



CITY OF POMONA

CULTURAL ARTS COMMISSION



DATE: January 27, 2020

TO: Chairperson and Members of the Cultural Arts Commission

FROM: Planning Division

SUBJECT: Event Recap: 2019 Pomona Chalk Art Festival

Background

The City of Pomona held the Annual Chalk Art Festival on Saturday, November 09, 2019, 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 the electronic application form, and recommendations for the 2020 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.

Chalk Art Festival Organizing Committee	
Vicki Tessier	Pomona Unified School District
Joshua Swodeck	Cultural Arts Commission
Andrew Quinones	Cultural Arts Commission
Denise Marquez	Cultural Arts Commission
Vinny Tam	Pomona Planning Division
Alan Fortune	Pomona Planning Division
Carlos Molina	Pomona Planning Division

The Committee met on September 26, October 7, October 21, October 28, and November 4. Discussion topics included budgeting, scheduling, participation, volunteer coordination, and event logistics.

This year, the committee put additional time and resources to logistical preparation and expanding the scope of the event. In regards to logistical preparation, staff made efforts to formalize event preparation procedures to create ease for future events by creating event site plans and identifying important contacts and deadlines. In regards to expanding the scope of the event, the committee implemented the addition of a parklet and included local organizations to become a part of the Chalk Art Festival. The goal of adding both the parklet and the participation of local organizations was to ensure that all event attendees are able to participate in the City's celebration of the arts in a fun and interactive manner while also increasing access to resources provided by local organizations.

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, allowing registration to begin promptly as scheduled. There were a handful of registration complications (e.g. pre-registered applicants not on sign-in list) but all registration complications were rectified promptly. There were ample supplies (shirts, pastel boxes, and food) for all day-of registrants with no shortage of art supplies which allowed participants to freely request supplies if needed throughout the event.

While participants created their artwork, attendees were encouraged to visit local organizations who graciously donated their time to offer activities and resources to event attendees. Organizations such as Day One created a pop-up parklet which provided space for additional seating and instructor-led physical activities while the dA Center for the Arts provided a public, mobile library and offered a handful of art activities.

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 Google Forms registration document, the following data was captured:

Pre-Registration

- Applicant Count: 413
- Applicants by Category:
 - Team-Based High School: 190 (46.11%)
 - Team-Based Multi-Aged Family: 125 (30.3%)
 - Team-Based Elementary/Middle: 61 (14.8%)
 - Individual Professional: 36 (8.7%)

Overall Statistics

- **Applicant Count:** 486 (including day-of registration)
- **Applicants by Category:**
 - Team-Based High School: 234 (48.1%)

- Team-Based Multi-Aged Family: 142 (29.2%)
- Team-Based Elementary/Middle: 71 (14.6%)
- Individual Professional: 39 (8%)

Recommendations

Based on debrief following the event, Staff recommends the following steps be taken for the 2020 Chalk Art Festival:

- Organizing committee to begin meeting in August.
- Shift to an overall electronic registration system (sign-up/sign-in).
- Expand organization involvement.
- Shift tabling location for organizations.
- Create additional site plan for chalking space.
- Designate additional support for site preparation.
- Implement a new award distribution system.

The goal of these recommendations is to allow ample time to be dedicated to all related preparation tasks such as increasing publicity, increasing the number of activities/participating organizations, and to limit any unforeseeable complications.

Special Thanks

Planning staff would like to thank those who assisted in making the 2019 Chalk Art Festival a success. Special thanks go to the entire Chalk Art Festival Organizing committee for their tireless effort in making this wonderful event happen, the Water Resources Dept. for providing a truck for water bottle refills, Kiwanis for providing breakfast, Mi Cafecito Coffee for providing coffee, Just Like That for printing event t-shirts, Day One, the Fairplex, Southern California Service Corps, and the dA Center for the Arts for providing activities and resources for event attendees, and to all the wonderful volunteers who enthusiastically assisted staff, participants and attendees in having an amazing experience.

Respectfully Submitted By:

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