



Cathedral City
PUBLIC ARTS COMMISSION
WHERE *Art* LIVES

CITY OF CATHEDRAL CITY
FISCAL YEAR (FY) 2024-2025

COMMUNITY ARTS GRANT PROGRAM



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): My Baby My Way Foundation

ADDRESS: [REDACTED]

CITY: [REDACTED]

STATE: [REDACTED]

ZIP: [REDACTED]

CONTACT PERSON: Sarahyah Yisrael Adon

TITLE: Executive
Director

TELEPHONE: [REDACTED]

EMAIL:
[REDACTED]
[REDACTED]

ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Princess Adon

(Legal authority for organization)

IF NON-PROFIT, INCLUDE 501(c)3 number: [REDACTED]

PROGRAM / SERVICE / EVENT INFORMATION:

GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$10,000 : **10,000**

TOTAL PROGRAM / SERVICE / EVENT/ART COST: 17,500

Program/Service/Event Period or Date

From: [REDACTED]

To: [REDACTED]

Funding must be expended by 6/20/2025)

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).

1. The funding will allow My Baby My Way Foundation to host the "Chicano Heritage Festival: Tradition Meets Innovation," celebrating and preserving traditional arts through music, dance, storytelling, and a car show while providing free Mexican ice cream for children, fostering community engagement, and cultural continuity in Cathedral City, California.

Artistic Concept: The "Chicano Heritage Festival: Tradition Meets Innovation" is a dynamic cultural event designed to celebrate the rich heritage of Mexican and Central American communities while seamlessly integrating modern innovations. The artistic concept centers on the fusion of traditional cultural expressions—such as music, dance, and visual arts—with contemporary elements like electric vehicles in a lowrider car show. This blend of old and new highlights the evolving identity of Chicano and Latino communities, making the festival both a tribute to history and a celebration of progress.

Intended Audience: The festival is designed to engage a broad audience, including families, local residents, and visitors of all ages and backgrounds. Given the significant Latino population in Cathedral City and the surrounding areas, the event will particularly resonate with this community, offering them a space to celebrate their heritage and share it with others. The festival is family-friendly, dog-friendly, and accessible to the public, ensuring that everyone in the community can participate.

Community Engagement Strategies: To ensure broad community involvement, we will implement several engagement strategies:

- **Local Promotion:** We will utilize social media, local newspapers, and community bulletins to promote the event, ensuring it reaches a diverse audience. Additionally, flyers and posters will be distributed throughout the community, especially in areas with a high concentration of Latino residents.
- **Interactive Components:** The festival will feature interactive elements like dance workshops, storytelling sessions, and the lowrider car show, encouraging active participation from attendees. These activities are designed to be engaging for all age groups, fostering a sense of community and cultural pride.
- **Art Exhibits and Performances:** Local Latino artists, musicians, and dancers will be showcased throughout the event, providing them with a platform to share their talents and connect with the community. This not only supports local artists but also enriches the cultural experience for attendees.
- **Educational Outreach:** Storytelling sessions and historical lectures will be a key part of the festival, providing educational opportunities for attendees to learn about the history and contributions of the Chicano and Latino communities. These sessions will be led by community elders and historians, offering authentic insights and fostering intergenerational connections.

Community Partners and Their Roles:

- **Palm Springs Lanes:** The Palm Springs Lanes will host the closing segment of the festival, providing a venue for attendees to enjoy a final celebration that includes music, dance, and community interaction. This location will also serve as the endpoint for the car cruise, where attendees can view the showcased vehicles and enjoy the festival's closing ceremonies.
- **Boys and Girls Club of Cathedral City:** The Boys and Girls Club will serve as the starting point for the festival, where the initial cultural activities, such as music and dance performances, will take place. The Club's involvement will help ensure that the event is accessible to youth and families in the community, and it will also facilitate the engagement of young attendees in the festival's activities.

