



Agenda Report

Arts Commission

Item #: 25-335

Meeting Date: 6/5/2025

TITLE: FREE AT SEGERSTROM CENTER CAMPUS PROGRAM FINAL REPORT FOR FISCAL YEAR 2024-2025

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 receive and file the Free at Segerstrom Center Campus Program final report fiscal year 2024-2025.

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 and the general public from December of 2023 to June of 2024.

ANALYSIS:

The Free at Segerstrom Center Campus Program continued in its second year for fiscal year 2024-25. The City purchased tickets to performances from the following participating organizations:

- Orange County Museum of Art (\$10,000, arts education workshops for Costa Mesa residents)
- Pacific Chorale (\$9,900 for 153 tickets for three shows and parking vouchers)
- Pacific Symphony (\$9,963 for 188 tickets for five shows and parking vouchers)
- Philharmonic Society (\$9,904 for 88 tickets for 5 shows and parking vouchers)
- Segerstrom Center for the Arts (\$9,862 for 143 tickets for 5 shows and parking vouchers)
- South Coast Repertory (\$9,895 for 159 tickets for 5 shows and parking vouchers)

Parking vouchers were provided for each show at a cost of \$4,500.

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, the City newsletter and through email blasts on a first-come first-serve basis.

After the second year of coordinating the initiative some key program takeaways are:

- Parking vouchers were utilized this year to replace the shuttle service, which saved on funding to purchase more tickets. Next year, one parking voucher will be offered for every two tickets.
- The full calendar of all available shows for the season will be posted on the website in advance.
- Registration will open first to nonprofit organizations about a week before and then be made available to the public online after initial period as was done this past year.
- Each show will have a registration link that will open three weeks before the event. Ticket pickup will be about ten days before the event as was done this past year.
- Due to the popularity of the program, people will be limited to five shows per season and tickets will only be given to Costa Mesa residents.
- An email, zip code and phone number will be required to register for tickets.
- People may register for up to four tickets for each show.
- An online registration process was created this year, which worked out better for data collection, versus the paper form we used last year. Online registration will continue for next year.

For fiscal year 2025-26, free tickets to performances will be offered from October 2025 through June 2026. Tickets will be purchased from the same organizations on the Segerstrom Center Campus from year to year, as per the Arts and Culture Master Plan.

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 receive and file the Free at Segerstrom Center Campus Program final report fiscal year 2024-2025.