



**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): Andre Mieux			
ADDRESS: [REDACTED]			
CITY: [REDACTED]		STATE: [REDACTED]	
ZIP: [REDACTED]			
CONTACT PERSON: Andre Mieux		TITLE: Project Director	
TELEPHONE: [REDACTED]		EMAIL: [REDACTED]	
ORGANIZATION PRESIDENT OR CHAIR (IF APPLICABLE): Andre Mieux			
(Legal authority for organization)			
IF NON-PROFIT, INCLUDE 501(c)3 number:			
PROGRAM / SERVICE / EVENT INFORMATION:			
GRANT AMOUNT REQUESTED Minimum \$250 Maximum \$10,000 : \$9,750			
TOTAL PROGRAM / SERVICE / EVENT/ART COST:			
Program/Service/Event Period or Date		From: 10/01/2024	To: 01/31/2024
Funding must be expended by 6/20/2025)			
1.	Describe How The Requested Funds Will Be Used:		
	The requested \$9,750 will fund "Soundscapes of Cathedral City: A Multimedia Exploration," a digital initiative aligning with the grant's mission to support art and education projects that enrich community culture. The project includes:		
	<div><div>1. Documentary: Featuring Cathedral City landmarks, housed on a comprehensive website.</div><div>2. Bespoke Musical Score: Composed by Andre Mieux, with proceeds from soundtrack sales reinvested in project marketing beyond the grant period.</div><div>3. Community Engagement:<div><div>○ Online workshops and master classes</div><div>○ Community-driven content hub</div><div>○ Interactive archive for resident contributions</div><div>○ Online cultural festival with live-streamed events</div><div>○ Bi-weekly blog posts exploring local history and culture of Cathedral City</div></div></div><div>4. Live Musical Performance: A culminating event featuring the project's music, open to local residents of Cathedral City and simultaneously streamed online for broader accessibility.</div></div>		
	<p>This project aims to engage diverse audiences, including Cathedral City residents, artists, students, educators, and cultural enthusiasts worldwide. By leveraging digital platforms, we ensure broad accessibility and create a sustainable resource that will benefit Cathedral City long after the grant period, fostering ongoing cultural appreciation and civic dialogue.</p> <p>"Soundscapes of Cathedral City" will set a new standard for community-based digital art projects, showcasing the city's cultural vibrancy to a global audience while deeply engaging local residents in preserving their unique heritage.</p>		
2.	Budget		
	Total Grant Funds Requested: \$9,750		
	Additional Funds from Donnie Troy Productions: \$2,000		
	Total Project Budget: \$12,000		
Detailed Budget Breakdown			
1. Documentary Production: \$2,000			
<div><div>• Filming: \$1,000 - High-quality footage of Cathedral City's landmarks and cultural sites</div><div>• Film Editing: \$500 - Visual narrative assembly, editing, transitions, soundtrack integration</div><div>• Lighting and Camera Rentals: \$500 - Professional-grade equipment for high-quality visuals</div></div>			
2. Soundtrack Production: \$1,500			
<div><div>• Studio Recording Time: \$1,000 - Studio rental for soundtrack and additional audio elements</div><div>• Post-Production Audio Editing: \$500 - Audio mastering and mixing for balanced, clear, immersive sound</div></div>			

3. Website Development and Online Content Creation: \$1,800

- Website Design and Development: \$500 - Functional, aesthetically pleasing website for documentary, blogs, workshops, and educational content
- Content Development: \$600 - Blogs, workshops, and learning resources
- Hosting and Maintenance: \$200 - Web hosting and ongoing maintenance

4. Marketing, SEO, and Advertising: \$2,750

- SEO Content Creation: \$300
- Local Advertising: \$700
- National Advertising: \$850
- Graphic Design and Promotional Materials: \$250

5. Venue Rental for Final Performance: \$3,500

- Comprehensive rental package including insurance, parking, staffing, lighting, sound, and cleanup

6. TuneCore Distribution: \$200

- Digital distribution of documentary soundtrack

7. Workshops, Master Classes, and Virtual Performance: \$800

- Instructor Fees: \$300
- Artist Fees: \$300
- Virtual Performance Setup and Streaming: \$200

8. Travel Costs: \$500

- Trips to Cathedral City, venue visits, studio travel

9. Miscellaneous Costs: \$300

- Contingency for unforeseen expenses

Total Project Budget: \$12,000

Briefly Describe Your Background:

Andre Mieux's career spans in a diverse range of musical disciplines, including music production, engineering, artistic development, and live performance. With classical training as a pianist and vocalist, Mieux's foundation was built on scholarships from prestigious institutions such as Juilliard, CalArts, USC, and UCLA. This blend of classical expertise and contemporary music proficiency enables the creation of unique soundscapes that resonate across diverse audiences.

