

DOWNTOWN SANTA ANA

PT WALK

FIRST SATURDAY OF EVERY MONTH
IN DOWNTOWN SANTA ANA

About DTSA First Saturday ArtWalk

DTSA First Saturday ArtWalk is one of Santa Ana's most popular and iconic events. Celebrated the First Saturday of each month, ArtWalk is a free, all-ages event that draws thousands of residents and visitors downtown for local, diverse, and unique community arts programming.

Produced by Santa Ana-based nonprofit arts organization The Frida Cinema, ArtWalk finds Downtown Santa Ana erupting with outdoor festival areas full of artisan and niche vendors, captivating performances, and over 20+ art galleries and studios featuring rotating art shows, performances, and live music.

Every First Saturday of the Month.



2024 DATES

JANUARY 6TH | FEBRUARY 3RD | MARCH 2ND

APRIL 6th | MAY 4TH | JUNE 1ST

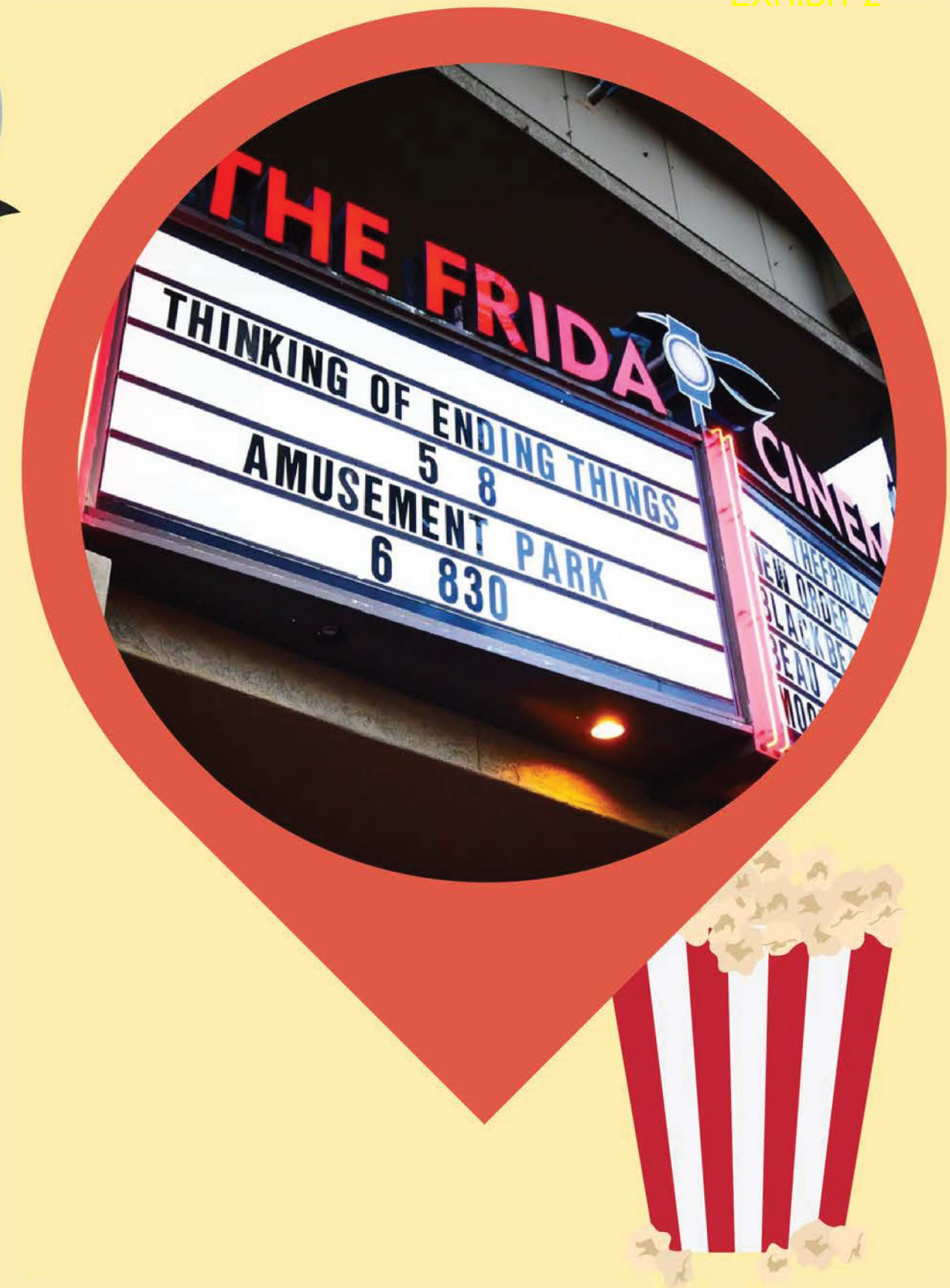
JULY 6TH | AUGUST 3RD | SEPTEMBER 7TH

OCTOBER 5TH | NOVEMBER 2ND | DECEMBER 7TH

About The Frida Cinema

Founded in February 2014 and located at 305 E. 4th Street in Downtown Santa Ana, The Frida Cinema serves Orange County as its sole nonprofit movie theater, and one of few true "art house" cinemas left in Southern California. Dedicated to the mission of ***enriching, connecting, and educating communities through the art of cinema***, The Frida is celebrated not only for its curatorial cinematic programming that earned it the nickname of "OC's year-round film festival" (OC Weekly), but also for its dedication to partnering with community educational, arts, and cause-based groups, as well as its outdoor cultural events including drive-in screenings, free movies in community parks, and now, DTSA First Saturday ArtWalk.

