



**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): PND Enterprises, Inc. dba Desert Candlelight Concerts

ADDRESS: [REDACTED]

CITY: [REDACTED]

STATE: [REDACTED]

ZIP: [REDACTED]

CONTACT PERSON: Denise Welch

TITLE: Head of Production

TELEPHONE: [REDACTED]

EMAIL: [REDACTED]

ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Denise Welch

(Legal authority for organization)

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

PROGRAM / SERVICE / EVENT INFORMATION:

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

TOTAL PROGRAM / SERVICE / EVENT/ART COST: **\$25,228.82**

Program/Service/Event Period or Date

From: 10/23/24

To: 3/19/25

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.

Artistic Concept: The Desert Candlelight Concert Series is designed to offer an immersive, multi-sensory experience that combines the enchanting glow of 2,000 flameless candles, a movie background with captivating live music performances. Each concert will feature outstanding musicians performing a variety of musical genres, from classical to contemporary, creating a magical ambiance that enhances the audience's enjoyment and engagement.

Intended Audience: The primary audience for the concert series includes local residents of the Coachella Valley, particularly adults aged 40-80 who have a keen interest in cultural and musical events. The concerts are also aimed at couples and groups of friends looking for a unique, never before experienced memorable evening out.

Community Engagement Strategies: To ensure robust community engagement, we plan to implement the following strategies:

1. Marketing and Outreach:

- Utilize social media, local radio, newspapers, and TV to reach a wide audience.
- Collaborate with local businesses to distribute promotional materials.
- Engage with local influencers and community leaders to promote the event.

2. Pre-Concert Events:

- Host cocktail lounges before each concert to provide an additional social element, encouraging attendees to mingle and build community connections.
- Offer post-concert photo-ops with the performers to deepen the audience's connection to the music and musicians.

3. Accessibility:

- Ensure that ticket pricing is inclusive, offering General and VIP Seating.
- Partner with local transportation services to provide easy access to the venue.
- Partner with ASL Services to provide the hearing impaired an equal opportunity to enjoy each concert.

Community Partners and Their Roles:

1. Mary Pickford Theater:

- **Role:** Venue partner providing the location for all six concerts. The Mary Pickford Theater will also assist with technical support and promotional activities within the theater's regular patron base.

2. Local Media Outlets:

- **Role:** Media partners will help with advertising and coverage of the events, increasing visibility and attendance. They include: KESQ, NBC, KGay, CVIndependent, CV Weekly, Desert Sun, PS Life and Greater Palm Springs Visitors Authority.

3. Local Businesses:

- **Role:** Sponsors and promotional partners, including restaurants and shops that will offer discounts or promotions tied to concert tickets, enhancing the overall event experience and economic impact.

4. Coachella Valley Arts and Music Organizations:

- **Role:** Collaborators in promoting the concerts to their members and possibly participating in concert events as volunteers

5. Boys and Girls Club of Cathedral City:

- **Role:** Volunteering before and after concerts

6. Spirit of the Desert:

- **Role:** Volunteering and Performing before and after concerts

7. AMP (Academy of Musical Performance):

- **Role:** Volunteering and Performing before and after concerts

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.)

Budget Allocation:

1. Artist Fees and Travel:

- **Allocation:** A significant portion of the funds will be allocated to compensating the musicians for their performances, travel, and accommodation costs.

2. Venue and Production Costs:

- **Allocation:** Funds will cover the rental of the Mary Pickford Theater, technical equipment, and staff required for each of the six (6) concerts.

3. Marketing and Promotion:

- **Allocation:** A comprehensive marketing campaign will be funded to ensure maximum visibility and attendance, including advertisements in local newspapers, social media ad campaigns, and promotional materials handed out i.e., printed flyers and posters

4. Event Operations:

- **Allocation:** This includes logistics such as security, ticketing, and hospitality services for the cocktail lounges and pre-concert events.

5. Community Engagement Activities:

- **Allocation:** Funds will support post-concert community outreach programs to enhance engagement and accessibility.

By carefully allocating the requested funds, we aim to produce a series of concerts that not only offer exceptional musical experiences but also foster community spirit and cultural enrichment in Cathedral City.

Sponsorships and Ticket Sales will be leveraged with these funds.

General Expenses for 6 concerts Oct. 2024 through Mar. 2025

Mary Pickford Rental	\$ 7,200.00
Mary Pickford Tech & lighting	\$ 1,500.00
Candlelight Batteries AA (3600 batteries) 12 boxes x 300 in a box	\$ 800.00
Candlelight Batteries AAA (3000 batteries) 10 boxes x 300 in a box	\$ 900.00
Salary for Concert Setup and Tear Down	\$ 2,200.00
2 other workers to assist Concert Setup and Tear Down	\$ 500.00
Eventbrite Fees for Ticket Sales	\$ 700.00
Liability Insurance \$750 for year	\$ 750.00
Payment for each Performer at 6 Concerts	\$ 7,200.00
*Flyers 8.5" x 11" printed	\$ 350.00
*Posters 24 x 36" printed	\$ 150.00
Souvenir Tee Candles for each seat/each concert	\$ 128.82
Promotional Postcards printed	\$ 250.00
Video Beginning Intro created for each performer	\$ 600.00
Social Media Advertising to promote each concert	\$ 2,000.00
TOTAL EXPENSES	\$ 25,228.82

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.)

