



**CITY OF CATHEDRAL CITY
FISCAL YEAR (FY) 2024-2025
COMMUNITY ARTS GRANT PROGRAM**

APPLICATIONS ARE DUE BY 5:00PM FRIDAY, AUGUST 30, 2024

Late applications will not be accepted.

Submit application to:

publicartscommission@cathedralcity.gov

or

City of Cathedral City

68700 Avenida Lalo Guerrero

Cathedral City, CA 92234

**Attention: Anne Ambrose, Assistant City Manager/
Public Arts Commission Liaison**

To be considered for funding, a complete application must be submitted by:

- **Hard copies - postmarked by August 30, 2024**
- **Electronic copies - received by 5:00pm on Friday August 30, 2024.**
- **Electronic submittal is preferred.**

BEFORE SUBMITTING: Check each item included in your application package. Ensure all required text fields and applicable boxes are completed. While filling out the application, if additional space is needed, please attach additional pages to the application or include other attachments.

We are delighted to announce the opening of the application period for the Community Arts Grant Program offered by the City of Cathedral City. This grant aims to support artists and organizations in the creation and implementation of art and art education projects that contribute to the cultural vitality and vibrancy of our community.

The Community Arts Grant Program seeks to fund innovative art projects that engage and enrich the community. We welcome proposals from artists, performers, dancers, authors, poets, musicians, designers, artist collectives, non-profit organizations, governmental, tribal and community groups and any other creative-types who are passionate about using the arts as a means of community beautification, social transformation, cultural appreciation, and civic dialogue. "Art" can be defined in the broadest extent to include art expressed in any medium, including, without limitation, painting, sculpture, photography, lithography and other physical mediums; music, singing, spoken word, and other auditory mediums; plays, films, dance, and other performance medium; literature and poetry, art history and interpretation; clothing and fashions, and cultural expressions. Art education may be provided by any reasonable means that best achieves the purpose set forth above, including, without limitation, classes, lectures, tours, programs, events, festivals, exhibits, performances, writings, films, audio recordings, and similar means.

We encourage artists and organizations from all backgrounds and disciplines to apply for the Community Arts Grant Program and join us in creating inspiring art and cultural experiences that enrich our community. We look forward to receiving your applications and supporting the realization of your creative visions.

ELIGIBILITY REQUIREMENTS AND POLICY GUIDELINES

- Applicants must submit a complete application including project proposal, budget, timeline and supporting materials.
- Applicants can be an individual (must complete a W-9), a non-profit 501(c)(3) organization, private entity, government, school, or tribal agency.
- Applicants must demonstrate that the activity proposed occurs within the geographical boundaries of the City of Cathedral City.
- Individual/Organizational residency in Cathedral City is not a requirement as long as the proposed project occurs in the City.
- Any activity proposed must be reasonably available to members of the general public. An activity will be considered reasonably available to members of the general public where the activity is open to the general public or is open to members of the public who timely reserve participation in the activity. Space for participants may be limited and the activity may be provided for only a limited time. Activities may be held in the facilities of public entities, non-profit or charitable organizations, and private facilities, provided that attendance of activities must not be limited to members, owners, subscribers or other interest holders in the private facility. Participation in certain activities may be limited to certain members of the general public, such as youths, students, seniors, or other reasonable grouping that does not constitute unlawful discrimination of a protected class.
- Grant activities must be completed by June 30, 2025.
- Grant recipients must comply with all grant requirements and reporting obligations.

GRANT APPLICATION CHECKLIST

- Community Art Grant Program Application
- Samples of art/performances/events completed relevant to the proposed project. Include attachments or links to bio's, social media or websites. Submitted attachments can be no larger than 20mb.
- Letters of support. Optional but encouraged. Include letters of support from community partners, stakeholders, or collaborators endorsing your project and/or confirming their involvement.

