



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

November 17, 2025 at 4:30 PM

Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR COMMISSION MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the Commission.

CHAIR

Carol Rogers

VICE CHAIR

Patricia Spann

COMMISSIONERS

Jacqueline Kelleher

Nathalie Martinez

Heidi Paul

Terri Ryan

Leila Sackfield

ASSISTANT CITY CLERK

Sarena Garcia

HOW TO WATCH

The City of Escondido provides the following way to watch a Commission meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, NOVEMBER 17, 2025

Flag Salute

ROLL CALL

ORAL COMMUNICATION

APPROVAL OF MINUTES

- [1.](#) Review and Approve September 8, 2025 Minutes

ESCONDIDO EXPRESSIONS

- [2.](#) Escondido Expressions Traffic Signal Box Program Phase 4.0

ARTS, CULTURE, AND CREATIVITY MONTH

- [3.](#) Arts, Culture, and Creativity Month Grant Program 2026

GRAND AVENUE ROUNDABOUT ART PROJECT

- [4.](#) Grand Avenue Roundabout Art Project Qualified Artists and Updated Artist Selection Process

STAFF LIAISON REPORTS

- [5.](#) Queen Calafia's Magical Circle Data Report and Updates
- [6.](#) Staff Liaison Report

Public Art Experiences

ADJOURNMENT

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the Commission during a meeting:

In Person



Fill out Speaker Slip and Submit to City Clerk

In Writing



<https://escondido-ca.municodemeetings.com>

ASSISTANCE PROVIDED



CITY *of* ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, NOVEMBER 17, 2025

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

September 08, 2025 at 4:30 PM

MINUTES

FLAG SALUTE

ROLL CALL

PRESENT

Chair Carol Rogers
 Vice Chair Patricia Spann
 Commissioner Jacqueline Kelleher
 Commissioner Nathalie Martinez
 Commissioner Heidi Paul
 Commissioner Terri Ryan
 Commissioner Leila Sackfield

ORAL COMMUNICATION

None

APPROVAL OF MINUTES

1. Review and Approve May 12, 2025, and July 14, 2025 Meeting Minutes
 Motion made by Commissioner Paul
 Seconded by Commissioner Ryan
 Approved 7-0

Community Requests

2. Esco Alley Art Community Request
 (Chair Rogers recused herself from voting on this item)
 Motion made by Commissioner Martinez
 Seconded by Commissioner Ryan
 Approved 6-0 (Rogers-Abstained)
3. Community Requests: Grant Guidelines
 Motion made by Chair Rogers
 Seconded by Commissioner Martinez
 Approved 7-0

Artwork at the Escondido Library

4. Artwork at the Escondido Library
 (No vote was made; Commissioners provided direction to Staff Liaison)



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

September 08, 2025 at 4:30 PM

Staff Report

5. Staff Liaison Report
Sandra Aguilar, Staff Liaison provided an update

Public Art Experiences

(None were discussed)

ADJOURNMENT

Meeting Adjourned at 5:29 p.m.

CHAIR

DEPUTY CITY CLERK



STAFF REPORT

November 17, 2026
Agenda Item No.: 02

SUBJECT:

Escondido Expressions Traffic Signal Box Program Phase 4.0

RECOMMENDATION:

Request the Public Art Commission approve the artist submissions for six locations as recommended by the Escondido Expressions Subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck, Director of Economic Development)

Presenter: Sandra Aguilar, Management Analyst

FISCAL IMPACT:

As part of the Escondido Expressions Traffic Signal Box Program, an artist receives a \$750 stipend per box painted. The total cost for Phase 4.0 of the Escondido Expressions Traffic Signal Box Program will be \$4,500 once completed.

BACKGROUND:

On July 14, 2025, the Public Art Commission voted to approve (7-0) the 2025/2026 Public Art Annual Work Plan. This included continued funding for the Escondido Expression Program. On August 20, 2025, the Escondido City Council unanimously adopted the 2025/2026 Public Art Annual Work Plan.

The Escondido Expressions Program is designed to enhance and bring art to Escondido's neighborhoods and commercial areas by transforming traffic signal boxes into works of art. The goal is to highlight local artists, deter graffiti, and expand the City's public art portfolio by creating scenes that reflect the vibrancy and diversity of local neighborhoods. The artwork must be original and created by the artist painting the box. The artwork must conform to the various policies and guidelines established by the City of Escondido and the Public Art Commission. The artist agrees to maintain the artwork for five years and assumes all responsibility for repair and/or removal of graffiti. The artists' inability to do so, shall allow the City the option to paint over the work and not be considered for future projects.

Call for Artists

The Escondido Expressions Phase 4.0 Call for Artists was released to the public through various distribution channels including the City's website, emailed directly to previously selected artists and those on the interest list, and Public Art Commissioners professional networks. The timeline for the call for artists was as follows:



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- Wednesday, September 3, 2025: Call for Artists is released
- Friday, September 26, 2025, at 5 p.m. PDT: Submissions Deadline
- Monday, October 6, 2025: Escondido Expressions Subcommittee meets to select top submissions

For this phase, the subcommittee released five multiple broader themes and one specific theme with an assigned location. In past phases, some locations had multiple quality submissions. By selecting one per location, this limits the amount of quality entries that could be accepted. The broad themes were Community, Food, Flora & Fauna, Native American Heritage, and Artist's Choice. The specific theme was Gold Mines to be located at Auto Parkway and W 9th Avenue. The subcommittee reviewed past public input comments when selecting the themes.