The short cruise from the Boys and Girls Club to Palm Springs Lanes will not only showcase the lowrider cars but also serve as a symbolic journey from one cultural hub to another, highlighting the importance of community spaces in preserving and celebrating cultural heritage. This collaboration with well-established local organizations will enhance the festival's impact and ensure it reaches a wide audience.

Use of Funds: The requested funds will be allocated to various components that ensure the success of the festival, including:

- **Venue and Equipment Rental:** \$3,800 for securing spaces at both the Boys and Girls Club of Cathedral City and Palm Springs Lanes, along with the necessary equipment such as tents, tables, chairs, and sound systems.
- **Entertainment:** \$2,000 for hiring local performers, including musicians, dancers, and artists, to provide culturally relevant entertainment throughout the event.
- **Lowrider Car Show:** \$1,400 for permits, insurance, and awards associated with the car show, as well as covering the cost of organizing the car cruise between the two venues.
- **Marketing and Promotion:** \$500 for promoting the event through various channels to ensure broad community participation.
- **Food and Beverage:** \$5,000 to renovate an ice cream truck for serving Mexican ice cream (paletas) and provide free paletas to 100 children, enhancing the cultural authenticity of the event.
- **History and Storytelling Events:** \$600 for speaker honorariums and materials for storytelling sessions, ensuring that these educational components are engaging and impactful.

This strategic allocation of funds will ensure that the "Chicano Heritage Festival: Tradition Meets Innovation" is a culturally enriching, inclusive, and well-attended event, leaving a lasting positive impact on the community.

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.)

Total Grant Funds Requested: \$10,000

2. **Total Project Budget: \$17,500** (Including the \$7,500 already covered by My Baby My Way Foundation)

Project Expenses:

1. Venue and Equipment Rental: \$3,800

- Venue Rental: \$2,000
 - Securing spaces at the Boys and Girls Club of Cathedral City and Palm Springs Lanes.
- Tents, Tables, Chairs: \$500
 - Rental of necessary seating, shelter, and equipment.
- Sound System and Stage: \$1,000
 - High-quality audio and stage setup for performances and speeches.
- Jumper for Kids: \$300
 - Renting a jumper to keep children entertained during the event.

2. Entertainment: \$2,000

- Traditional Music and Dance Performers: \$1,500
 - Hiring local musicians and dance groups to perform traditional Mexican and Central American music and dances.
- DJ/Band for Dance Floor: \$500
 - Providing music for the dance floor segment of the event.

3. Lowrider Car Show: \$1,400

- Permits and Insurance: \$200
 - Covering legal requirements for hosting the car show and ensuring participant safety.
- Car Show Prizes and Awards: \$1,200
 - Recognizing participants with awards and prizes for the best lowriders, EVs, and motorcycles.

4. Marketing and Promotion: \$500

- Print Materials (Flyers, Posters): \$200
 - Designing and printing promotional materials to advertise the event.
- Social Media Advertising: \$300
 - Running online ads to reach a wider audience and encourage community participation.

5. Food and Beverage: \$5,000

- Renovation of Ice Cream Truck: \$5,000
 - Renovating a recently purchased ice cream truck for use at the festival to serve Mexican ice cream (paletas) and other treats. The truck will be a key feature of the event, adding cultural authenticity and providing free paletas to 100 children.

6. History and Storytelling Events: \$600

- Speaker Honorariums: \$500
 - Compensating speakers and storytellers for their time and expertise during the educational sessions.
- Storytelling Session Materials: \$100
 - Providing materials needed for storytelling and historical lecture sessions.

Additional Funding:

• **My Baby My Way Foundation Contribution: \$7,500**

- The Foundation has already covered the cost of purchasing the ice cream truck, a critical component of the festival, which adds to the total project budget but is not included in the grant request.

Total Project Budget Breakdown: Total Grant Funds Requested: \$10,000, Additional Funding (MBMW Contribution): \$7,500

• **Total Project Budget: \$17,500**

Budget Summary: The requested grant funds of \$10,000 will cover essential expenses to make the "Chicano Heritage Festival: Tradition Meets Innovation" a successful and impactful event. The additional \$7,500 contributed by My Baby My Way Foundation for the purchase of the ice cream truck ensures that the event includes a culturally significant and interactive food component, enhancing the overall festival experience.