APPLICANT INFORMATION:			
NAME (INDIVIDUAL OR ORGANIZATION): Futurenomic Resources (dba Coachella Valley Arts Institute)			
ADDRESS: [REDACTED]			
CITY: [REDACTED]		STATE: [REDACTED]	ZIP: [REDACTED]
CONTACT PERSON: Shasu Adon		TITLE: Development Director	
TELEPHONE: [REDACTED]		EMAIL: [REDACTED] [REDACTED] [REDACTED]	
ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): (Legal authority for organization) Sarahyah Yisrael			
IF NON-PROFIT, INCLUDE 501(c)3 number: [REDACTED]			
PROGRAM / SERVICE / EVENT INFORMATION:			
GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$10,000 :			
TOTAL PROGRAM / SERVICE / EVENT/ART COST: \$10,000			
Program/Service/Event Period or Date		From: 3-16-2025	To: 3-16-2025
<i>Funding must be expended by 6/20/2025)</i>			
1.	<p>Describe How The Requested Funds Will Be Used: (Include artistic concept, intended audience, community engagement strategies. Do you have community partners that will be involved in implementing this project? If so, please list along with their roles).</p> <p>Title: CVAI's Amapiano Experience & Jollof Rice Cook-Off: Cultivating Cultural Vibrancy in Cathedral City</p> <p>Artistic Concept: The Coachella Valley Arts Institute (CVAI) proposes the Amapiano Experience & Jollof Rice Cook-Off, an innovative event that blends music, dance, and culinary arts. This multifaceted celebration aims to introduce Cathedral City's youth to the vibrant Amapiano and Afrobeat music genres while fostering community cohesion through a culinary competition centered on Jollof rice, a West African staple.</p> <p>The event will feature:</p> <ol style="list-style-type: none"> 1. Live Amapiano and Afrobeat performances 2. Interactive dance workshops teaching Afrobeat routines 3. A community Jollof Rice Cook-Off 4. Cultural education stations <p>This artistic concept aligns seamlessly with Cathedral City's goal "to support artists and organizations in the creation and implementation of art and art education projects that contribute to the cultural vitality and vibrancy of our community."</p> <p>Intended Audience: Our primary audience is children and families in Cathedral City, with a particular focus on those from underserved backgrounds. Nearly one-third of the city's residents live below the poverty threshold, making accessible, high-quality arts programming crucial for community development.</p> <p>Community Engagement Strategies:</p> <ol style="list-style-type: none"> 1. Free admission to ensure accessibility for all residents 2. Multilingual promotional materials to reach diverse community segments 3. Social media marketing campaign targeting local youth and families 		

4. Collaboration with local schools for pre-event educational workshops
5. Engagement of local chefs and food enthusiasts for the Jollof Rice Cook-Off
6. Post-event surveys to gather community feedback and inform future programming

Community Partners and Their Roles:

1. Bart's Lounge: Venue support and logistical assistance
2. Local School District: Pre-event educational outreach and student participation
3. Cathedral City Chamber of Commerce: Business community engagement and sponsorship support
4. Cathedral City Amphitheater: Additional venue support and event promotion

This focused group of partners provides a strong foundation for the Amapiano Experience & Jollof Rice Cook-Off. Each partner brings unique strengths to the project:

Bart's Lounge offers an intimate venue perfect for smaller performances and workshops, while also providing crucial logistical support. The Cathedral City Amphitheater complements this by offering a larger outdoor space for main events and expanded audience capacity, as well as leveraging its promotional channels to increase visibility.

The Local School District's involvement ensures we reach our target audience of local youth, facilitating pre-event educational outreach and encouraging student participation. This connection to schools is vital for the event's educational impact and long-term community engagement.

The Cathedral City Chamber of Commerce will play a key role in engaging the local business community, helping to secure sponsorships and broaden the event's support base within the city.

By collaborating with these strategic partners, CVAI aims to create a sustainable, annual event that becomes a cornerstone of Cathedral City's cultural calendar. This network will help foster artistic literacy, cultural appreciation, and community bonding, contributing significantly to the vibrant arts scene in Cathedral City and providing valuable opportunities for youth in an area marked by economic challenges.

Through this comprehensive approach, the Amapiano Experience & Jollof Rice Cook-Off will serve as a significant cultural and educational touchstone for Cathedral City, primarily benefiting children in an area marked by considerable economic challenges while contributing to the city's vibrant arts scene. By introducing youth to the burgeoning Amapiano and Afrobeats music genres, which have surpassed Hip Hop in global sales, CVAI is opening new avenues for creative expression and future career opportunities in music and dance.

This initiative directly addresses funding priorities by providing music and arts programs that positively influence children's development. It offers educational and cultural opportunities to children from underserved backgrounds, creating a vibrant, culturally rich environment that nurtures the artistic potential of Cathedral City's youth and fosters a new generation of creative thinkers and cultural ambassadors.