Individual Background and Experience:

Throughout his career, Mieux has collaborated with industry giants like Universal Music, Justin Bieber, Snoop Dogg, John Legend, and Pink. His work has graced platinum-selling albums, major film soundtracks, and international tours. A standout achievement includes contributing to an award-winning track for Snoop Dogg, demonstrating Mieux's ability to craft music that both entertains and conveys compelling narratives - a crucial skill for capturing Cathedral City's cultural essence.

Mieux's versatility extends to live performances, having headlined for major cruise lines, showcasing the capacity to conceptualize and deliver large-scale musical programs. This experience translates directly to creating engaging community events for Cathedral City residents, supporting the grant's emphasis on community engagement and cultural vitality.

Relevant Work and Community Engagement:

Community outreach forms a cornerstone of Mieux's professional ethos. As a music director for churches like Los Angeles Lutheran and Holy Redeemer, he has honed the ability to lead musical experiences that deeply resonate with community members. Mieux has organized workshops, master classes, and collaborative projects, bringing together diverse groups through music. These initiatives underscore the power of art in fostering civic dialogue and cultural appreciation, key objectives of the Community Arts Grant Program.

For the proposed Cathedral City project, Mieux envisions similar community-centric initiatives. These will actively involve residents in the creative process, ensuring the project authentically reflects and celebrates the community's unique character. By engaging local experts in fields such as sound engineering, video production, and web development, the project will further support the grant's goal of community involvement and representation.

Capacity to Execute the Proposed Activities:

Mieux's diverse skill set and experience in managing complex projects, from international tours to multi-platform productions, position him ideally to oversee the proposed Cathedral City initiative. His background demonstrates the ability to handle all aspects of production efficiently and effectively, from initial concept to final performance.

The commitment to community engagement through workshops, master classes, and collaborative content creation leverages Mieux's experience in teaching and mentoring. This approach ensures that the project will not only showcase Cathedral City's cultural vibrancy but also actively involve its residents in the creative process.

In conclusion, Andre Mieux's comprehensive background in music production, performance, and community engagement aligns perfectly with the Community Arts Grant Program's mission. His expertise and approach promise a project that will significantly contribute to Cathedral City's cultural vitality, fostering a sense of community pride and shared cultural heritage.

Timeline: Project Milestones and Activities

Month 1 (October): Project Inception and Initial Production

Week 1-2:

- **Music Composition Initiation:**
 - Begin composing original music for the documentary soundtrack.
 - Establish thematic elements aligned with Cathedral City's cultural essence.
- **Pre-Production Planning:**
 - Develop a comprehensive shot list and filming schedule.
 - Identify key landmarks and cultural sites in Cathedral City for documentation.
- **Website Development Groundwork:**
 - Commence website structure design, focusing on user experience and content integration.
- **Master Class and Webinar Preparation:**
 - Outline curriculum for online educational content.
 - Begin recording introductory segments for master classes and webinars.
- **Music Distribution Setup:**
 - Initiate the process for distributing the soundtrack across major streaming platforms.
 - Coordinate with distribution services to ensure timely release of the soundtrack.

Week 3-4:

- **Studio Recording - Phase 1:**
 - Initiate recording sessions for soundtrack elements.
 - Capture foundational tracks and primary themes.
- **Filming Preparation:**
 - Conduct location scouting in Cathedral City.
 - Draft the treatment for the documentary.
 - Plan and schedule the film shoot.
- **Content Creation for Website:**
 - Draft initial blog posts and educational materials.
 - Develop storyboards for interactive elements.

