



# Staff Report

City Council

Item No. {{section.number}}.A

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**Meeting Date:** October 23, 2024

**From:** Anne V. Ambrose, Assistant City Manager

**Title:** Ribbon Cutting Event for the Ocotillo Bench Project and Sponsorship of the S.C.R.A.P Gallery Dia de los Muertos Event

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**RECOMMENDATION:**

To approve the Public Arts Commission's recommendations for funding for a ribbon cutting event to unveil the painted benches completed through the Ocotillo Bench project and provide a sponsorship to the S.C.R.A.P Gallery for the Dia de Los Muertos event both from the commission's general fund budget.

**BACKGROUND:**

At the Public Arts Commission regular meeting on October 8, 2024, the Commission considered two funding items: establishing a budget for a ribbon cutting event for the Ocotillo Bench Project to unveil the newly painted benches and a sponsorship request from the S.C.R.A.P. Gallery for the November 2, 2024, Dia de los Muertos event at Desert Memorial Park.

**DISCUSSION:**

The Ocotillo Park Benches were painted over the weekend of October 11-13. The Public Arts Commission has been working with Chair Hyland from the Parks and Community Events Commission (PACE) to plan an unveiling event. Due to the park rehabilitation schedule and working around other previously scheduled events, the Commission selected Saturday November 2 from 3:00-5:00pm for the ribbon cutting event. Some of the activities planned for the event include a ribbon cutting, self-directed walking tour of the benches, paletas provided by La Michocana, a food truck where residents can purchase food, and live music. Public Works is going to be providing signs at each of the benches with the name of the artist, the artists statement about the bench in both English and Spanish, and a QR code to go to a GIS map developed by IT painted benches with information about the artists. The proposed budget for the ribbon cutting event is not to exceed \$1,668.00. The breakdown of expenses is as follows:

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|                         |                   |
|-------------------------|-------------------|
| PA System               | \$1,000.00        |
| La Michoacana           | \$500.00          |
| Food Truck Event Permit | \$108.00          |
| Entertainment           | No charge         |
| Decorations/Incidentals | \$60.00           |
| <b>Total</b>            | <b>\$1,668.00</b> |

The Public Arts Commission has previously supported providing funds to the S.C.R.A.P. Gallery to fund materials for the Dia de los Muertos event at Desert Memorial Park. Karen Riley, Executive Director of the S.C.R.A.P. Gallery submitted the application through the Community Grants Program in a timely manner, however staff inadvertently missed providing her application for the Commission’s review on October 2, 2024, at which time the Commission made their selection of applicants to recommend for funding.

Staff presented the item to the Commission at their last meeting and recommended that the sponsorship of the artist supplies, in the amount of \$1,500 be recommended to the City Council for approval.

|                                   |                   |
|-----------------------------------|-------------------|
| Art Supplies (Student Art Exhibit | \$750.00          |
| Art Supplies (Day of Event)       | \$550.00          |
| Installation materials            | \$250.00          |
| <b>Total</b>                      | <b>\$1,550.00</b> |

**FISCAL IMPACT:**

If both requests are approved, the total impact will be \$3,218.00, which will be expended from the Public Arts Commission’s general fund program budget. There is currently \$9,513.69 available and if this item is approved, will have a remaining budget of \$6,295.69

|                  | DESCRIPTION                   | GENERAL LEDGER ACCOUNT CODES | PROJECT CODE | AMOUNT            | ONE TIME or ONGOING |
|------------------|-------------------------------|------------------------------|--------------|-------------------|---------------------|
| 2024-2025        | Ocotillo Ribbon Cutting       | 100-500-510-511-8300-8301    | M03511       | \$1,668.00        | One Time            |
| 2024-2025        | S.C.R.A.P Gallery Sponsorship | 100-500-510-511-8300-8301    | M03511       | \$1,550.00        | One Time            |
| <b>2024-2025</b> | <b>Total</b>                  |                              |              | <b>\$3,218.00</b> |                     |

**FIVE-YEAR STRATEGIC PLAN:**

Goal F: Embracing, Inclusive Community

Objective: Cathedral City is valued and respected as a community that welcomes and embraces diversity, has an abundance of high-quality and affordable housing options and vibrant businesses. Our neighborhoods are attractive, well-maintained, and issues

surrounding homelessness have been compassionately addressed through thoughtful, coordinated, and collaborative programs.

F-3 Promote additional community events and celebrations.

**ATTACHMENTS:**

1. SCRAP Gallery Proposal