thefridacinema.org



"Downtown Santa Ana's Cultural Anchor"
- OC Weekly

VOTED BEST ARTWALK IN ORANGE COUNTY BY



OCWEEKLY

Daily Pilot

VOICE of **OC**
ORANGE COUNTY'S NONPROFIT NEWSROOM

ORANGE COUNTY
REGISTER


Tripadvisor

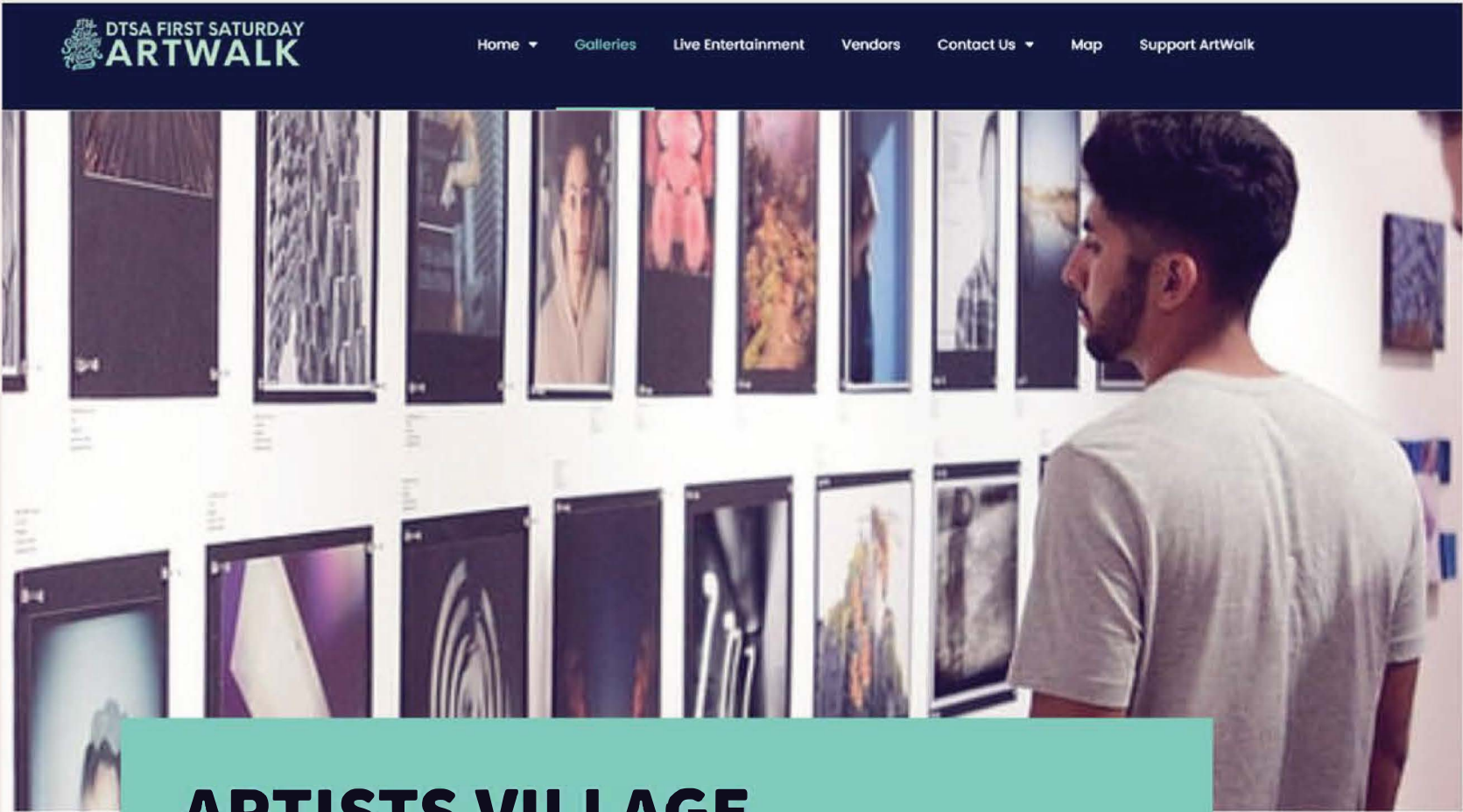
NEW MARKETING INITIATIVES

ONLY THREE OF THE MANY NEW OUTREACH INITIATIVES UNDERTAKEN BY THE FRIDA CINEMA SINCE IT BEGAN PRODUCING THE EVENT

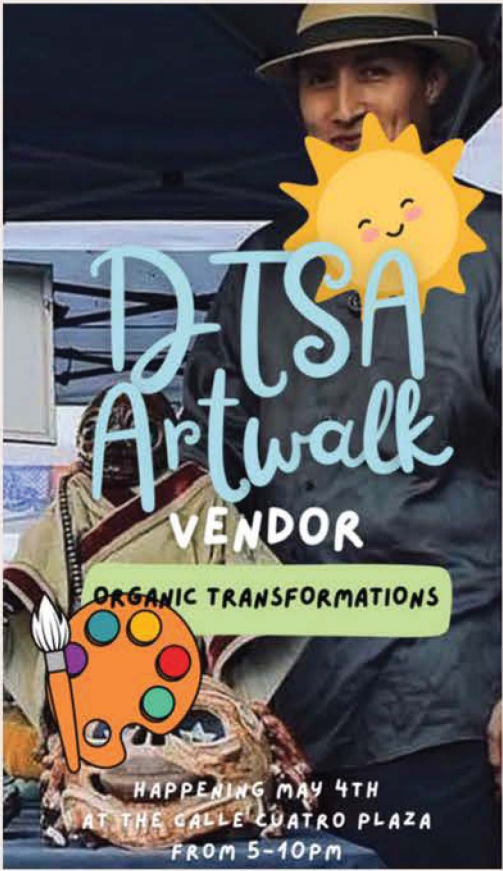
PRINT PROGRAMS, HANDED OUT AT EVENT WHICH INCLUDE A MAP LISTING GALLERIES, THEIR NEW SHOWS, AND OPEN BUSINESSES



COMPLETELY REDESIGNED WEBSITE, WHICH NOW INCLUDES FULL LISTINGS OF GALLERIES, OPEN BUSINESSES, AND ALL PARTICIPATING ARTISTS AND VENDORS, WITH LINKS



VENDOR SPOTLIGHTS FOR PARTICIPATING VENDORS ON INSTAGRAM ACCOUNT @DTSANTAANA



ARTISTS VILLAGE

CSUF Grand Central Art Center

125 N. Broadway | Artist Village

Grand Central Art Center is the result of a unique partnership between the California State University at Fullerton and the City of Santa Ana. The art center is a mix of residential, commercial and educational use. Grand Central Art Center is dedicated to the open exploration of contemporary art and visual culture: locally, regionally nationally, and internationally through socially engaged collaborations among artists, students, and the community.

