



**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): The Salvation Army

ADDRESS: [REDACTED]

CITY: [REDACTED]

STATE: [REDACTED]

ZIP: [REDACTED]

CONTACT PERSON: Rubina Navarro, Major

TITLE: Corps Officer

TELEPHONE: [REDACTED]

EMAIL: [REDACTED]

ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Lt. Colonel Michael Dickinson, Divisional Commander

(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: \$40,000

Program/Service/Event Period or Date

From:

10/1/2024

To:

6/20/2025

Funding must be expended by 6/20/2025)

1. 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).

The Salvation Army requests funding from the Community Arts Grant Program for the arts components of the After-School Program at The Salvation Army Cathedral City Corps & Community Center ("Corps"). The After-School Program, which began approximately fifteen years ago, serves children in 1st through 5th grade throughout the Cathedral City community. The program operates Monday through Friday from 2:30 to 5:30 pm on Monday, Tuesday, Thursday, and Friday; and 12:00 to 5:30 pm on Wednesdays (expanded hours on schools' minimum days). Led by the Community Outreach & After-School Program Director, Michael Aaronson, with oversight from the Corps Officers in charge (Majors Rubina and Neil Navarro), the program has a capacity of 30 children. The program currently provides snacks, homework assistance/tutoring, pre- and post-academic assessments, character-building curriculum, music lessons, and sports programming (Fridays). Participants are also offered to join the youth soccer league run by the Corps. The monthly fee per child is \$25; scholarships are available for families unable to pay the fee. As of the submission of this application, 13 children are enrolled in the program. The existing arts component of the after-school program includes guitar lessons on Wednesdays from 4:30-5:30, taught by the program director, Michael Aaronson (a skilled musician) and one of the corps officers, Major Neil Navarro (also a musician). The program director also teaches brass classes to middle and high schoolers on Thursdays from 5:30-6:30pm (not part of the After-School Program, for which this grant application is submitted). With the City Community Arts Grant funding, The Salvation Army seeks to broaden its existing arts component through the offerings described below.

1) In addition to guitar lessons, the music program will include:

- Percussion/international rhythm class, to be taught by Tyler Ontiveros, a renowned drummer from the Coachella Valley (www.tylerontiveros.com), with classes held on Mondays from 3:30-4:30. The concept is to offer various forms of music instruction, including guitar and percussion, to youth who might not otherwise have an opportunity in the musical arts. The program would introduce world music and expose students to the variety of music in various cultures and societies. Additionally, the program would delve into introductory aspects of the music industry, including production and sound design.
- Choral music class, to be taught on Wednesdays by Miriam Robles, who previously served as part of The Salvation Army's summer day camp staff. As the After-School Program has extended days on Wednesdays, both guitar and vocal performing arts classes may be taught on the same day, giving students an opportunity to select one or both classes.

2) Art class to be taught on Tuesdays from 3:30-4:30 by artist Kellie Denise

(www.palmdesertartistregistry.com/artist/kellie-denise). The class will cover painting, drawing, sculpture, ceramics, photography, and graphic design. The class will offer unique, inclusive, fun and empowering opportunities for the children to connect, learn, and create with fellow students.

Students enrolled in the After-School Program will be offered the classes at no additional cost beyond the \$25 monthly fee. Children who are not enrolled in the program are eligible to take individual classes at \$5 per class; however, this grant would allow for scholarships, eliminating the barrier of lack of funding for many families. The program will be promoted through the Palm Springs Unified School District, social media, and resource fairs.

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.)

The Community Arts Grant requested includes the following budget items totaling \$10,000:

- Artist Fees: \$50 per hour once per week x 40 weeks x 3 instructors: \$6,000
- Purchase of 12 new acoustic guitars, each at approximately \$170: \$2,000
- Purchase of 12 guitar cases, each at approximately \$42: \$500
- Art supplies: \$1,500

Leveraging: The Salvation Army will leverage existing After-School Program staff, including 1 full-time Program Director whose time allocation is 50% to the After-School Program (approximately \$28,000 annually for 50% of Director position). The Salvation Army will further provide funding for miscellaneous program materials (music stands, sheet music, additional instruments, art supplies, etc., at a cost of approximately \$2,000). The Salvation Army is also contributing existing instruments consisting of guitars, brass, and percussion/drums. Private contributions/fundraising and nominal program fees will provide the funds necessary for the project. Total leveraged funds are estimated at \$30,000.

Total project cost: \$40,000.

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.)

