el segundo art walk

El Segundo City Council Presentation
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 20th, 2019 (Thurs)
July 18th, 2019 (Thurs)
August 15th, 2019 (Thurs)
(5-9 PM)
Mission

To improve the local community, inspire culture and create economic opportunities for artists, galleries and businesses in El Segundo.
2018 Review
2018 Attendance 3,500 Per Event

Businesses 48
16 Newcomers

Total Artists 122

Musicians 22
## Performance Indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Visits (May-August)</td>
<td>24,633 (2017: 14,500)</td>
</tr>
<tr>
<td>Total Facebook Event RSVPs</td>
<td>5,862</td>
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<tr>
<td>Facebook Impressions</td>
<td>290,000+</td>
</tr>
<tr>
<td>Parking Shuttle from Aloft</td>
<td>~350 People</td>
</tr>
<tr>
<td>Email Blasts</td>
<td>384,000 (Sent 4 times)</td>
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<tr>
<td>Total Press Hits</td>
<td>39</td>
</tr>
<tr>
<td>DoLA Media: Featured Event</td>
<td>300,170 Impressions</td>
</tr>
<tr>
<td>Featured DIGS Magazine</td>
<td>250,000+ Southbay Households</td>
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</tbody>
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2018 Highlights

New Main Venue
Attendees enjoyed the new ESAW headquarters as a central meeting place.

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

Guest Goals
From August’s surveys, over 50% (102 attendees) indicated this was their first time at the ESAW.
New Central Headquarters

The ESAW headquarters housed new creative activations, live music, and provide a general meeting place for all attendees.
Guest Survey
August
204 Responses

Key Take-aways

From August’s surveys, over 50% (102 attendees) indicated this was their first time at the ESAW.

64% of Attendees lived in El Segundo.

36% of Attendees were from other Los Angeles neighborhoods.
Guest Survey
August
204 Responses

Key Take-aways

Attendees enjoyed greater mobility

35% of attendees visited more than 5 venues

10% of attendees visited more than 15 venues!

Attendees give Excellent Rating

Over 50% of attendees rate their experience 10 out of 10

Average rating of 8.75 out of 10
Business Survey
July 2018

Key Take-aways

Business participated across the City of El Segundo

Participating Businesses rate community involvement and public exposure the two most important factors.
The Future of ESAW: Growing a Cultural Destination

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

• Improved Event Infrastructure & Staffing
  Increased Investment

• Headquarters
  A Central Venue with Multiple Activations

• Increased Event Awareness
  Local & Regional Marketing
Cultural Destination

Event Infrastructure & Staffing

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.

Adding more event staff and security will raise the level of safety and enjoyment of attendees.
Headquarters: A Central Venue with Multiple Activations

Safety ★
ESAW plans to promote community while keeping safety as the top priority for our pedestrian attendees. This year, ESAW plans to budget additional infrastructure to cover more permitting, additional fencing and street signs.

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.

Activations
ESAW has grown each year as a result of new and exciting artists. ESAW will create new artistic avenues to include digital art activations, live music performances, and other live art exhibitions.
Event Awareness: Local + Regional Marketing

Current plans include a publishing partnership with Salt Magazine that will feature high design, top-notch journalism about ESAW. Distribution of the magazine will cover El Segundo and surrounding beach communities. Total circulation: 10,000

Moving forward, ESAW plans to increase local and regional marketing to attract more attendees and elevate the brand awareness in the region.
Goals for 2019

**Attendance**
June: 3,500-4,000  
July: 3,500-4,000  
August: 4,000-5,000

**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

$13,000 per event (x3)

$39,000 over Summer
**Proposed City Partnership: Funding**

**Contribution Breakdown (per event)**

- Additional Permitting Costs
- Bolstered Local Advertising Spend (Daily Breeze, ES Herald)
- Regional Advertising Spend (Facebook, LA Weekly)
- Additional Printing (Flyers, Banners & Posters)
- Main Venue Buildout (Tenting, fencing, bathrooms, special art exhibits)
- Live Entertainment (Music + Art)
- ESAW Support Staff and Security

**TOTAL $13,000**
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
- Concession Staffing
Same Location: Fire Department Parking Lot

Art Installations, Tents, Live Music, Food Truck, Beer Garden, Family Activities
Benefits to the City of ES
Benefits to City

Tourism Marketing

The El Segundo Art Walk is a proven asset to the marketing of El Segundo.
Benefits to City

Revenue for Businesses + Taxes

The El Segundo Art Walk creates an increase in exposure and revenue to all the businesses that participate.
Benefits to City Culture Building

The El Segundo Art Walk is platform to represent the transformation of Downtown and El Segundo.
Thank You,
Council Members.