EXHIBITS

HINGS LIM: SPECTER IN THE GATE | Now through May 12th, 2024

COCO FUSCO: YOUR EYES WILL BE AN EMPTY WORD | Now through May 12th, 2024



Wayward Artists Theatre

125 N. Broadway



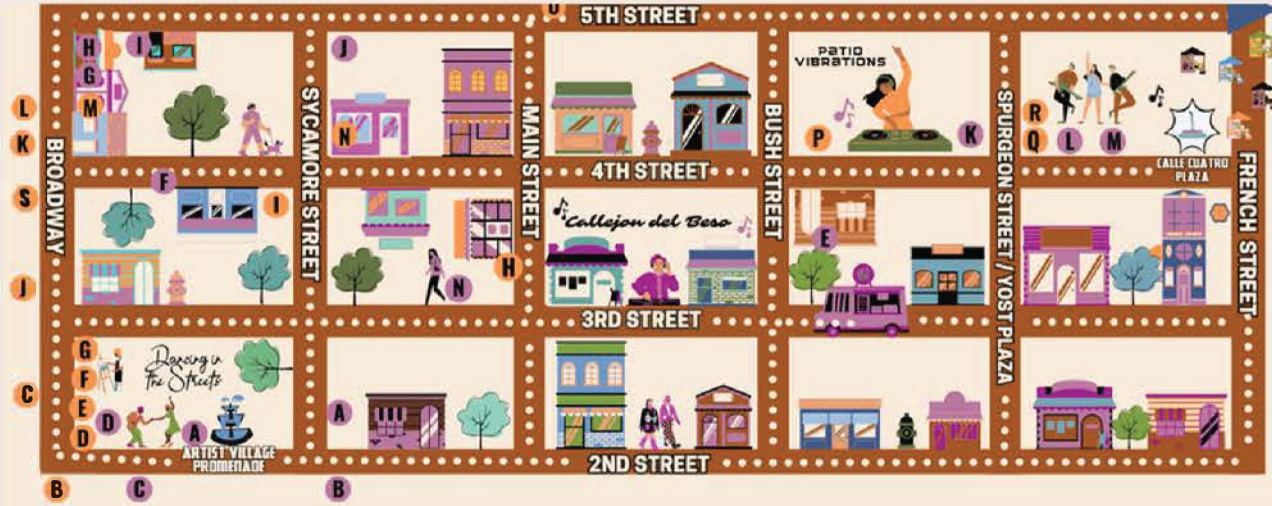
NOTABLE ACCOMPLISHMENTS

SINCE THE FRIDA CINEMA BEGAN OPERATING ARTWALK IN JANUARY 2023

GRANT SUPPORT RECEIVED FROM CITY OF SANTA ANA, STATE OF CALIFORNIA, COMMUNITY ENGAGEMENT, & NATIONAL ENDOWMENT OF THE ARTS