Founded in 1865 in London, England, The Salvation Army (TSA) has grown into one of the largest human services agencies in the world, now operating in 134 countries. TSA has been serving those most in need in Southern California for over 130 years. The Southern California Division, headquartered in the city of Carson, spans nine counties in Southern California and the Central Coast and offers services at over 80 community centers and social services/housing programs. These programs include day care, summer camps, and after-school programming for at-risk children/youth; outreach, shelter, transitional, and permanent housing for persons experiencing homelessness; prevention services for those at risk of homelessness; groceries, meals, clothing, and other items to meet basic needs; and emergency disaster services. Additionally, since TSA's founding, the arts, particularly music, has been an integral part of the organization, with TSA choirs and brass bands common by the late 19th century – a tradition that continues to this day, with an example being TSA's annual participation in the Tournament of Roses parade, in which an average of 300 TSA musicians from centers around the world come together to perform/march in the parade. Many of TSA's centers include performing arts programs, with prominent examples being the Crescendo School of Music and Dance at TSA's Hunt Center for Performing Arts in the city of Torrance (L.A. County); a youth mariachi band at the Los Angeles Central Corps; and extensive music programs at the Tustin Ranch Corps (Orange County), which leads adult and junior brass bands, brass lessons, percussion lessons, and a junior choir. Annually, The Salvation Army holds its ENCORE! Territorial Music and Arts Celebration, featuring the creative achievements of approximately 500 youth who participate in music programs across The Salvation Army's USA Western Territory.

Dick and Beverly Davis Corps Community Center ("Corps") – Cathedral City: The Corps has been serving the Coachella Valley at its current location since 2005, having served the Valley for many years prior at a temporary facility. Currently led by Majors Rubina and Neil Navarro, Corps Officers, the Corps provides programming that matches the needs of a diverse population, including youth, veterans, seniors on a fixed income, low-income families, unemployed and underemployed individuals, children of single-parent households in crisis, and unhoused individuals and families. The Corps is a safe, nurturing, caring environment, with the overarching desire to lead individuals from crisis to sustainable independence. In addition to the After-School Program (which includes multiple music components), programs offered include: food pantry; emergency assistance; referrals to other social service resources; youth/teen programs, sports/fitness, including youth soccer leagues, pickleball, Zumba classes, and open gym time for the community; clothing closet for veterans; summer camps for children and teens; and holiday assistance, including meals, toys, coats, and other items. As indicated above, veterans are a special target population for The Salvation Army. This November, the Cathedral City Corps will be holding its 12th annual Veterans Expo, a resource fair for veterans. In recent years, the Corps offered an arts therapy program for veterans and hopes to reinstitute this program as the arts programs grow. Currently, however, the Corps seeks to expand its arts offerings to youth through the After-School Program's expansion of the arts components. *Please see attached examples of past and current arts programming conducted by the Corps.*

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

4.

- August 2024: Start of 2024-25 After-School Program; commence guitar classes
- September 2024: Commence additional music and art classes
- November 2024: Kettle Kick-Off event - performance and art exhibit
- November 2024: Palm Springs Veterans Parade - brass and drummers to march with the Corps.
- January 2025: Annual Gala - performances and art exhibit
- April 2025: 12th annual Veterans Expo – April 2025
- June 2025: Completion of the 2024/25 After-School Program

Additionally, The Salvation Army will hold quarterly music recitals and art exhibits at the Cathedral City Corps for family and friends of the students.

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 goal of the program is to enrich the lives of children through music and art experiences that will help them grow as individuals. The program will serve up to 30 kids in the after-school program as well as 10 additional kids in each of the three hourly classes (up to 30 more children), for a total of up to 60 participants.

Eventually, The Salvation Army wishes to expand the arts offerings to seniors and veterans as well as the overall community, providing affordable arts enrichment opportunities to all.

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.

Additional costs for the program will be covered through private contributions and nominal program fees.

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.

Prior to completion of the grant in June 2025, The Salvation Army will increase fundraising efforts to sustain and potentially expand the arts component of the After-School Program as well as other arts opportunities at the Corps. The Salvation Army will coordinate with staff and local advisory board members to cultivate relationships with individual donors, foundations and corporations, and possibly other funding options through the City and/or County. The Salvation Army has professional staff, both at the Corps and Divisional Headquarters in Carson, CA, with the expertise to pursue additional funding opportunities to benefit the arts programming at the Corps.