Month 2 (November): Intensive Production and Accelerated Post-Production

Week 1-2:

- **On-Location Filming in Cathedral City:**
 - Two-day intensive filming of iconic locations and landmarks.
 - Conduct in-person interviews with community members and local experts.
- **Continued Music Production:**
 - Studio recording sessions, incorporating location-inspired elements.
 - Begin preliminary mixing of recorded tracks.

Week 3-4:

- **Accelerated Post-Production:**
 - Begin intensive editing of footage from Cathedral City shoot.
 - Synchronize preliminary soundtrack with visual elements.
 - Implement an expedited editing schedule to meet the Month 3 release.
- **Website Development Progression:**
 - Implement core functionality and interactive features.
 - Integrate content management system for easy updates.
- **Music Finalization:**
 - Complete final recording sessions.
 - Accelerate the mixing and mastering process to ensure timely integration into the documentary.

Month 3 (December): Documentary Release, Post-Production Completion, and Marketing Commencement

Week 1:

- **Documentary Release:**
 - Premiere the full documentary at the beginning of the month.
 - Ensure all post-production elements, including sound design and final soundtrack integration, are completed.
- **Website Content Population:**
 - Upload and organize all created content (blogs, educational materials, etc.).
 - Implement SEO strategies for optimal visibility.

Week 2:

- **Post-Production Finalization:**
 - Address any last-minute edits or adjustments based on initial viewer feedback.
- **Marketing Strategy Execution:**
 - Launch the second phase of the marketing campaign, focusing on promoting the documentary.
 - Activate social media channels and begin community outreach.

Week 3-4:

- **Website Launch:**
 - Conduct final testing and quality assurance.
 - Official launch of the project website.
- **Intensified Marketing and Promotion:**
 - Release additional teaser content across various platforms.
 - Initiate targeted advertising in local and national markets.
- **Event Preparation:**
 - Finalize logistics for the January live performance.
 - Begin ticket sales or registration process.

Month 4 (January): Culmination Event and Continued Engagement

Week 1-2:

- **Pre-Event Marketing Push:**
 - Intensify promotional efforts for the live performance.
 - Conduct media interviews and press engagements.
- **Final Rehearsals:**
 - Conduct comprehensive rehearsals for the live performance.
 - Test all technical aspects, including live streaming setup.

Week 3-4:

- **Live Performance and Documentary Screening:**
 - Execute the live performance event.
 - Feature the documentary in a screening at the event (as a post-premiere showing).
- **Post-Event Engagement:**
 - Launch post-event content on the website.
 - Gather and analyze audience feedback.
 - Begin compilation of grant report materials.

Ongoing Activities (Throughout the Project):

- Regular updates to website content, including new blog posts and educational materials.
- Continuous engagement with the Cathedral City community through social media and online platforms.
- Ongoing refinement of marketing strategies based on analytics and community response.
- Regular project team meetings to ensure alignment with grant objectives and timelines.

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.)

The "Soundscapes of Cathedral City: A Multimedia Exploration" project aims to accomplish several key objectives that will enrich the cultural landscape of Cathedral City while fostering community engagement and artistic appreciation, primarily through innovative online platforms with a culminating live event.

Goals and Objectives:

1. **Digital Cultural Preservation and Promotion:**
 - Create an interactive, online multimedia documentary that captures and celebrates the unique cultural and historical essence of Cathedral City.
 - Develop a comprehensive digital archive of the city's landmarks, cultural sites, and personal stories of residents, accessible worldwide.
 - Utilize social media and online platforms to actively promote Cathedral City's rich heritage to a global audience.
2. **Virtual Community Engagement:**
 - Engage the local community through online workshops, virtual master classes, and interactive web content focused on music production, local history, and digital storytelling.
 - live-streamed performance,
 - A dedicated online platform for local residents to engage with the documentary content through an interactive Q&A session.
 - Culminate the project with one significant live performance event in Cathedral City, serving as a physical touchpoint for the broader online initiative.
3. **Digital Artistic Innovation and Accessibility:**
 - Demonstrate artistic innovation by integrating music, film, and educational content into a cohesive online narrative using cutting-edge web technologies.
 - Ensure widespread accessibility of art and cultural education through a dedicated, user-friendly website optimized for various devices and platforms.
4. **Online Economic and Cultural Impact:**
 - Contribute to Cathedral City's digital presence and online cultural footprint, positioning it as a forward-thinking, arts-friendly community.
 - Attract virtual visitors to Cathedral City's culture, potentially inspiring future physical visits and boosting digital tourism.
 - Create opportunities for local artists and businesses to showcase their work through the project's online platforms.

