



Agenda Report

Arts Commission

Item #: 26-282

Meeting Date: 5/7/2026

TITLE: FREE AT SEGERSTROM CENTER CAMPUS PROGRAM FINAL REPORT FOR FISCAL YEAR 2025-2026

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: LAURETTE GARNER, ARTS SPECIALIST

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RECOMMENDATION:

Staff recommends the Arts Commission receive and file the Free at Segerstrom Center Campus Program final report fiscal year 2025-2026.

BACKGROUND:

The Free at Segerstrom Center Campus Program is part of the Arts & Culture Master Plan, **Goal #1 Objective 1.2 Action 1.2.2.** and was approved by the City Council on March 16, 2021.

The Free at Segerstrom Center Campus Program was implemented for the first time in the 2023-24 fiscal year. Free tickets to performances at the Segerstrom Center Campus were offered to local nonprofit organizations and the public from December of 2023 to June of 2024.

In the second year of the program, an online registration process was offered along with a full calendar of shows for the year with signup dates. Registration was opened early for nonprofit organizations that serve the Costa Mesa community. Parking vouchers were offered as well.

ANALYSIS:

The Free at Segerstrom Center Campus Program continued in its second year for fiscal year 2025-26. The City purchased tickets to performances from the following participating organizations:

- Orange County Museum of Art (\$10,000, arts education workshops for Costa Mesa residents)
- Pacific Chorale (\$9,000 for 200 tickets for three shows and parking vouchers)
- Pacific Symphony (\$9,023 for 153 tickets for five shows and parking vouchers)
- Philharmonic Society (\$9,080 for 110 tickets for 5 shows and parking vouchers)
- Segerstrom Center for the Arts (\$8,882.90 for 148 tickets for 5 shows and parking vouchers)
- South Coast Repertory (\$8,991 for 161 tickets for 5 shows and parking vouchers)

Parking vouchers were provided for each show at a cost of \$3,750.

Staff promoted this program to targeted nonprofit organizations, in an effort to benefit underserved communities. Staff worked with a point person from each nonprofit organization to give out free tickets and communicate with interested individuals. The organizations in table 1 were asked to participate.

Table 1:

Boys and Girls Club of Costa Mesa	Project Hope Alliance	StandUp for Kids
Costa Mesa Senior Center	Promotoras OC	Think Together
Costa Mesa Unidos	Resilience OC	Title I Schools in Costa Mesa
Families Forward	Save Our Youth	Trellis
Human Options	Share Our Selves	Wilson Learning Center
Meals on Wheels	Someone Cares Soup Kitchen	Polio Survivors Plus
Mercy House	SPIN	

After offering tickets to performances to the above list, any remaining tickets were given away via social media, the website, the City newsletter and through email blasts on a first-come first-serve basis. Tickets were also given away through City run social media competitions for Poetry in the Parks program with Poet Laureate, Danielle Hanson.

After the third year of coordinating the initiative some key program takeaways are:

- One parking voucher for every two tickets worked well and saved on parking costs- most people go to shows in groups.
- The full calendar of all available shows for the season was well received. People liked being able to plan when they would register for a show.
- No one went to more than five shows per season.
- Online registration went well, especially with all the dates on the website for reference- may implement a lottery system with unlimited registration for each show and then randomly select people for tickets. This may be helpful to see how popular each show is.
- For next year, to include even more first-time ticket registrants, maybe limit to four (4) tickets for three (3) shows per year per person.
- 100% of all tickets for shows were registered for beforehand- last minute no shows for ticket pickup at about 5%-10% per show.
- There were two hundred (200) unique names and email addresses that registered this year.

FISCAL REVIEW

Funding for the Free at Segerstrom Center Campus Program is currently supported with funds from the Arts & Culture Plan.

LEGAL REVIEW

There is no legal review required for this report.

CONCLUSION:

Staff recommends the Arts Commission receive and file the Free at Segerstrom Center Campus Program final report fiscal year 2025-2026.