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

8. The Salvation Army is committed to fostering the arts through the programming at the Cathedral City Corps, offering music and art opportunities that many schools are no longer able to afford. As a longstanding community services partner, The Salvation Army strives to bridge the gap for youth in holistic ways, meeting a variety of needs, including the provision of arts engagement opportunities. The proposed music and art classes are designed to introduce children (particularly vulnerable youth) to the wonder and beauty of the arts. The Salvation Army understands the critical value of such programming in the lives of the youth who benefit.

*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.

AFTER SCHOOL PROGRAM



- Tutoring Services
- Homework Help
- Music classes - Guitar & Drums
- Sports
- Arts & Crafts
- Enrichment for Reading & Math
- Field Trips
- Good News Club

Monday - Friday
Starting August 7th

Cost is \$25 per Month



Monday-Friday:
2:30 to 5:30

Wednesday:
12:10 to 5:30



AFTER SCHOOL PROGRAM



DAVIS
CENTER



CATHEDRAL CITY CORPS

Servicios de tutoría
Ayuda con las tareas
Clases de música - Guitarra y
Batería
Deportes
Arte y Artesanía
Enriquecimiento para lectura y
matemáticas
Viajes al campo
Club de buenas noticias

Lines - Viernes
Comiendo Agosto 7th
Cuesta \$25 per Mes



Lunes-Viernes
2:30 to 5:30

Miércoles:
12:10 to 5:30

DIVERSION



CREATIVO



JUGAR

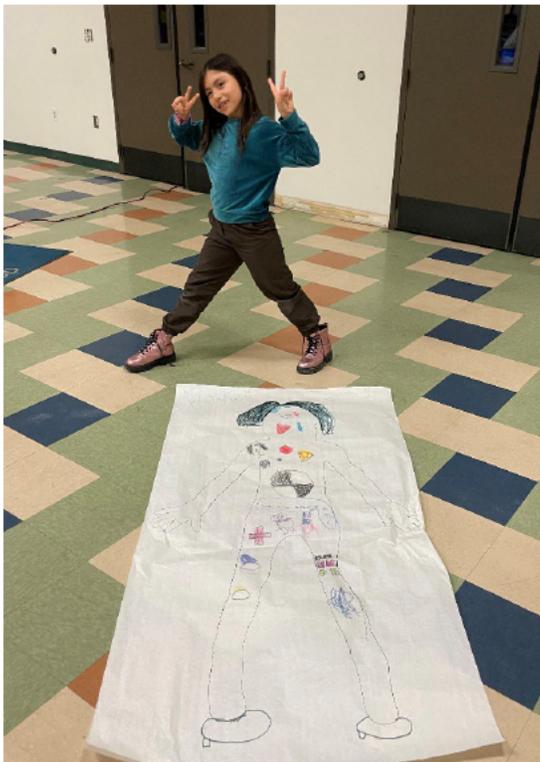




CATHEDRAL CITY CORPS
30400 Landau Blvd. Cathedral City, CA 92234
Office 760-324-2275 | Fax 760-321-4813
coachellavalley.salvationarmy.org

AFTER-SCHOOL PROGRAM - ART

The Salvation Army Dick & Beverly Davis Corps Community Center





CATHEDRAL CITY CORPS

30400 Landau Blvd. Cathedral City, CA 92234

Office 760-324-2275 | Fax 760-321-4813

coachellavalley.salvationarmy.org

MUSIC PROGRAMS

The Salvation Army Dick & Beverly Davis Corps Community Center

Children's choir performance at Davis Center



Choir practice at Davis Center



Youth from the Davis Center – two of the award recipients at The Salvation Army's **ENCORE!** Territorial Music and Arts Celebration, held on June 15, 2024, at the Pasadena Convention Center. **ENCORE!** features the creative achievements of 500 youth from across The Salvation Army's USA Western Territory.





CATHEDRAL CITY CORPS

30400 Landau Blvd. Cathedral City, CA 92234

Office 760-324-2275 | Fax 760-321-4813

coachellavalley.salvationarmy.org

Summer Music Camp at Pine Summit in Big Bear Lake

Music Camp Staff



Music Camp Participants (including Davis Center youth)



Brass Class at Davis Center





CATHEDRAL CITY CORPS

30400 Landau Blvd. Cathedral City, CA 92234

Office 760-324-2275 | Fax 760-321-4813

coachellavalley.salvationarmy.org

Percussion and Guitar Classes at the Davis Center



I am writing to express my enthusiastic support for the Salvation Army in acquiring the Community Arts Grant. As a lifelong resident of the Coachella valley with roots in Cathedral City, I have witnessed firsthand the transformative power of arts and music in our community.

