



**NAME (INDIVIDUAL OR ORGANIZATION):** Urban Visionary Project

<b>ADDRESS:</b> [REDACTED]
<b>CITY: STATE: ZIP:</b> [REDACTED]
<b>CONTACT PERSON: TITLE:</b> Pete Salcido Vice President
<b>TELEPHONE: EMAIL:</b> [REDACTED]
<b>ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE):</b> Tiffany Collins President
(Legal authority for organization)
<b>IF NON-PROFIT, INCLUDE 501(c)3 number:</b> [REDACTED]
<b>GRANT AMOUNT REQUESTED</b> Minimum \$250 Maximum \$10,000 : \$10,000
<b>TOTAL PROGRAM / SERVICE / EVENT/ART COST:</b> \$10,000
<b>Program/Service/Event Period or Date</b> <i>Funding must be expended by 6/20/2025)</i> April 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).

In collaboration with Flat Black Mural Co. we will engage the community in a learning and creating event. A professional artist will design a large-scale mural featuring the city landscape and cultural and significant landmarks. The mural company will prepare the wall prior to the event with an easy to follow paint by numbers type of grid. Community members will be taught how to use spray paint and other tools needed to participate in the mural painting and will be guided by professional artists in helping to install the art. The event will have a party atmosphere with food vendors and music. After the event, a team of professional artists will finish and clean up the mural. This event not only provides a learning experience that engages the community but it fosters the idea of using spray paint art to create city pride through stunning images.

**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 Budget \$10,000  
\$3000 paint and art supplies  
\$2000 misc supplies (ladders rentals, tables, chairs, tents, music equipment)  
\$1000 food vendor  
\$4000 staff and artist fees

**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.)

We are a non profit organization that promotes transforming lives through creativity. Our past projects include working with Desert Sands Unified School District to provide after school programs for middle school students and teach mural art techniques. With the help of professional working artists, we teach the class how to create large scale mural art. No artistic experience is required as the whole process is essentially a paint by numbers game. Every member of the class is given different parts of the mural to work on and in the end a professional artist finishes the mural's final image.

We have also created workshops for drawing, break dancing, music and spray paint art. We welcome all members of the community (ages 12 and up) to participate in our workshops free of charge. Below are some examples of our workshops:





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

- Full Timeline 12 days
- Planning and prep 7 days
  - Base painting 3 days
  - Community Involvement 1 day
  - Clean up 1 day

**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.)

We will engage with the community and help them explore their artistic skills. Encouraging creativity has been shown to lower stress levels, improve focus and boost our overall mental health. By engaging all artists regardless of skill level to participate in the execution of this mural we will reinforce pride in the city, every time a participant from the event passes the mural they will have a sense of ownership and pride knowing that they helped to create a beautiful piece of art that will last for years to come.

**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?)

No additional funds needed.

**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.)

This program will conclude the day after the community involvement.