Impact on the Community:

The project's online focus is designed to significantly expand its reach and impact:

- We anticipate over 10,000 unique online engagements with the documentary and related digital content within the first year.
- At least 500 participants are expected to join virtual workshops and master classes, with a focus on Cathedral City residents but open to a global audience.
- The live performance event aims to attract 300-500 attendees, serving as a celebration of the project's online success and community involvement.
- The project website and social media channels are projected to reach over 50,000 people, raising awareness of Cathedral City's cultural richness.

By providing easily accessible online educational content, the project will serve as a valuable resource for educators, students, and historians worldwide, further enriching the community's understanding of its own heritage. The anticipated long-term impact includes increased global cultural awareness of Cathedral City, a strengthened sense of community identity fostered through online interactions, and a lasting digital record of the city's unique contributions to the arts.

Ultimately, the "Soundscapes of Cathedral City" project seeks to create a dynamic, inclusive, and predominantly online cultural experience that not only showcases the city's artistic richness but also empowers its residents to take pride in their shared heritage while connecting with a global audience.

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.

The "Soundscapes of Cathedral City: A Multimedia Exploration" project has implemented a comprehensive strategy to secure funding and support beyond the Community Arts Grant Program, ensuring the successful execution of this innovative, community-enriching initiative.

1. Personal Financial Commitment:

A substantial personal investment of \$2,000 has been earmarked for the project. This funding will primarily support the development of high-quality online content and offset costs associated with the culminating live event. This commitment underscores the project's dedication to delivering exceptional value to the Cathedral City community.

2. Digital In-Kind Support:

Strategic partnerships are being forged with local technology firms and digital content creators to secure valuable in-kind support. These collaborations are expected to yield donations of web hosting services, software licenses for online content creation, and access to virtual event platforms. Such partnerships not only reduce direct costs but also enhance the project's technological capabilities, ensuring a state-of-the-art digital experience for participants.

3. Online Fundraising and Digital Sponsorships:

A targeted crowdfunding campaign is being developed, focusing on engaging Cathedral City residents and arts enthusiasts through social media and local online networks. Additionally, digital sponsorship opportunities are being crafted for businesses interested in aligning their brand with this innovative cultural initiative. These sponsorships will offer exposure through the project's online platforms and virtual events, creating a mutually beneficial arrangement that supports the project while promoting local businesses.

4. Cost-Effective Digital Strategies:

The project team is leveraging a suite of free and low-cost online tools for content creation, distribution, and community engagement. By utilizing social media platforms and email marketing for promotion, traditional advertising costs are significantly reduced. This approach not only optimizes the budget but also aligns with the project's digital-first strategy, ensuring widespread community reach.

5. Virtual Volunteer Program:

A network of skilled online volunteers is being established to assist with various aspects of the project, including digital content creation, social media management, and virtual event coordination. This initiative not only reduces operational costs but also fosters community involvement and skill development among participants.

By implementing these innovative, digitally-focused funding and support strategies, the "Soundscapes of Cathedral City" project is poised to maximize its resources, extend its reach, and deliver a high-quality cultural experience that resonates with the community. This multifaceted approach ensures that the project will not only meet but exceed the objectives outlined in the Community Arts Grant Program, creating a lasting impact on Cathedral City's cultural landscape.

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 "Soundscapes of Cathedral City: A Multimedia Exploration" project is designed as a sustainable initiative with long-term impact, extending well beyond the initial grant period. Our strategy for continuation aligns closely with the Community Arts Grant Program's mission of fostering innovative, community-enriching art projects within Cathedral City.

1. **Expansion of Digital Presence:** The project's dedicated website will evolve into a comprehensive digital archive and ongoing resource for the community. Regular updates will include new multimedia content, virtual exhibitions, and interactive educational materials exploring Cathedral City's evolving cultural landscape. This digital-first approach ensures widespread accessibility and continued engagement with both local and global audiences.
2. **Virtual Community Engagement:** To maintain momentum, we will prioritize online community involvement

through virtual workshops, digital master classes, and interactive online performances. These events will be funded through a combination of modest participation fees, digital sponsorships from local businesses, and targeted online fundraising campaigns. By engaging local artists and educators in creating digital content, we'll foster a self-sustaining cycle of creative output and cultural appreciation, all accessible from within Cathedral City and beyond.