Budget: (Provide a comprehensive budget for your project. Budget should include total grant funds requested, all project expenses including artist fees, materials, installation costs, rentals, advertising, travel costs. Do you have other funding that will be leveraged/used with these funds? If so, please include.)

2.

Comprehensive Budget for Amapiano Experience & Jollof Rice Cook-Off

Total Grant Funds Requested from Community Arts Grant Program: \$10,000

Detailed Expenses:

1. Venue Cost: \$3,500
 - o Cathedral City Amphitheater rental fee: \$3,500
2. Artist Fees and Performance Costs: \$3,000
 - o Amapiano/Afrobeat performers: \$2,200
 - o Dance instructors for workshops: \$800
3. Event Production: \$1,500
 - o Sound and lighting equipment rental: \$900
 - o Stage setup and decorations: \$600
4. Marketing and Promotion: \$800
 - o Social media advertising: \$350
 - o Printed materials (flyers, posters): \$300
 - o Design services: \$150
5. Culinary Competition Expenses: \$700
 - o Cooking equipment rental: \$400
 - o Ingredients for demonstration: \$200
 - o Prizes for winners: \$100
6. Educational Materials: \$300
 - o Printing costs for cultural information handouts: \$200
 - o Educational supplies for workshops: \$100
7. Staff and Volunteer Support: \$100
 - o T-shirts for staff and volunteers: \$100
8. Miscellaneous Expenses: \$100
 - o Insurance and permits: \$100

Total Project Expenses: \$10,000

Additional Information:

Coachella Valley Arts Institute (CVAI) is requesting the full \$10,000 for the Amapiano Experience & Jollof Rice Cook-Off exclusively from the Community Arts Grant Program. We do not have other funding that will be leveraged or used with these funds for this specific project.

Briefly Describe Your/Your Organization's Background. (Describe your/your organization's background and experience. Provide examples of any relevant work, images, or links to online portfolios that have relevance to the project being proposed. Describe your/your organization's capacity to execute the proposed activities.)

3.

Coachella Valley Arts Institute (CVAI) Background:

CVAI is a dynamic arts organization with a proven track record of delivering impactful cultural events in the Coachella Valley and beyond. Our experience spans a range of innovative arts programming, with a particular focus on music and community engagement.

Key Achievements and Relevant Experience:

1. DHS Got Talent: We successfully hosted this local talent showcase in Desert Hot Springs, demonstrating our ability to organize and execute community-focused arts events.
2. Amapiano Events in Los Angeles: CVAI has organized several Amapiano music events in Los Angeles, showcasing our expertise in curating and managing performances featuring this emerging genre. These events have helped us build relationships with Amapiano artists and develop a deep understanding of the music's cultural significance.
3. RAP Foundation Funded Event in Desert Hot Springs: We received funding from the RAP Foundation to organize an Amapiano event in Desert Hot Springs. This experience not only highlights our ability to secure and manage grant funding but also our capacity to bring innovative musical experiences to Coachella Valley communities.

Organizational Capacity:

CVAI's successful execution of these diverse events demonstrates our strong organizational capacity. We have:

- Experience in event planning and management across different scales and locations
- Established relationships with artists in the Amapiano genre
- Proven ability to secure and manage grant funding
- A track record of successful community engagement through arts programming
- Expertise in adapting events to suit different community needs and venues

Our experience with Amapiano events in Los Angeles and Desert Hot Springs positions us uniquely to bring this exciting musical genre to Cathedral City. The proposed Amapiano Experience & Jollof Rice Cook-Off builds on our existing expertise while introducing new elements like the culinary competition, showcasing our ability to innovate and expand our programming.

CVAI's background in organizing talent showcases, music events, and grant-funded projects provides a solid foundation for executing the proposed activities at the Cathedral City Amphitheater. Our team's experience ensures we can effectively manage all aspects of the event, from artist coordination and venue management to community outreach and grant administration.

Link 1.

<https://www.youtube.com/watch?v=6M48CqX2wC8>

Link 2.

<https://www.youtube.com/watch?v=cvMtxYb3RFE>

Timeline: (Provide a timeline outlining key project milestones and activities from conception to completion.)