This comprehensive budget is designed to cover all aspects of the event, from venue rental and entertainment to marketing and community engagement activities. By leveraging additional funding from My Baby My Way Foundation, the festival will be able to provide a memorable and enriching experience for all attendees, celebrating both tradition and innovation within the Latino and Chicano communities of Cathedral City.

Organization Background:

3. My Baby My Way Foundation (MBMW) is a nonprofit organization dedicated to advocating, educating, and empowering women and girls, particularly in Latino, BIPOC, and low-income communities. Founded with the mission to increase birth equity and well-being for all, MBMW leverages the power of AI, arts, media, and self-sufficiency training to provide culturally competent support and resources to underserved populations.

Relevant Experience: MBMW has a proven track record of executing successful community-based programs, particularly those that blend cultural appreciation with modern innovation. Our **Content Crew Program** is an 8-week afterschool STEM initiative designed for girls aged 10-18 in Riverside County. This program equips participants with skills in AI, video and music editing, fitness, dance, singing, and social media safety, directly addressing the need for accessible and culturally competent education in these areas. The success of this program demonstrates our capacity to manage and deliver multifaceted community projects that engage and empower participants.

Capacity to Execute the Proposed Activities: MBMW is well-positioned to execute the proposed "Chicano Heritage Festival: Tradition Meets Innovation" due to our extensive experience in organizing and managing community events that celebrate cultural heritage while incorporating modern elements. One notable example of our experience is our involvement in the **Coastal & Cultural Cruise and Car Show**—a community event celebrating Chicano car culture. We collaborated with organizers to help facilitate this event, showcasing our ability to manage large-scale, culturally significant gatherings.

Our team includes experts in event planning, community outreach, and cultural programming, all of whom are dedicated to ensuring the success of this festival. We have successfully partnered with local organizations and have a deep understanding of the community's cultural landscape, allowing us to create events that resonate with our target audience. Our experience with programs like Content Crew and our established community partnerships ensure that we have the necessary resources, skills, and local support to make this event a success.

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

Timeline for "Chicano Heritage Festival: Tradition Meets Innovation"

November 2024: Project Planning and Initial Outreach

- **November 1-15, 2024:**
 - Finalize event concept and objectives.
 - Secure partnerships with Palm Springs Lanes and the Boys and Girls Club of Cathedral City.
 - Begin outreach to local artists, performers, and community organizations for participation.
- **November 16-30, 2024:**
 - Begin event marketing and promotion efforts, including social media campaigns and distribution of flyers/posters.
 - Finalize the lineup of performers, artists, and speakers.
 - Secure necessary permits and insurance for the lowrider car show and other event activities.

December 2024: Logistics and Preparations

- **December 1-15, 2024:**
 - Confirm all vendor contracts, including those for venue rental, equipment, and entertainment.
 - Begin renovation of the ice cream truck to ensure it is ready for the event.
- **December 16-31, 2024:**
 - Coordinate with artists and performers for rehearsal schedules and setup requirements.
 - Finalize the event schedule and layout for both the Boys and Girls Club of Cathedral City and Palm Springs Lanes.

January - February 2025: Final Preparations

- **January 1-10, 2025:**
 - Complete the renovation of the ice cream truck and conduct a final test to ensure it's fully operational.
 - Conduct a final walkthrough of both venues with partners and stakeholders to ensure readiness.
 - Distribute press releases and final event details to local media outlets.
- **February 1-5, 2025:**
 - Final preparations and setup at the Boys and Girls Club of Cathedral City.
 - Finalize setup for the car show and arrange for the short cruise route to Palm Springs Lanes.