About PND Enterprises Inc.:

PND Enterprises is a well-established organization specializing in the production and promotion of high-quality cultural and entertainment events. With a strong focus on community engagement and artistic excellence, we have successfully executed numerous projects that have enriched the cultural landscape of the Coachella Valley and beyond.

Experience and Expertise:

Our team at PND Enterprises brings decades of combined experience in event production, marketing, and community engagement. We have a proven track record of delivering successful events that resonate with diverse audiences and create lasting impacts.

Relevant Work:**Desert Candlelight Concert Series Oct-Mar 2023-2024:**

Success Story: Last year's inaugural Desert Candlelight Concert Series was a resounding success, featuring six sold-out performances at the Mary Pickford Theater. The series brought together talented musicians and enchanted audiences with an immersive candlelit ambiance.

Audience Engagement: The concerts drew over 1,200 attendees, highlighting the strong community interest and support for high-quality cultural events.

A Tribute to the Diva Whitney Houston with Alisha Bates Jan. 31, 2024:

Success Story: Concert was held at a new venue The Spiritual Center of the Desert in Palm Desert and the talented Alisha Bates sang her heart out performing all of Whitney Houston’s Greatest Hits.

Audience Engagement: The single concert drew a sell out crowd of 300 attendees and most of the people were out of their seats dancing and clapping.

Indian Wells Resort “A New Dawn. A New Day. A New Life” by Marc Antonelli July 13, 2024

Success Story: Working with Indian Wells Resort, we created an unbelievable concert setting with our flameless candles surrounding the dining and cocktail area along with illuminating Marc Antonelli as he sang contemporary opera to the dining audience.

Audience Engagement: The concert and dining area combined contained 150 attendees.

Online Presence and Portfolio:

Website: www.desertcandlelightconcerts.com

Our website showcases a portfolio of past projects, client testimonials, and detailed descriptions of our services. It serves as a testament to our ability to manage and execute large-scale events with precision, creativity and within a limited budget.

Capacity to Execute Proposed Activities:

PND Enterprises, Inc. is fully equipped to handle the production of the **Desert Candlelight Concert Series**.

Our capabilities include:

Comprehensive Event Planning: From concept development to on-site execution, our team manages every aspect of event production.

Marketing and Promotion: We leverage a multi-channel marketing approach to maximize visibility and attendance, including social media, traditional media, and community partnerships.

Technical Expertise: Our experience with venue coordination, tech/audio-visual setup, and lighting ensures a seamless and high-quality audience experience.

Community Partnerships: We have established strong relationships with local businesses, media outlets, and arts organizations, enhancing our capacity to engage the community effectively.

With our extensive background in event production and our successful track record, **PND Enterprises, Inc.** is well-positioned to deliver another unforgettable season of the **Desert Candlelight Concert Series**, enriching the cultural fabric of Cathedral City.

For more details on our past projects and to view our portfolio, please visit our [website](#).

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

Concert Schedule: (All concerts are on Wednesday evenings and doors open at 5pm with concert beginning at 6pm)

Oct. 23. **Marisa Corvo**, Contestant on both *The Voice* and *American Idol*

Nov. 20 **Johnny Meza & Co**, Great American Songbook

Dec. 11 **Yve Evans Trio**, Holiday Jazz Melodies

Jan. 22. **Angie Delaire**, Music Film Favorites

Feb. 12. **Barry Allen Cohen**, Swing into Love

Mar. 19. **Marc Antonelli**, Contemporary Opera Favorites

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 **Desert Candlelight Concert Series** aims to create a unique and enchanting cultural experience for the community. Our ultimate goals are:

1. **Cultural Enrichment:** We hope to foster a deeper appreciation for the arts within the local community by offering high-quality multi-sensory musical performances in an intimate and magical candlelit setting.
2. **Community Engagement:** We aim to bring people together, encouraging social interaction and a sense of community. By providing a space where residents can gather and enjoy live music, we hope to strengthen community bonds.
3. **Economic Impact:** We aspire to boost the local economy by attracting concertgoers who will also patronize nearby restaurants, shops, and hotels, thereby supporting local businesses.
4. **Brand Visibility for Sponsors:** We aim to provide valuable exposure for our sponsors, enhancing their brand visibility and demonstrating their commitment to supporting local cultural events.