Timeline for Amapiano Experience & Jollof Rice Cook-Off

4. 1. August 2024:
 - Submit grant application to Community Arts Grant Program
2. August - December 2024:
 - Await grant decision
 - Continue refining event concept and preliminary planning
3. January 2025 (Assuming grant approval by this time):
 - Confirm Cathedral City Amphitheater booking for March 16, 2025
 - Begin artist outreach and negotiations
 - Develop marketing strategy and start design of promotional materials

4. February 2025:
 - Finalize contracts with Amapiano/Afrobeat performers and dance instructors
 - Launch social media campaign and community outreach efforts
 - Begin coordination with local schools for pre-event educational workshops
 - Start recruitment for Jollof Rice Cook-Off participants
5. Early March 2025:
 - Intensify marketing efforts (distribute flyers, posters, increase social media presence)
 - Conduct pre-event educational workshops in local schools
 - Finalize event logistics (sound, lighting, stage setup, culinary competition details)
 - Recruit and train volunteers
6. March 10-15, 2025:
 - Final coordination with all participants, vendors, and volunteers
 - Set up social media content schedule for day-of event coverage
 - Conduct final site visit and technical rehearsals at the Amphitheater
7. March 16, 2025:
 - Event Day: Amapiano Experience & Jollof Rice Cook-Off
 - Post-event clean-up
8. March 17-31, 2025:
 - Collect and analyze feedback from attendees, participants, and partners
 - Begin preparation of final report for Community Arts Grant Program
9. April 2025:
 - Complete and submit final report to Community Arts Grant Program
 - Team debrief and evaluation of event success
 - Begin planning for potential future iterations of the event

What Do You Ultimately Hope To Accomplish Through Your Proposed Art/Program/Event?

How Will It Enrich Cathedral City? (Describe your goals and objectives and how many people you hope to impact as a result of your project.)

5. The Amapiano Experience & Jollof Rice Cook-Off aims to achieve several key goals that will significantly enrich Cathedral City:

1. **Cultural Exposure and Education:** Our primary objective is to introduce Cathedral City's youth and families to the vibrant Amapiano and Afrobeat music genres, as well as West African culinary traditions. By doing so, we hope to broaden cultural horizons and foster appreciation for diverse art forms.
2. **Community Cohesion:** Through this unique blend of music, dance, and culinary arts, we aim to create a shared experience that brings together residents from various backgrounds, strengthening community bonds and promoting social integration.
3. **Youth Empowerment:** By showcasing innovative and globally popular music genres, we hope to inspire young people to explore new forms of artistic expression and potentially pursue careers in music and performing arts.
4. **Economic Impact:** The event will draw visitors to Cathedral City, potentially boosting local businesses and highlighting the city as a cultural destination.
5. **Arts Education:** Through interactive workshops and performances, we aim to enhance artistic literacy and provide hands-on learning experiences in music, dance, and culinary arts.
6. **Mental Health and Well-being:** Engaging in arts and cultural activities has been shown to improve mental health and well-being. We hope to contribute positively to the community's overall health through this joyful and engaging event.

Impact and Reach:

We anticipate that the Amapiano Experience & Jollof Rice Cook-Off will directly impact 300 attendees on the day of the event. This includes:

- Approximately 150-180 youth participants (ages 10-25)
- 100-120 adult attendees
- 20-30 performers, instructors, and culinary participants

Additionally, we expect to reach:

- 50-75 students through pre-event school workshops
- 1,000-1,500 individuals through our marketing and social media campaigns

Long-term impact:

Beyond the day of the event, we hope to create lasting effects in Cathedral City:

- Increased interest in diverse music genres and culinary traditions
- Enhanced cultural awareness and appreciation among residents
- Inspiration for young people to pursue artistic endeavors
- Strengthened community ties and sense of shared cultural experiences

By bringing this unique, multi-faceted cultural event to Cathedral City, we aim to contribute to the city's vibrant arts scene, promote cultural diversity, and provide an enriching experience that resonates with residents long after the event concludes. The Amapiano Experience & Jollof Rice Cook-Off will serve as a catalyst for cultural exchange, artistic exploration, and community building, ultimately enhancing the quality of life and cultural landscape of Cathedral City.

Even with a more focused attendance of 300, this event has the potential to create a significant ripple effect in the community, fostering a deeper appreciation for diverse arts and cultures, and inspiring future cultural initiatives in Cathedral City.

If Your Art/Program/Event Costs More Than You Are Requesting From The Community Arts Grant Program, How Do You Plan To Pay For The Additional Costs? (What Steps Have You Already Taken To Get Additional Funds Or In-Kind Support If Necessary?)

