from all across the greater Los Angeles area.
Benefits to City

Highlight Business + The City Core

The El Segundo Art Walk is a platform to display the recent Downtown transformation. Attracting thousands of visitors, ESAW creates exposure for all the businesses that participate while generating revenue for local business.
Benefits to City

Success Criteria

Attendance, Business Revenue, Reputation
ESAW at a Crossroads

- Stagnation & Defeat
- Growth & Domination
Thank You,
Council Members.