



## Agenda Report

Arts Commission

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Item #: 24-308

Meeting Date: 8/1/2024

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**TITLE: FREE AT SEGERSTROM CENTER CAMPUS PROGRAM**

**DEPARTMENT: PARKS AND COMMUNITY SERVICES**

**PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST**

**CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322**

### **RECOMMENDATION:**

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.

### **BACKGROUND:**

The Free at Segerstrom Center Campus Program is part of the Arts & Culture Master Plan, **Goal #1 Objective 1.2 Action 1.2.2.** and was approved by the City Council on March 16, 2021.

The Free at Segerstrom Center Campus Program was implemented for the first time in the 2023-24 fiscal year. Free tickets to performances at the Segerstrom Center Campus were offered to local nonprofit organizations from December of 2023 to June of 2024. To encourage participation and remove barriers, a shuttle service was provided from City Hall to each performance, eliminating parking fees for individuals.

### **ANALYSIS:**

For the 2023-24 fiscal year, the City purchased tickets to performances from the following participating organizations:

- Orange County Museum of Art (*partial funding distributed- \$5,000, at the end of the fiscal year for upcoming arts education workshops for Costa Mesa residents*)
- Pacific Symphony (\$7,650 for 170 tickets for 2 shows)
- Philharmonic Society (\$9,976 for 116 tickets for 3 shows)
- Segerstrom Center for the Arts (\$7,932 for 138 tickets for 5 shows)
- South Coast Repertory (\$12,430 for 220 tickets for 4 shows- included holiday shows)

Shuttle service was offered and provided for each show at a cost of \$12,060).

Staff promoted this program to targeted nonprofit organizations, in an effort to benefit underserved communities. Staff worked with a point person from each nonprofit organization to give out free tickets and communicate with interested individuals. The organizations in table 1 were asked to participate.

Table 1:

Boys and Girls Club of Costa Mesa	Project Hope Alliance	StandUp for Kids
Costa Mesa Senior Center	Promotoras OC	Think Together
Costa Mesa Unidos	Resilience OC	Title I Schools in Costa Mesa
Families Forward	Save Our Youth	Trellis
Human Options	Share Our Selves	Wilson Learning Center
Meals on Wheels	Someone Cares Soup Kitchen	
Mercy House	SPIN	

After offering tickets to performances to the above list, any remaining tickets were given away via social media on a first-come first-serve basis.

This being the first year of coordinating the initiative some key program takeaways are:

- Shuttle service wasn't utilized by the majority of participants and was expensive.
- Organizations were concerned with privacy therefore staff worked with one person per organization, which sometimes made it hard to ensure attendance.
- Senior Center members utilized the shuttle service more than other groups.
- Not all organizations were interested in participating in the program.

For the 2024-25 fiscal year, staff will give parking vouchers for participants and use City vehicles for Senior Center members. Tickets will be available for pickup at City Hall. Tickets will be offered first, to the same nonprofit organizations from fiscal year 2023-24, with a deadline for participation. More tickets, after the nonprofit deadline, will be available via social media to Costa Mesa residents. Free tickets to performances will be offered from October 2024 through June 2025. Tickets will be purchased from the following organizations, for giveaway:

- Orange County Museum of Art (arts education workshops for Costa Mesa residents)
- Pacific Chorale
- Pacific Symphony
- Philharmonic Society
- Segerstrom Center for the Arts
- South Coast Repertory

**FISCAL REVIEW**

Funding for the Free at Segerstrom Center Campus Program is currently supported with funds from the Arts & Culture Plan.

**LEGAL REVIEW**

There is no legal review required for this report.

**CONCLUSION:**

Staff recommends the Arts Commission review the Free at Segerstrom Center Campus Program final report.