



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
September 17, 2024

TOPIC: DTSA First Saturday ArtWalk

AGENDA TITLE

Donation Agreement with The Frida Cinema to Sponsor the DTSA First Saturday ArtWalk (General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute a Donation Agreement with The Frida Cinema to sponsor the Downtown Santa Ana (DTSA) First Saturday ArtWalk for a one-year term beginning October 1, 2024 and ending September 31, 2025, in an amount not to exceed \$150,000 (Agreement No. A-2024-XXX).

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

The Downtown Santa Ana ArtWalk began in the 1990s as a collaboration among local artists and galleries in the City of Santa Ana ("City"). Over the years, management of the event has shifted from being artist-led by Grand Central Arts Center to the Business Improvement District (BID) business association Downtown Inc. Since January 2023, The Frida Cinema, a local nonprofit organization, has taken over its management. They have revitalized the ArtWalk, rebranding it as the "DTSA First Saturday ArtWalk." This monthly, all-ages event, held on the first Saturday of each month, offers free admission and features a variety of local artists, more than 20 art galleries, live performances, food vendors, and family-friendly activities.

Founded in February 2014, The Frida Cinema is Downtown Santa Ana's sole nonprofit movie theater and one of the few remaining "art house" cinemas in Southern California. Known for its dedication to enriching, connecting, and educating communities through cinema, The Frida has earned recognition for its year-round film festival programming from OC Weekly. The cinema also actively partners with educational, arts, and cause-based organizations and hosts a range of cultural events, including drive-in screenings, free movies in community parks, and now, the DTSA First Saturday ArtWalk.

The Downtown ArtWalk has emerged as a cornerstone of Downtown Santa Ana as it was ranked as the second-highest visited destination in the City, behind only Santa Ana College, and ahead of such notable locations as Santa Ana Zoo and Mainplace Mall (according to the 2023 Santa Ana Visitor Analysis conducted by Travel Santa Ana and

research company Zartico). It has significantly contributed to the revitalization of Downtown Santa Ana by:

- Stimulating economic growth through increased foot traffic and support for local businesses, hiring local vendors, and paying local artists. To date, they have made \$42,789 in payments to 144 local artists and musicians.
- Enhancing the City's cultural landscape by providing a platform for diverse local artists, as well as inviting highly-recognized artists from outside the City to foster a vibrant arts scene, while expanding the event footprint. It has also led to the revitalization of historic buildings and the opening of new galleries and creative spaces.

To sustain and expand the positive impact of the DTSA First Saturday ArtWalk, staff recommends that the City Council approve a one-year sponsorship allocation of \$150,000 to The Frida Cinema. This investment will enable the ArtWalk to:

- Increase event hours to further stimulate economic activity and cultural engagement.
- Expand programming to include additional art forms and increase artist compensation.
- Invest in public art installations to enhance the downtown area.
- Establish artist residency programs to attract and retain local talent.

By sponsoring this event, the City does not have authority to manage, program, or advise on any of the activities of the DTSA First Saturday ArtWalk. The sponsorship will be disbursed in monthly installments. In the event that the ArtWalk ceases its operations before the completion of the one-year sponsorship term, the City will retain any unused funding.

FISCAL IMPACT

Funding is available in the FY 2024-25 budget and funding for subsequent fiscal years will be included in the proposed budgets for City Council consideration.

Fiscal Year	Accounting Unit – Account#	Fund Description	Accounting Unit, Account Description	Total
FY 2024-25 (Oct 2024- Jun 2025)	01118810-62300	General Fund - CDA	Contract Services- Professional	\$112,500
FY 2025-26 (Jul 2025- Sep 2025)	01118810-62300	General Fund - CDA	Contract Services- Professional	\$37,500
			TOTAL	\$150,000

EXHIBIT(S)

1. Donation Agreement
2. DTSA First Saturday ArtWalk Presentation

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Submitted By: Michael L. Garcia, Executive Director of Community Development

Approved By: Alvaro Nuñez, City Manager