February 2025: Event Execution

- **February 6, 2025 (Event Day):**
 - **10:00 AM:** Opening ceremony at the Boys and Girls Club of Cathedral City, including traditional blessing and welcome address.
 - **11:00 AM - 2:00 PM:** Cultural performances, art exhibits, and storytelling sessions at the Boys and Girls Club.
 - **2:00 PM:** Start of the lowrider car show and cruise from the Boys and Girls Club to Palm Springs Lanes.
 - **3:00 PM - 6:00 PM:** Car show, dance floor extravaganza, and closing ceremony at Palm Springs Lanes.

March 2025: Post-Event Activities

- **March 1-10, 2025:**
 - Conduct a post-event evaluation, including gathering feedback from attendees, partners, and participants.
 - Finalize and submit all required reports and documentation to the City of Cathedral City as per the grant requirements.
 - Send thank-you notes and recognition to all partners, performers, and volunteers.
- **March 11-31, 2025:**
 - Begin planning for future events or potential follow-up activities based on the success and community feedback from the festival.

This revised timeline reflects the adjusted schedule based on the release of funds, ensuring that the "Chicano Heritage Festival: Tradition Meets Innovation" is well-planned, executed, and evaluated within the grant period. Each phase has been strategically organized to maximize community engagement and ensure a successful 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.)

Goals and Objectives of the "Chicano Heritage Festival: Tradition Meets Innovation"

Ultimate Goals: The primary goal of the "Chicano Heritage Festival: Tradition Meets Innovation" is to celebrate and preserve the rich cultural heritage of Mexican and Central American communities while showcasing how these traditions can evolve and adapt to modern times. We aim to create a space where history and innovation coexist, offering attendees a unique cultural experience that honors the past while embracing the future.

Addressing an Urgent Need: There is an urgent need to sustain and practice Chicano and Latino traditions within our community due to the marginalization of these cultural art forms and the aging of key culture bearers. As gentrification and modernization advance, traditional practices risk being overshadowed or forgotten. Many elder culture bearers, like Virginia Santillan and Delia Ruiz, hold invaluable cultural knowledge that must be shared with younger generations before it is lost. Additionally, the current social and political climate underscores the importance of cultural identity and unity, making it crucial to reinforce and celebrate these traditions. By actively engaging the community in these practices, we can ensure the preservation and continuity of our rich cultural heritage.

Enrichment of Cathedral City: The "Chicano Heritage Festival" will significantly enrich Cathedral City by:

1. **Promoting Cultural Awareness and Appreciation:** The festival will provide an immersive experience for residents and visitors, deepening their understanding of the Mexican and Central American heritage that is integral to the identity of Cathedral City.
2. **Fostering Community Engagement:** Through interactive activities, such as dance workshops, art exhibits, and storytelling sessions, the festival will encourage active participation from all segments of the community, strengthening social bonds and creating a sense of unity.
3. **Supporting Local Artists and Businesses:** By featuring local performers, artists, and vendors, the festival will provide economic opportunities and visibility for the creative community in Cathedral City.
4. **Educating Future Generations:** The historical and educational components of the festival will ensure that younger attendees learn about the rich history and cultural contributions of their ancestors, fostering pride and continuity in cultural traditions.

Impact: We anticipate that the "Chicano Heritage Festival" will attract over 1,000 attendees, including local residents, visitors, and members of the broader Coachella Valley region. The festival will engage people of all ages and backgrounds, providing a family-friendly atmosphere that is accessible and inclusive.

By achieving these goals, we hope to create a lasting impact on Cathedral City by:

- Strengthening the cultural fabric of the community.
- Encouraging ongoing cultural expression and innovation.
- Building a sense of pride and ownership among residents, particularly within the Latino and Chicano communities.

Ultimately, the "Chicano Heritage Festival" aims to be a cornerstone event in Cathedral City, contributing to the city's cultural vibrancy and positioning it as a leader in celebrating and preserving the diverse heritage of its residents.

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.

