

Wojaczynski, Brittany

From: Wendy Haase <wendy@travelsantaana.com>
Sent: Tuesday, December 20, 2022 10:07 AM
To: eComment
Subject: Importance of events to Downtown Santa Ana

Dear Santa Ana City Council,

The proposed dissolution of the Santa Ana Business Council and Downtown Santa Ana, Inc. raises concerns for the funding and operations of some of Santa Ana's signature events, including Dancing in the Streets, Artwalk and Savor.

These events highlight the destination's arts and cultures, differentiate Santa Ana from other OC destinations and draw both residents and visitors to the downtown's dining and retail.

The organization's branding efforts, which focused on community engagement showed that 70% of the participants see Santa Ana's personality as "a community that values arts and culture." And 61% strongly associate "cultural diversity and events" with the destination.

These signature events draw overnight visitors to the city's hotels and motels, generating transit occupancy tax with revenue going into the city's general fund covering the cost of road repairs, education, police, fire and more. An estimated \$7 million is anticipated for 2021-2022.

According to Travel Santa Ana's visitor analysis, the Downtown Artwalk is the number one point of interest month over month. Even in 2021 with COVID restrictions prohibiting the event for the first seven months, the event drew nearly 4,000 visitors to downtown.

These events have potential to bring more residents and visitors to downtown to support economic growth now that Travel Santa Ana's marketing and sales efforts are active. We feature these events on travelsantaana.com and they will be highlighted in the city's inaugural visitors guide. The Artwalk and Dancing in the Streets are also featured in the "Proud Santanero" campaign. The destination marketing organization showcased Savor to meeting planners to provide an overview of the destination's culinary offerings, to attract group business to our hotels and event venues.

When discussing the future of a downtown BID or association, please consider maintaining the funding and operations of downtown's signature events, Artwalk, Dancing in the Streets, and Savor. Thank you.

Best Regards,

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