As a musician with over 20 years of experience, I have had the privilege of sharing my passion with countless individuals of all ages. I have seen the positive impact that music can have on self-expression, mental health, and overall well-being.

In addition to my musical pursuits, I have dedicated my career to teaching and advocating for the arts and music. I have worked in schools, recreation programs, summer camps and in the private sector to foster a love of creativity and provide opportunities for students to develop their artistic talents.

As a current employee of the Salvation Army, I believe this grant aligns perfectly with the needs of our community and the mission of The Salvation Army. By developing an after-school music and arts program we can give children an opportunity to have a creative outlet, whether it be putting a guitar or trumpet in their hands or a paint brush.

I am confident that The Salvation Army has the expertise and dedication to make this project a success. I wholeheartedly support their efforts and urge you to consider funding this important initiative.

Thank you for your time and consideration.

Sincerely,

Michael Aaronson

Community Outreach /After-School Program Director

The Salvation Army Dick & Beverly Davis Corps Community Center

30400 Landau Bl. Cathedral City, CA 92234

Office 760-324-2275 | Fax 760-321-4813

coachellavalley.salvationarmy.org



To: The Cathedral City Salvation Army Corps

August 22, 2024

For: The Cathedral City Community Arts Grant

We are impressed!

I serve as the Salvation Army Cathedral City Corps Advisory Board Chairperson and my wife is also a member of the Board. Over the years, we have each been involved in various volunteer activities and have personally seen the growth and development of the projects and programs that have been brought forward by the various Officers that have been assigned to this Cathedral City location.

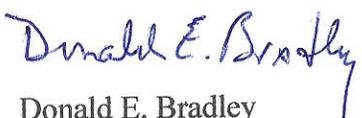
Not to take anything away from previous Officers, but the current Officers, Majors Neil and Rubina Navarro, are excellent stewards of the use of Army assets. Their stewardship has helped to produce value added programs of benefit to the community and those that they serve. In this regard, they seem to take the “Loaves and Fishes” that they receive and produce far better outcomes than are expected.

Currently, they have restarted an afterschool tutoring program that already attracted 13 students in the first week. Their goal however is to enhance this good start with a Music and Art Enrichment Element to further develop each child that currently attends, but also that may be a motivation for others to attend. In this regard, receipt of a Grant from DHQ would greatly help in many ways, including acquisition of instruments, art supplies, equipment, as well as personnel to support the goal and vision of the program.

Finally, receipt of these supplies and equipment, would possibly allow the opportunity to enhance Corps Family and Fellowship nights with music classes and further youth outreach with possibly a brass band and lessons being offered. And in our wildest dreams—wouldn't it be something if the kids involved could have a performance at the currently being planned Red Kettle kickoff in November and a Gala in January—if not this year, maybe by next year.

Thank you for your consideration. The Majors are “can do” people and with this grant we are sure that the Music and Art Enrichment Program will be a wonderful experience for those involved.

Very truly yours


Donald E. Bradley
Advisory Board Chairperson


April A. Bradley
Advisory Board Member

August 21, 2024

To whom it may concern

Dear Funder:

It is our pleasure to write a letter in support of the submitted request for funding from The Salvation Army, Cathedral City Corps, to help fund the T.E.A.M. After School Program (ASP).

Before serving as Advisory Board members, We both worked in local schools for 13 years providing tutoring to the academically challenged as well as GATE children that we were introduced to. From that experience, and after we retired, we helped to develop the TEAM (Tutor, Enrich, and Mentor) Program at The Salvation Army, Davis Center, Cathedral City, showing students their individual academic opportunities while linking them to and furthering their chances of success as adults in unique and need-sensitive ways. The program helped to develop interest in learning, and unique approaches to skills. We observed many accomplishments. For some it was individual instruction, for others it was the development of unique talents like music or art to express and build on their talents. Music, especially percussion instruction, has helped second language learners and many children with signs of autism or ADHD to focus and learn skills of order which give them confidence. Since COVID, our program was lost but now, with our past experience and a fervent desire, we hope to rebuild our program's success.

In conclusion, I fully support the efforts of our local Salvation Army Corps in Cathedral City, California, as they seek external funding to support a program designed to help our students recognize their potential, succeed at learning, and have a promising future.

Sincerely,

 Concurrred: 

William R. Young, Maj. USAF (ret), and Deanna L. Young
Members, The Salvation Army Cathedral City Advisory Board