6. The Amapiano Experience & Jollof Rice Cook-Off has been carefully budgeted to align precisely with the \$10,000 we are requesting from the Community Arts Grant Program. We have tailored our event plans to ensure that all costs are covered within this grant amount, eliminating the need for additional funding sources for this specific project.

Our budget breakdown, as previously detailed, accounts for all necessary expenses including:

1. Venue rental (Cathedral City Amphitheater): \$3,500
2. Artist fees and performance costs: \$3,000
3. Event production: \$1,500
4. Marketing and promotion: \$800
5. Culinary competition expenses: \$700
6. Educational materials: \$300
7. Staff and volunteer support: \$100
8. Miscellaneous expenses: \$100

Total: \$10,000

This comprehensive budgeting approach means that we are not seeking additional funds beyond the requested grant amount. Our organization, the Coachella Valley Arts Institute (CVAI), has experience in efficiently managing grant funds and delivering impactful events within specified budgets, as demonstrated by our previous projects funded by organizations such as the RAP Foundation.

While we are not seeking additional monetary support for this event, we are leveraging our existing partnerships and community relationships to maximize the impact of the grant funds. This includes:

1. Collaborating with local schools for pre-event workshops, utilizing their facilities at no additional cost.
2. Engaging volunteers from the community to support event operations, reducing staffing costs.
3. Utilizing our established relationships with Amapiano artists to secure performances at competitive rates.
4. Partnering with local media outlets for promotional support, enhancing our marketing reach without additional expense.

These in-kind contributions and strategic partnerships allow us to deliver a high-quality event within the requested budget, ensuring that the Community Arts Grant Program funds are used efficiently and effectively to benefit the Cathedral City community.

Should any unforeseen expenses arise, CVAI is prepared to absorb minor additional costs through our operational budget, ensuring that the integrity and quality of the event are maintained without requiring further financial support.

Do You Plan To Continue This Art/Program/Event Beyond The Period For Which You Have Requested The Funds? If So, How Do You Plan To Continue Paying For It? (Describe the types of efforts you will undertake to raise funds as well as your/your organization's history of maintaining services/programs.)

7. Yes, we at the Coachella Valley Arts Institute (CVAI) envision the Amapiano Experience & Jollof Rice Cook-Off as an annual event that will continue to enrich Cathedral City's cultural landscape beyond this initial funded period. Our goal is to establish this event as a cornerstone of the city's cultural calendar, growing its impact and reach year after year.

To ensure the event's sustainability and continued success, we plan to implement the following funding strategies:

1. Sponsorships: We will actively seek local business sponsorships, offering tiered sponsorship packages that provide marketing exposure in exchange for financial support.
2. Ticket Sales: While maintaining accessibility, we plan to introduce a modest ticket price for future events. This will help offset costs while still ensuring broad community participation.
3. Vendor Fees: We will expand the culinary aspect of the event to include food vendors, charging a reasonable fee for booth space. This not only provides additional revenue but also enhances the event experience.
4. Merchandise Sales: We'll create event-branded merchandise (t-shirts, tote bags, etc.) to sell at the event, creating an additional revenue stream and promoting the event brand.
5. Crowdfunding Campaigns: We'll leverage our community connections to run targeted crowdfunding campaigns, engaging our supporters in the event's growth and sustainability.
6. Grant Diversification: We'll continue to apply for various arts and cultural grants at local, state, and federal levels to support different aspects of the event.
7. Partnership Development: We'll cultivate partnerships with local organizations and businesses for in-kind donations and support, reducing overall costs.

While CVAI is a relatively new organization, we have already demonstrated our ability to secure funding and plan impactful events:

- We successfully organized "DHS Got Talent" as a one-time event, which provided us valuable experience in event planning and community engagement.
- We have secured funding from the RAP Foundation for an upcoming event in Desert Hot Springs, showcasing our grant-writing capabilities and the trust placed in our organization by funding bodies.
- Our team has experience organizing Amapiano events in Los Angeles, giving us insight into the logistics and appeal of this musical genre.

These experiences, while limited, have provided us with a foundation in event planning, community outreach, and grant management. We are committed to learning and growing as an organization, and we see the Amapiano Experience & Jollof Rice Cook-Off as an opportunity to further develop our capabilities in creating sustainable, community-focused events.