The **Desert Candlelight Concert Series** will enrich Cathedral City in several significant ways:

1. **Cultural Enhancement:** By introducing a series of concerts that emphasize high-caliber musicianship and a unique multi-sensory presentation, we enrich the cultural landscape of Cathedral City. This not only benefits residents but also enhances the city's reputation as a destination for quality cultural events.
2. **Economic Growth:** The concert series will draw attendees from across the Coachella Valley and beyond, driving foot traffic to local businesses. This increased patronage can lead to economic growth and prosperity for local merchants.
3. **Tourism Attraction:** Hosting such a distinctive multi-sensory event can position Cathedral City as a cultural hub, attracting tourists and cultural enthusiasts. This can have a long-term positive impact on the city's tourism sector.
4. **Community Pride:** Offering residents a chance to experience world-class music in their own city fosters a sense of pride and belonging. It encourages community members to take pride in their city's cultural offerings.
5. **Educational Opportunities:** By exposing audiences to diverse musical genres and high-level multi-sensory performances, we provide educational benefits that can inspire local musicians and young people interested in the arts.

Through the Desert Candlelight Concert Series, we strive to create lasting positive impacts on Cathedral City's cultural, economic, and social fabric.

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 funding to offset additional costs will come in the form of concert ticket sales through EventBrite.com and sponsorship opportunities.

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.

The Desert Candlelight Concert Series will continue for years to come. Additional funds will continue to be sought from sponsorship opportunities and ticket sales.

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

8.

We have attached 2 additional documents. One is our concert series flyer from the 2023-24 season. The other attachment is the upcoming concert series flyer for 2024-25 season.

In addition, we will be partnering with the Boys and Girls Club of Cathedral City with a donation provided to them at the end of the season.

Desert Candlelight Concerts

The Candlelight flickers, the Audience hushes, and the Music begins..



All Concerts begin at 6pm. Comfortable Theater Seating.



Marc
Antonelli
Thurs.
Oct. 26th



Jeremie Levi
Samson
Wed.
Nov. 15th



Will
Donato
Wed.
Dec. 13th



Sergio
Villegas
Wed.
Jan. 24th



Frank
DiSalvo
Wed.
Feb. 7th



Leslie
Page
Wed.
Mar. 20th



EVENT LOCATION
36850 Pickfair St.
Cathedral City



www.desertcandlelightconcerts.com

A portion of proceeds benefit The Family YMCA of the Desert



PND Enterprises, Inc

2024-2025 Concert Series Schedule

“Concerts that will BLOW you away!”

Marisa Corvo Oct. 23rd
Johnny Meza & Co. Nov. 20th
Yve Evans Trio Dec. 11th
Angie Delaire Jan. 22nd
Barry Allen Cohen Feb. 12th
Marc Antonelli Mar. 19th



Multi-sensory Musical Extravaganza
Cocktail Lounge opens at 5 pm. All Concerts begin at 6 pm.

Desert Candlelight Concerts



Mary Pickford Theater
36850 Pickfair St.,
Cathedral City

**Tickets Now
AVAILABLE**

www.desertcandlelightconcerts.com

Sponsors



*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.

Ted Hane
General Manager
Mary Pickford Theater
36850 Pickfair St
Cathedral City, CA 92234
thane@dplaceentertainment.com

August 20th, 2024

Anne Ambrose
Assistant City Manager/Public Arts Commission Liaison
City of Cathedral City
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Dear Anne,

I am writing to extend my wholehearted support and endorsement for PND Enterprises and their exceptional production of the **Desert Candlelight Concerts** at the **Mary Pickford Theater**. The concert series, held last season, was a resounding success, and we are eagerly anticipating their return for the upcoming season.

PND Enterprises has demonstrated an unwavering commitment to excellence in every aspect of the production. From the meticulously curated musical selections to the beautifully crafted ambiance, the Desert Candlelight Concerts have provided our audience with an unparalleled experience that has left a lasting impression on all who attended.

The dedication and professionalism exhibited by the PND Enterprises team have been nothing short of exemplary. Their attention to detail and seamless coordination ensured that each concert was executed flawlessly, creating a magical atmosphere that truly captured the essence of live performance. The feedback we received from our patrons was overwhelmingly positive, with many expressing their admiration for the unique and enchanting experience provided by these concerts.

Moreover, the Desert Candlelight Concerts have significantly contributed to the cultural enrichment of our community. By offering a diverse range of musical genres and featuring talented artists, PND Enterprises has not only entertained but also educated and inspired our audience. The concerts have become a cherished event in our calendar, drawing attendees from near and far and fostering a deeper appreciation for the arts within our community.

We are thrilled to welcome PND Enterprises back to the Mary Pickford Theater for the upcoming season of the Desert Candlelight Concerts. Their innovative approach to live music and their unwavering dedication to quality make them an invaluable partner, and we are confident that this season's concerts will be even more remarkable than the last.

In closing, I want to reiterate our strong support for PND Enterprises and the Desert Candlelight Concerts. We look forward to continuing our collaboration and witnessing the continued success of this outstanding production.

Sincerely,

Ted Hane

Ted Hane
General Manager
Mary Pickford Theater