3. **Diversified Funding Streams:** Leveraging the initial project's success, we will pursue additional funding from arts foundations and cultural organizations that support long-term, digitally-innovative community arts programs. We'll focus on multi-year grants and larger funding opportunities that align with our goals of digital cultural preservation and online community engagement. This approach will not only sustain the project but allow for its expansion into new digital mediums and virtual collaborations.
4. **Digital Partnerships and Sponsorships:** We will establish partnerships with local tech companies, educational institutions, and cultural organizations to provide ongoing digital support, virtual event hosting, and collaborative online opportunities. Digital sponsorships for specific online events or virtual content series will create recurring funding sources while promoting local businesses to a wider audience.
5. **Cost-Effective Digital Strategies:** Sustainability will be ensured through cost-effective digital strategies, including utilizing a network of skilled online volunteers, seeking in-kind donations of digital services, and collaborating with local artists for virtual content creation. These approaches will maintain the project's high quality while optimizing costs in the digital space.

History of Maintaining Services/Programs: Our track record demonstrates success in sustaining and growing artistic projects in the digital age. We have experience in managing ongoing online collaborations with major artists and organizations, as well as maintaining large-scale virtual music programs. This history showcases our ability to adapt complex projects to digital platforms while maintaining high standards of artistic and operational excellence.

In conclusion, the "Soundscapes of Cathedral City" project is envisioned as a cornerstone digital initiative with the potential for ongoing cultural enrichment and virtual community engagement. Through strategic online planning, digital partnerships, and innovative funding efforts, the project is well-positioned to continue making a meaningful impact on Cathedral City's cultural landscape in the digital realm for years to come, aligning perfectly with the Community Arts Grant Program's vision for innovative, accessible, and enduring art projects.

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

Overview

8. The "Soundscapes of Cathedral City: A Multimedia Exploration" project represents a pioneering fusion of digital artistry and community engagement, perfectly aligned with the Community Arts Grant Program's mission. This initiative harnesses the power of online platforms to amplify community-driven creativity and cultural preservation, setting a new benchmark for artistic expression in Cathedral City.

Central to this project is its digital inclusivity. We aim to involve a diverse cross-section of community members—from local historians and artists to students and residents—in a virtual storytelling process. This online collaborative approach not only enriches the multimedia content but also forges stronger community bonds in the digital space, fostering a shared sense of pride and belonging that transcends physical boundaries.

Demonstrating Feasibility: This project has been meticulously designed to ensure its feasibility, with careful consideration of potential challenges and their solutions. Key factors that support the feasibility include:

1. **Proven Expertise and Track Record:** The project is spearheaded by Andre Mieux, a seasoned professional with extensive experience in both music production and live performance. His successful track record in managing large-scale artistic projects, such as international tours and multimedia productions, provides a solid foundation for the successful execution of this initiative.
2. **Strategic Partnerships:** Partnerships with local technology firms and digital content creators will bolster the project's technical capabilities. These collaborations will provide in-kind support, such as web hosting and software licenses, ensuring that the digital infrastructure is robust and capable of delivering a seamless user experience.
3. **Resource Allocation and Budget Planning:** The detailed budget allocation ensures that all necessary resources are in place. The project has secured additional funds from Donnie Troy Productions and will utilize cost-effective digital strategies to optimize the budget, ensuring that the project remains financially viable.
4. **Sustainability Planning:** Post-grant, the project's sustainability is ensured through ongoing community engagement, additional grant opportunities, and the expansion of the project's online presence. This long-term vision further reinforces the project's feasibility and alignment with the grant's objectives.

Outcome Measurement:

Title: Measuring Success and Impact: To ensure the project's success and alignment with the Community Arts Grant Program's goals, a comprehensive outcome measurement strategy has been developed. This strategy includes the following key metrics:

1. Digital Engagement Metrics:

- Track the number of unique visitors to the project website, with a goal of reaching over 10,000 unique engagements within the first year.
- Monitor participation in virtual workshops and master classes, aiming for at least 500 participants, with a focus on Cathedral City residents but open to a global audience.

