



# CITY OF POMONA

## CULTURAL ARTS COMMISSION



**DATE:** February 25, 2019

**TO:** Cultural Arts Commission

**FROM:** Anita D. Gutierrez, AICP, Development Services Acting Director

**SUBJECT:** Event Summary: **2018 Pomona Chalk Art Festival**

### **Background**

The City of Pomona held the Annual Chalk Art Festival on Saturday, November 10, 2018, at Shaun Diamond Plaza in Downtown Pomona. The following is a recap of the steps taken by the Chalk Art Festival Organizing Committee to ensure a successful event, statistics from a newly implemented electronic application form, and recommendations for the 2019 festival based on lessons learned and best practices.

### **Event Preparation**

The Organizing Committee tasked with the event comprised of representatives from the Pomona Unified School District, members of the Cultural Arts Commission and the Pomona Planning Division.

<b>Chalk Art Festival Organizing Committee</b>	
Vicki Tessier	Pomona Unified School District
Elene Kallimani	Pomona Unified School District
Joshua Swodeck	Cultural Arts Commission
Andrew Quinones	Cultural Arts Commission
Denise Marquez	Cultural Arts Commission
Ata Khan	Pomona Planning Division
Nancy Garcia	Pomona Planning Division
Alan Fortune	Pomona Planning Division
Carlos Molina	Pomona Planning Division

The Committee met on September 27, October 4, October 18 and November 8, 2018. Discussion topics included budgeting, scheduling, participation, volunteer coordination, and staff logistics.

Previous event organizers expressed interest in finding solutions to issues stemming from the physical registration process. Additionally, event organizers had mentioned issues relating to participant counts ahead of the event, applications filled out incorrectly, and an influx of day-of registration issues, all of which affected event scheduling and supplies for participants.

In an effort to alleviate problems stemming from the physical registration forms, Planning staff recommended a digital application process hosted on Google Forms. The Google Form application allowed participants to apply freely at any time during the designated registration time-frame using computers or smartphones, and allowed staff to have real-time data of registered participants which aided the committee in better understanding where and how to allocate resources for the event.

### **Event Summary**

On the day of the event, volunteers, organizing committee members and additional City Staff began set-up at 6:30am in Shaun Diamond Plaza. Setup was completed on time and the registration process ran smoothly with ample supplies (shirts, pastel boxes, and food) for any day-of registrants (minimal). Additionally, there was no shortage of art supplies which allowed participants to freely request supplies if needed throughout the event.

Following the awards ceremony, volunteers and all those who assisted in the event worked efficiently and completed clean-up on schedule with no issues.

### **Event Data**

Based on the newly established Google Forms, the following data was captured:

- **Applicant Count:** 452
- **Applicants by Category:**
  - Team-Based High School: 218 (48.1%)
  - Team-Based Multi-Aged Family: 129 (28.5%)
  - Team-Based Elementary/Middle: 79 (17.4%)
  - Individual Professional: 26 (17.4%)
- **T-Shirt size requests:**
  - Adult M: 129 (28.5%)
  - Adult S: 89 (19.6%)
  - Youth M: 70 (15.5%)
  - Adult L: 65 (14.3%)
  - Youth L: 38 (8.4%)
  - Adult XL: 35 (7.7%)
  - Adult XXL: 27 (6%)

- **Largest Represented Zip Codes:**

- 91766: 149 (23.9%)
- 91767: 103 (22.7)
- 91768: 78 (17.2)

### **Recommendations**

Based on a debrief following the event, Staff recommends the following steps be taken for the 2019 Chalk Art Festival:

1. Minor changes to the application process such as:
  - a. Improving participant category selection options.
  - b. Creation of a Spanish application.
2. Create a site plan of the event space.
3. Document roles of organizations involved in the event (ex: Kiwanis, DPOA, Water Dept., etc.).
4. Based on interest from organizations such as the Fairplex and L.A. County Metro, staff recommends that the subcommittee develop a procedure which would allow for organizations and local businesses to participate in varying capacities. Such a procedure may involve organizations and business to purchase a square where they would select artists to create a piece of art on their behalf. The funds collected from the purchase may be used for funding supplies for the event, funding awards for winning participants, etc.

### **Special Thanks**

Planning staff would like to thank those who assisted in making the 2018 Chalk Art Festival a success. Special thanks go to **Vicki Tessier** for her tireless work leading the event and ensuring its success for yet another year, **Elene Kallimani** for improving the application process, **Commissioner Joshua Swodeck** for his work on the event fliers, **Commissioner Andrew Quinones** for emceeding the event, **Commissioner Denise Marquez** for providing guidance in the event preparation process and the **Water Resources Dept.** for providing a water truck for water-bottle refills.

Respectfully Submitted By:

---

Anita Gutierrez, AICP  
Development Services Acting Director

---

Carlos Molina  
Planning Technician