EXPANSION OF EVENT FOOTPRINT

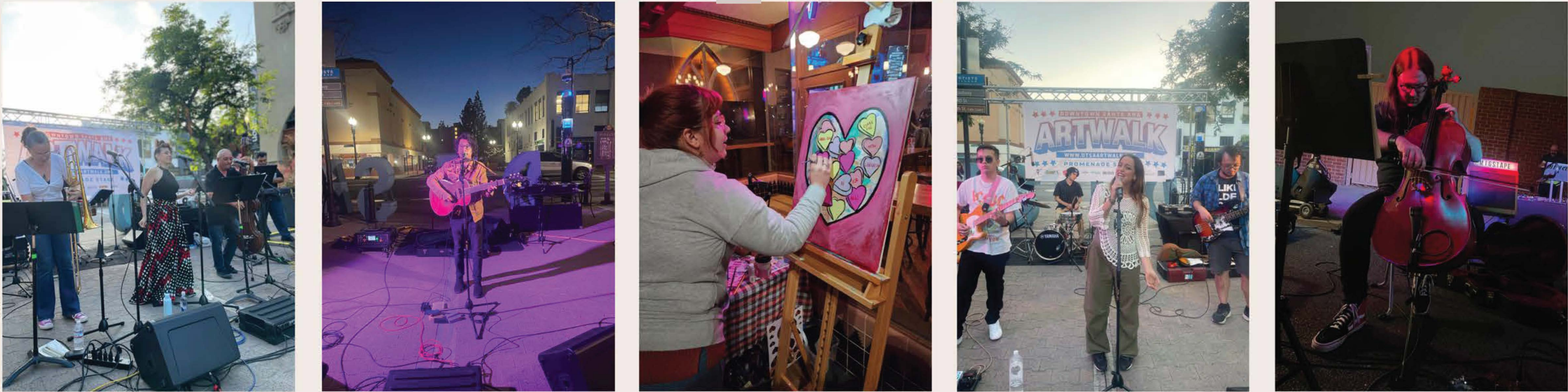


FAMILY-FRIENDLY ENGAGEMENT ACTIVITIES INCLUDING PUMPKIN CARVING, CARD-MAKING, COSTUME CONTESTS, EASTER EGG HUNTS, AND MORE



\$42,789

IN PAYMENTS MADE DIRECTLY TO 144 LOCAL ARTISTS AND MUSICIANS



2nd-Highest Place Visited in Santa Ana

According to the 2023 Santa Ana Visitor Analysis conducted by Travel Santa Ana and tourism/destination research company Zartico, DTSA First Saturday ArtWalk ranked as the second-highest visited destination in Santa Ana in 2023, behind only Santa Ana College, and ahead of such notable locations as Santa Ana Zoo and Mainplace Mall.

TRAVEL



ZARTICO



DIGITAL REACH

AS OF MAY 2024

 INSTAGRAM: 64,000+

 FACEBOOK: 34,000+

 E-NEWSLETTER: 4,000+

 WEBSITE: 30,000+
PER YEAR

 MAP PROGRAM:
500 DIST. PER EVENT

 POSTER
CANVASSING

 EVENT
SIGNAGE



ANNUAL BUDGET FOR TWELVE DOWNTOWN-WIDE EVENTS:

\$150,000

CURRENT "BARE BONES" MONTHLY COST TO PRODUCE ARTWALK:	
\$1,800	STAFF / MARKETING / GRANTWRITING / GRAPHIC DESIGN / ADMINISTRATION
\$900	FRENCH STREET CLOSURE AND PARKING SPACE ENCLOSURES
\$800	VENDOR AND SITE COORDINATOR / WEBSITE ADMINISTRATOR AND PROGRAM DESIGNER
\$700	STAGE AND SOUND - CALLE CUATRO PLAZA
\$700	SOCIAL MEDIA MANAGER (@DTSANTANA)
\$855	PRINT MATERIALS - BROCHURES, BANNERS AND POSTERS
\$625	PERMIT / FACILITIES FEES (CITY, PARKS AND RECREATION, ABM, OC HEALTH)
\$600	COMPENSATION TO BANDS AND MUSICIANS - CALLE CUATRO PLAZA
\$500	COMPENSATION TO ARTISTS AND OTHER TALENT
\$350	MATERIALS - KID'S CRAFTS TABLES & ACTIVITIES, PAINT AND PAINTING MATERIALS FOR LIVE ARTISTS

ADDITIONAL MONTHLY COSTS TO ACHIEVE VISION OF EXPANSION FOR ART WALK:	
\$750	COMPENSATION TO BANDS AND MUSICIANS - ARTISTS VILLAGE / 2ND STREET PROMENADE
\$850	DANCING IN THE STREETS DJ AND DANCE INSTRUCTOR
\$1,200	STAGE AND SOUND - ARTISTS VILLAGE / 2ND STREET PROMENADE
\$700	VENDOR AND SITE COORDINATOR - ARTISTS VILLAGE / 2ND STREET PROMENADE
\$400	INCREASED COMPENSATION TO BANDS AND MUSICIANS - CALLE CUATRO PLAZA
\$600	INCREASED COMPENSATION TO ARTISTS AND OTHER TALENT
\$170	UTILITIES COMPENSATION FOR RESTROOM USE AT ARTISTS VILLAGE LOCATIONS

TOTAL: \$12,500 / MONTH / \$150,000 / YEAR

Expanding ArtWalk not only allows us to engage, support, and showcase more artists -- it will encourage more visitors, longer visits, and more patronage at area businesses.

Thank You!

We hope you will partner with this wonderful and impactful community event, and are standing by should you have any questions.

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Email

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Website

DTSAARTWALK.ORG