2. Event Attendance and Feedback:

- Measure attendance at the live performance event, with a target of 300-500 attendees.
- Collect feedback from event attendees and online participants through surveys and digital forms to assess the impact and satisfaction with the project.

3. Social Media and Online Presence:

- Track the reach and engagement of social media campaigns, with a goal of reaching over 50,000 people through various platforms.
- Analyze social media interactions and website analytics to refine marketing strategies and improve community engagement.

4. Educational Impact:

- Evaluate the effectiveness of virtual workshops and master classes through participant feedback and the number of completed sessions.
- Assess the long-term impact on local artists and educators by monitoring their continued engagement with the project's digital resources.

5. Sustainability and Growth:

- Measure the success of ongoing fundraising efforts, additional grant applications, and sponsorships.
- Track the continued growth of the project's online platform and its role in promoting Cathedral City's cultural heritage.

*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 August 30, 2024**
- **Electronic copies - received by 5:00pm on Friday August 30, 2024**
- **Electronic submittal is preferred**

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

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

To the Community Arts Grant Committee,

I wholeheartedly endorse Andre Mieux's application for the Community Arts Grant Program. As Dean of the USC Thornton School of Music, I've witnessed Andre's remarkable journey for over two decades, from a prodigious young pianist to an accomplished artist and community leader.

Andre's exceptional talent was evident even in junior high school, when he masterfully performed challenging works like Rachmaninoff's Piano Concerto No. 2. His artistry has only deepened over the years, complemented by vocal talents and a keen understanding of the music industry.

His proposed "Soundscapes of Cathedral City" project exemplifies his commitment to leveraging art for community enrichment. This multimedia exploration of Cathedral City's cultural heritage aligns perfectly with the grant's mission to support projects that enhance community vibrancy.

Andre's dedication to mentoring young musicians and advocating for inclusivity in classical music further demonstrates his alignment with the grant's goals of cultural enrichment and community building.

His unique combination of artistic excellence, innovative vision, and commitment to community engagement makes Andre an ideal candidate for this grant. I'm confident the "Soundscapes of Cathedral City" project will set a new standard for community-driven artistic initiatives.

Best regards,

Jason King

Sincerely,

Jason King

Ph.D. Dean

USC Thornton School of Music

Phone [REDACTED]





June 1, 2025

To Whom it may concern,

I endorse Andre Mieux's application for the Community Arts Grant Program. As Superintendent of Hacienda La Puente Unified School District, I have witnessed Mr. Mieux's transformative impact on our educational community over the past five years. Initially joining us as a substitute educator, Mr. Mieux swiftly distinguished himself in music education.

His innovative approach revitalized our district's music curriculum, seamlessly integrating classical methodologies with contemporary practices. This resulted in a program that not only enhanced musical proficiency but also fostered critical thinking and cultural appreciation among our diverse student body.

Mr. Mieux's tenure has been marked by several noteworthy achievements. He implemented a cross-disciplinary initiative correlating music theory with STEM subjects, significantly boosting student engagement and academic performance. His pioneering music therapy program for students with special needs yielded measurable improvements in cognitive function and social interaction. Moreover, he established a community music mentorship network, connecting students with local professional musicians and providing invaluable career insights.

Most impressively, Mr. Mieux secured substantial grants to equip our music department with state-of-art instruments, ensuring equitable access for all students regardless of socioeconomic background. This commitment to inclusivity and excellence epitomizes his approach to arts education.

The proposed "Soundscapes of Cathedral City" project exemplifies Mr. Mieux's visionary approach to community-centric arts education. It promises to be a paradigm-shifting initiative that aligns perfectly with your grant program's objectives, potentially serving as a model for similar projects nationwide.

I unequivocally endorse Andre Mieux's application. His proven ability to conceptualize and execute innovative, high-impact arts programs makes him an ideal candidate for this opportunity. Mr. Mieux's work in our district stands as a testament to his capacity to create lasting, positive change through the arts.

Please contact me if you require any additional information.

Sincerely,

Alfonso Jiménez,
Ed.D. Superintendent

[Redacted signature block]