We understand that initial grant funding often serves as a catalyst, and we're prepared to build on this foundation to ensure the Amapiano Experience & Jollof Rice Cook-Off becomes a self-sustaining, long-term asset to Cathedral City's cultural scene. By leveraging the skills and connections we've developed through our previous and upcoming projects, we are confident in our ability to establish this unique cultural experience as an annual event, growing its impact and reach within the community.

(OPTIONAL) Is There Anything That You Would Like To Add? If So, Please Tell Us Here:

We at the Coachella Valley Arts Institute (CVAI) are thrilled about the potential to bring the Amapiano Experience & Jollof Rice Cook-Off to Cathedral City. This event represents more than just a day of music and food; it's an opportunity to create lasting cultural connections and inspire our community's youth.

A few additional points we'd like to highlight:

1. **Cultural Relevance:** The Amapiano genre is rapidly gaining global popularity, especially among young people. By introducing this music to Cathedral City, we're connecting our youth to a worldwide cultural movement, potentially opening doors to future opportunities in the arts and music industry.
2. **Community Engagement:** Our event goes beyond entertainment. The interactive dance workshops and culinary competition actively involve attendees, fostering a sense of community participation and ownership.
3. **Economic Development:** While our primary focus is cultural enrichment, events like these can also contribute to local economic development by attracting visitors and showcasing Cathedral City as a culturally vibrant destination.
4. **Future Growth Potential:** If successful, this event could become an annual fixture in Cathedral City's cultural calendar, growing in scale and impact over time.
5. **Cross-Cultural Exchange:** By blending South African music with West African cuisine, we're creating a unique pan-African cultural experience that celebrates diversity and promotes cross-cultural understanding.
6. **Youth Development:** Our focus on engaging young people aligns with broader goals of youth development, providing positive activities and potential career inspirations in the arts and culinary fields.
7. **Adaptability:** While we've planned for an in-person event, our team is prepared to adapt to virtual or hybrid formats if necessary, ensuring the event can proceed safely under any circumstances.

We believe that the Amapiano Experience & Jollof Rice Cook-Off has the potential to be a transformative event for Cathedral City, creating lasting memories, fostering community bonds, and inspiring the next generation of artists and cultural ambassadors. We are deeply grateful for the Community Arts Grant Program's consideration and look forward to the possibility of bringing this unique cultural experience to our community.

*Attachments may be included with your submission. If including photos, files can be no larger than 20 mb.

To be considered for funding, a complete application must be submitted by:

- **Hard copies - postmarked by August 30, 2024**
- **Electronic copies - received by 5:00pm on Friday August 30, 2024**
 - **Electronic submittal is preferred**

Questions: Please email publicartscommission@cathedralcity.gov or call Anne Ambrose, Public Arts Commission Liaison at (760) 770-0331.

July 31, 2024

To Whom It May Concern:

I am writing this letter in enthusiastic support of the Coachella Valley Arts Institute's (CVAI) proposed event, the Amapiano Experience & Jollof Rice Cook-Off, to be held in Cathedral City.

As a longtime musician and producer who has worked with some of the biggest names in the music industry, I understand the transformative power of music and cultural events. The Amapiano Experience & Jollof Rice Cook-Off is exactly the kind of innovative, community-focused event that Cathedral City needs.

The introduction of Amapiano music to our local youth is particularly exciting. This genre, with its roots in South Africa, represents the kind of global cultural exchange that can broaden horizons and inspire creativity. In my decades of experience in the music industry, I've seen how exposure to diverse musical styles can ignite passion and even launch careers.

Moreover, the event's combination of music with culinary arts in the Jollof Rice Cook-Off is a brilliant way to engage the community on multiple levels. It celebrates not just the auditory arts, but also the rich cultural traditions expressed through food.

I believe this event has the potential to become a significant cultural touchstone for Cathedral City, particularly for our youth. It aligns perfectly with our city's goals of supporting artists and fostering cultural vibrancy in our community.

CVAI has demonstrated creativity and commitment in designing this event. Their track record of organizing music events, coupled with their passion for community engagement, makes them well-suited to bring this exciting concept to life.

I wholeheartedly endorse this project and urge you to support the CVAI's grant application. The Amapiano Experience & Jollof Rice Cook-Off promises to be a unique, enriching event that will contribute significantly to the cultural landscape of Cathedral City.

Sincerely,

Alvin Taylor

Legendary Drummer

<https://www.alvintaylormusic.com/>