Plan to Cover Additional Costs Beyond the Community Arts Grant Program

While we are requesting \$10,000 from the Community Arts Grant Program, the total budget for the "Chicano Heritage Festival: Tradition Meets Innovation" is \$17,500. To cover the additional costs, we have taken the following steps:

Secured Additional Funding:

- **Internal Funding:** My Baby My Way Foundation has already contributed \$7,500 towards the purchase of the ice cream truck, which will be a key feature of the event, offering cultural authenticity and free treats for children.

Business Sponsorship Packages:

- **Sponsorship Packages:** We have developed business sponsorship packages and will offer them to local businesses through the Cathedral City Chamber of Commerce. These packages provide businesses with an opportunity to support a culturally significant event while gaining visibility within the community. The sponsorship packages will offer various levels of engagement, from logo placements on event materials to named sponsorship of specific event components, such as the lowrider car show or art exhibits.

In-Kind Support:

- We are also pursuing in-kind donations and services, such as equipment rental, printing, and marketing support, from local businesses and community organizations. These contributions will help offset costs and ensure the event remains within budget while maximizing its impact.

By combining grant funding, internal contributions, business sponsorships, and in-kind support, we are confident that we will fully cover the costs of the festival, ensuring its success and sustainability.

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. Continuation Plan for the "Chicano Heritage Festival: Tradition Meets Innovation"

Future Plans: Yes, we plan to continue the "Chicano Heritage Festival: Tradition Meets Innovation" as an annual event in Cathedral City. Our vision is for the festival to become a cornerstone of cultural celebration and community engagement, growing each year in scope and impact.

Funding Strategy: To ensure the sustainability and growth of the festival, we will undertake the following efforts to secure ongoing funding:

1. **Business Sponsorships:**
 - We will continue to offer and expand our business sponsorship packages through the Cathedral City Chamber of Commerce. By building long-term partnerships with local businesses, we can secure consistent financial support for future iterations of the festival. These partnerships will be cultivated throughout the year, not just during the event planning phase, to maintain strong community ties and ongoing interest in sponsorship opportunities.
2. **Grant Applications:**
 - We will apply for additional grants from various sources, including state and federal arts councils, private foundations, and local government initiatives that support cultural and community-based projects. Our experience in successful grant writing will be leveraged to identify and secure these funding opportunities.
3. **Fundraising Events:**
 - MBMW will organize smaller fundraising events throughout the year, such as cultural dinners, art auctions, and community workshops, with proceeds going towards the next festival. These events will also serve as promotional opportunities to keep the community engaged and excited about the upcoming festival.
4. **Community Support and Donations:**
 - We will launch community-based fundraising campaigns, utilizing platforms like social media and crowdfunding to gather individual donations. By highlighting the festival's impact on cultural preservation and community unity, we will encourage residents and supporters to contribute to its continuation.

Organizational History of Maintaining Services/Programs: My Baby My Way Foundation has a strong history of sustaining its programs and services through diverse funding streams and strategic partnerships. For example, our **Content Crew Program** has been successfully run for several years, with funding secured through grants, donations, and in-kind support. Our ability to maintain and grow our programs demonstrates our commitment to long-term sustainability and our capacity to manage ongoing projects.

By leveraging our organizational experience, community connections, and proven fundraising strategies, we are confident that we can continue to host the "Chicano Heritage Festival" as a vital annual event, enriching Cathedral City for years to come.

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

Additional Information

8.

We would like to emphasize that the "Chicano Heritage Festival: Tradition Meets Innovation" is more than just a one-day event; it is part of a broader initiative to foster cultural pride, unity, and resilience within Cathedral City's Latino and Chicano communities. By actively engaging with local schools, community organizations, and businesses, we aim to create a lasting impact that extends beyond the festival itself.

We also plan to document the event through video and photography, creating a digital archive that can be shared with the community and used for future educational and promotional purposes. This archive will serve as both a celebration of the event's success and a resource for other communities interested in hosting similar cultural initiatives.

We believe that with the support of the City of Cathedral City, this festival has the potential to become a beloved tradition that honors our shared cultural heritage while inspiring future generations to contribute to the ongoing story of 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.