

APPLICANT INFORMATION:			
NAME (INDIVIDUAL OR ORGANIZATION): Desert TheatreWorks			
ADDRESS: 45175 Fargo Street			
CITY: Indio		STATE: CA ZIP: 92201	
CONTACT PERSON: Ron Phillips		TITLE: Chief Executive Officer	
TELEPHONE: 760-980-1455		EMAIL: ron@dtworks.org	
ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Ron Phillips			
(Legal authority for organization) 501 (c)(3)			
IF NON-PROFIT, INCLUDE 501(c)3 number: EIN: [REDACTED]			
PROGRAM / SERVICE / EVENT INFORMATION:			
GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$5,000: \$5,000.00			
TOTAL PROGRAM / SERVICE / EVENT/ART COST: \$500.00 per child enrolled			
Program/Service/Event Period or Date		From: 07/01/2025	To: 06/10/2026
Funding must be expended by 6/20/2026)			
1.	<p>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).</p> <p>Building and Expanding our KidsWorks Program: In collaboration with local school districts in the Eastern Coachella Valley KidsWorks is offered in after school programs on school campuses and our Indio Theatre. Our summer and spring camp programs brings the excitement of musical theater to life for children of socioeconomically disadvantaged homes and is partially funded through the Expanded Learning Opportunities Program (ELOP). For over 1,000 students each year, this program is their first real-time experience with the performing arts. Through this program, students engage in an immersive learning experience that enhances their learning skills and cultural knowledge. The benefits also include confidence building that grows self-esteem and the ability to express themselves in front of an audience. The environment fosters artistic expression, social development, and cultural engagement. KidsWorks is a forum where children learn the importance of teamwork and artistic expression in a safe and supportive environment.</p> <p>The KidsWorks Program is open to students from transitional Kindergarten through High School. The program is ideal for students who are interested in exploring theater arts and culture. The program is also very useful for children who may be shy and withdrawn from their classmates and help them to gain self-esteem and the courage to express themselves in front of an audience. In the past year, we have seen 125 students from Cathedral City schools participate in the KidsWorks Program. With the establishment of our Signature at the Prism theatre space in Palm Springs, we anticipate we could double this number of participants in a venue that is more accessible to Cathedral City. The funds will be used to replicate the highly successful KidsWorks program in the western Coachella Valley. We would also include outreach to the Gay Straight Alliance clubs in the local high schools for scholarships as well as for private and grant funded opportunities in the program. In the past year, we have had over 3500 paid guests from Cathedral City attend our performances in Indio and are confident that with a presence in the more immediate area, we will see more guests from Cathedral City and have a greater opportunity for outreach for the KidsWorks program at a venue that is closer to Cathedral City thereby doubling our KidsWorks participation from Cathedral City to 250.</p>		
	<p>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.)</p>		
	<p>Our request for \$5,000.00 will provide scholarships for up to 10 participants in the two week KidsWorks Program for Fall of 2026.</p> <p>Scholarships: 10 @ \$500.00 each</p> <p>The funds will provide for instructor fees including acting, singing, and technical stage work including lighting, sound, and stage sets. The scholarship would allow participation at no cost for students enrolling in the program</p>		
2.			

from Cathedral City.

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. Founded in 2013, Desert Theatreworks (DTW), takes pride in providing the finest in live entertainment to a diverse audience throughout the Coachella Valley. Our Mission is to Enrich lives through the transformative power of the performing arts. Since 2017, DTW has been primarily operating from the Indio Performing Arts Center. Our programming not only includes presenting a wide array of mainstream plays and musicals, we also provide varied educational opportunities through our programs specifically for children, older adults and the LGBTQI+ community. In collaboration with Desert Sands Unified School District, the innovative KidsWorks Youth Education Program provides young talent with opportunities to explore their creativity through theatre productions, workshops and educational activities. Our Senior Education Program ArtsWorks is designed specifically for Senior performers. We invite older adults to participate without the need for memorization and rigorous rehearsals. ArtsWorks provides a space to inspire creative expression, social connection and personal growth. From play readings to singing, the program offers seniors the opportunity to remain active, engaged and socialized in their community and boost cognitive function. DTW Signature explores themes of LGBTQI+ representation and inclusivity and aims to promote a sense of belonging within our community by fostering appreciation for all members of our society. We have recently expanded to Palm Springs with a new theatre called Signature at the Prism dedicated to producing works and providing educational opportunities to the LGBTQI+ community and building on the success of our KidsWorks program. Desert Theatreworks is the recipient of numerous Desert Theatre League awards for our productions since our inception. We bring compelling live performances to the community and coupled with our educational programs for children, older adults and the LGBTQI+ community touch every corner of the Coachella Valley.

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

4. This funding would be utilized in our Fall program between October and December, 2026. We begin preparing and updating the Fall KidsWorks curriculum in the Summer and recruiting of instructors occurs in late Summer. Information and marketing materials are updated for students and their parents during the early Summer. We begin enlisting and enrolling students sixty (60) days prior to the beginning of the program in August and September.

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. Ultimately, we hope to establish a vibrant KidsWorks program serving the Western Coachella Valley in collaboration with Palm Springs Unified School District on the model established with Coachella Valley Unified School District. We have already shown that the program attracts participants to the Indio Program and anticipate increasing the number of participants within the first year.

KidsWorks provides summer theatre camps that nurture creativity for our students, many from socioeconomically disadvantaged homes who would otherwise not have the opportunity to engage in “hands-on” experience with the performing arts. Each of our two week camps culminates in a theatre production that provides invaluable experience with the performing arts and helps build self-esteem and public speaking skills. Having the KidsWorks program in the Western Coachella Valley will provide additional opportunities for Cathedral City students to explore the performing arts.

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. Desert TheatreWorks receives some funding from other grant and private sources for the KidsWorks program and also charges a nominal fee for students from other areas. KidsWorks is also partially funded by the proceeds from ticket and concession sales at the Indio Center for Performing Arts. As a non-profit organization, we also seek community funding to support our community educational programs. We operate a gift shop where all proceeds benefit Desert TheatreWorks activities as well as contributions and support from the general public. The Signature at the Prism Theatre in Palm Springs will also generate additional income through general ticket sales and concessions.

We are exploring additional grant opportunities for this program as well as establishing collaborative working relationships with local community partners.

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. Yes we do plan to continue and expand this program. Desert TheatreWorks has an over seven year track record of a successful KidsWorks program through our Indio Performing Arts Center in the eastern Coachella Valley. KidsWorks began with just 30 students in its first summer program. Recognizing the overwhelming demand for quality youth performing arts education in the East Valley, the program quickly expanded, evolving into a vital creative outlet for young performers. We anticipate the same level of success in the western Coachella Valley.

Our intention is to establish the KidsWorks program as a permanent program based upon the same model we have been using with the Coachella Valley Unified School District in the cities served by the Palm Springs Unified School District. We have already seen participation by Cathedral City children at our Indio location through private funding. We will continue seeking additional grant sources of funding as well as funding through our ticket and concession sales at the Signature at the Prism theatre in Palm Springs and private contributions.

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

For additional information, we have attached a brief description of the KidsWorks program that is utilized in our marketing of the program.

8.

Please visit our website at: www.dtworke.org for additional information.

*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 Friday, April 18, 2025**
- **Electronic copies - received by 5:00pm on Friday August 18, 2025**
- **Electronic submittal is preferred**

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