



**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): David N. Sanchez

ADDRESS: [REDACTED]

CITY: [REDACTED]

STATE: [REDACTED]

ZIP: [REDACTED]

CONTACT PERSON: David N. Sanchez

TITLE: Director and Producer

TELEPHONE: [REDACTED]

EMAIL: [REDACTED]

ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE):

(Legal authority for organization)

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

PROGRAM / SERVICE / EVENT INFORMATION:

GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$10,000 : \$6,700

TOTAL PROGRAM / SERVICE / EVENT/ART COST: \$6,700

Program/Service/Event Period or Date

From:

10/15/2024

To:

1/31/2025

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 requested funds will be used to develop a documentary for the Perez Art District in Cathedral City on how they add to the culture and help artists in the city. The documentary will focus on interviewing the owner of the district, the artists with their different styles of art, and the events the district host for all ages. The documentary will be shown on Discover Cathedral City and The Perez Art District's website, Facebook, and Instagram page. Along with the documentary being shown at community events in Cathedral City such as Mary Pickford, Cathedral City Library, and more. I have my crew involved with implementing this documentary such as Eduardo Echeverria as assistant producer, Axel Gonzalez as director of photography, Ian Solano as editor/pa, and more crew members to contact if necessary.

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.

The budget will be a total of \$6,700 it will go into paid equipment used for two to three months and pay the crew for their work. For lighting equipment such as led panels, stands, sandbags, and diffusers it would be \$2,000. Sound equipment such as sound recorder, shotgun microphone, microphone boom pole, and headphones it would be \$1,000. Providing crew gas, food, and pay for their hard work on set would be \$1600. For camera lenes and filters it would be \$1,000. For reshoots, unfortunate events, and any last-minute materials the contingency budget will be \$600. Advertising promoting the Perez Art District and documentary will mostly be done through word of mouth, social media posts/ads, and flyers which will be \$500.

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. My background is from documentary projects and promotional videos I have done for OneFuture Coachella Valley and Greater Palm Springs Film Alliance and Film Office. I'm a director and a producer who knows what equipment will be needed for certain projects, how to manage a team with their schedules, and knowing how to manage a budget for small and big projects. I'm also a 2023 highest honors graduate at College of the Desert with a associate transfer degree in Film, Television, and Electronic Media.

Here is my director's reel: <https://vimeo.com/993217569>

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

4. Late September would be organizing days with the Perez Art District to interview the owner and artists along with planning types of film shots. First week of October would be ordering and testing the equipment for the documentary. Middle of October through late November will be finally interviewing the owner and artists along with capturing footage of the events the district holds throughout the year. December through January will be reviewing the footage, planning any additions to the documentary, and editing the final version so it can play to the tens of thousands of people in Cathedral City.

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. My goal in creating this documentary is to help many artists in Cathedral City find a local outlet that can help them with their desire of creating art and find a community that welcomes them along with inspiring them. The documentary will enrich Cathedral City by representing the city's artists with their different styles, informing the tens of thousands of locals about the art scene, and to further build the art community.

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. I plan to pay for additional costs through crowdfunding while marketing it, asking loyal friends and family around the Coachella Valley for funds, and using my credit card if necessary.

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.

I would like to continue to make promotional videos for The Perez Art District so I can continue to represent the art community in Cathedral City along with their many updates to the district. Since most of the funds was used for pay for the equipment instead of rentals, I would likely not need additional funds to continue making content. However, if I did need to continue to pay for it by using different equipment and needing a few crew members I would mostly raise the funds using crowdfunding while marketing it, asking for friends and family for funds, and use my credit card if needed.

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

8.

Thank you for giving me the opportunity to help my hometown through this grant.

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

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



OneFuture Coachella Valley
41550 Eclectic Street, Suite 204D
Palm Desert, California 92260
(760) 625-0422
Info@OneFutureCV.org

City of Cathedral City
Community Arts Grant Program
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

To Whom It May Concern,

It is with great honor that I write this letter of recommendation for Mr. David “Nick” Sanchez. As a founder of OneFuture Coachella Valley (OneFuture), I have had the opportunity to work with and mentor more than 3,000 students in our region over the past decade, and Mr. Sanchez is among the top students I’ve had the pleasure to work with. Utilizing education as a tool for workforce and economic development, OneFuture and our local partners are dedicated to helping students achieve their academic, career, and life goals. It is in this context that I met Mr. Sanchez in 2022.

After enrolling in our Gents Alliance program at College of the Desert, Mr. Sanchez became actively involved in our events, supporting other male students in their pursuit of higher education. Impressed by his professionalism and strong work ethic, as well as his ability to effectively communicate our regional goals and strategies, I hired Mr. Sanchez. It was the best decision I could have made! Over the past year, Mr. Sanchez has played a key role in developing our communications campaign to promote the Gents Alliance program to high school and college students. Among the projects he has led is a series of features on College of the Desert students participating in our Gents Alliance program, highlighting the events and resources that have helped them achieve their academic and career goals. This series has been well received by our students and is contributing to improved student success outcomes for OneFuture and our regional partners.

Additionally, Mr. Sanchez is highly respected among students and faculty in College of the Desert’s Film & Television program. Over the years, he has showcased his projects at local film festivals and has received awards for his productions and performances. It is not uncommon for his peers to seek his assistance with their projects, as Mr. Sanchez is not only an artistic visionary but also exceptionally dependable, with a strong ability to keep projects on schedule and within budget.

If you are seeking a grantee who will not only meet their goals and outcomes but also advance the priorities of the City of Cathedral City’s Community Arts Grant Program, then Mr. Sanchez is the perfect candidate. As a recent graduate of College of the Desert, Mr. Sanchez would also serve as an excellent role model for other students in our community who aspire to share their talents locally. I wholeheartedly recommend Mr. Sanchez for your Community Arts Grant Program. If you have any questions or need further information, please do not hesitate to contact me.

Sincerely,

A black rectangular box containing a handwritten signature in cursive script, which appears to read "Ernesto Rios".

ERNESTO RIOS
Vice President, College Success

Two black rectangular boxes redacting contact information, likely a phone number and an email address.