Submissions

A total of seven submissions by seven artists were received by City Staff. The subcommittee reviewed the submissions, and six were chosen to move forward in the process. The subcommittee discussed the best location for the six they are recommending for approval by the full commission. The locations and assigned submission are as follows:

1. Escondido Wildlife by Roxana Sanchez. Location: S Midway Dr & Bear Valley Pkwy.
2. Early Escondido Agriculture by Dania Sanchez. Location: El Norte & Valley Pkwy.
3. Biodiversity in Color by Lauren Kleen. Location: N Broadway & W Country Club Ln.
4. Ad Astra by Andres Martin. Location: W El Norte Pkwy & N Centre City Pkwy.
5. Kumeyaay Life by Marti Daglio. Location: Lake Wohlford Rd & E Valley Pkwy.
6. Florifauna by Melissa Vaughan. Location: Bear Valley Pkwy and Mary Lane.

For the submission from Marti Daglio, City staff has confirmed she is part of a Kumeyaay tribe. City staff has reached out and requested the artists to receive a letter of approval to paint the artwork in alignment with the tribes' beliefs and practices. Once approval is received, staff will move forward in any agreement with the artist.

Approvals

On October 13, 2025, the six submissions and locations were presented to the Risk, Safety, and Compliance staff group. There were no concerns about the selected locations or proposed artwork. The locations were sent to the Escondido Police Department to ensure no artist encounters any issue when painting. They were also sent to the Traffic Engineering Department for further review.



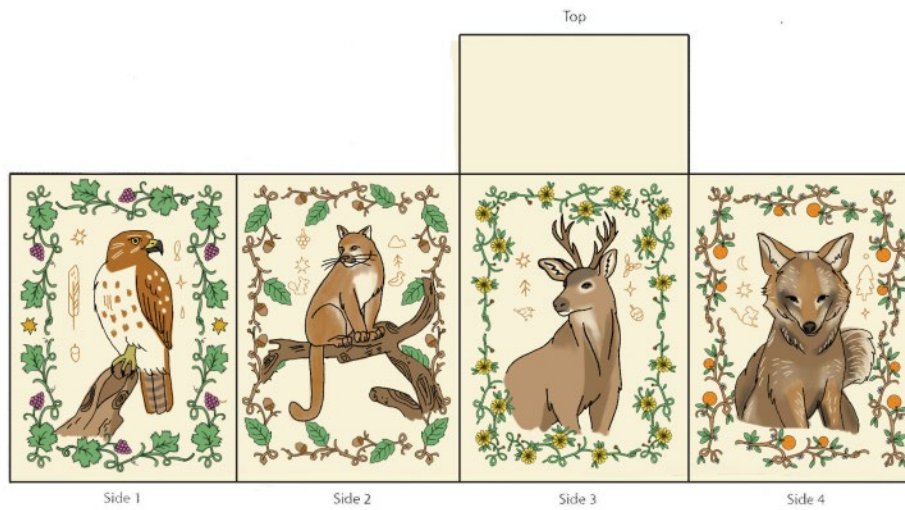
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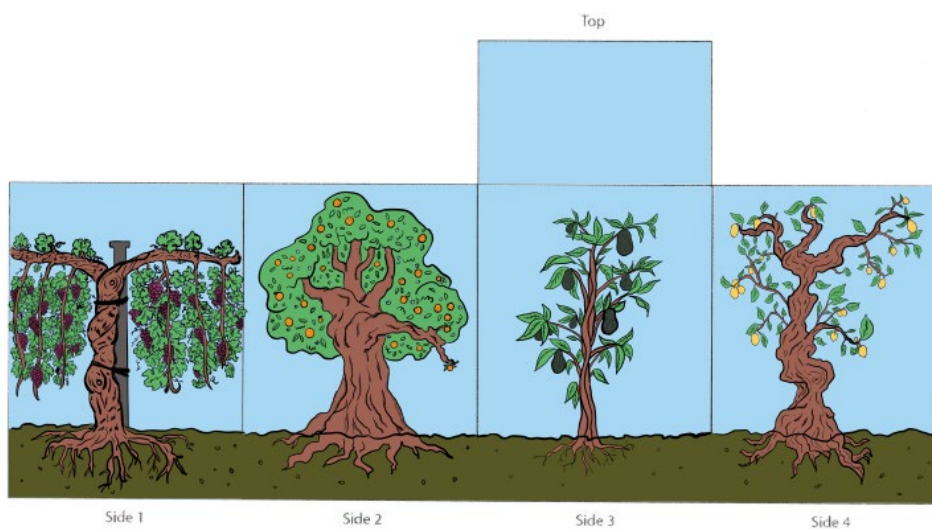
ATTACHMENTS:

- a. Escondido Expressions Traffic Signal Boxes Phase 4.0- Submission Artwork

1. Escondido Wildlife by Roxana Sanchez. Location: S Midway Dr & Bear Valley Pkwy.



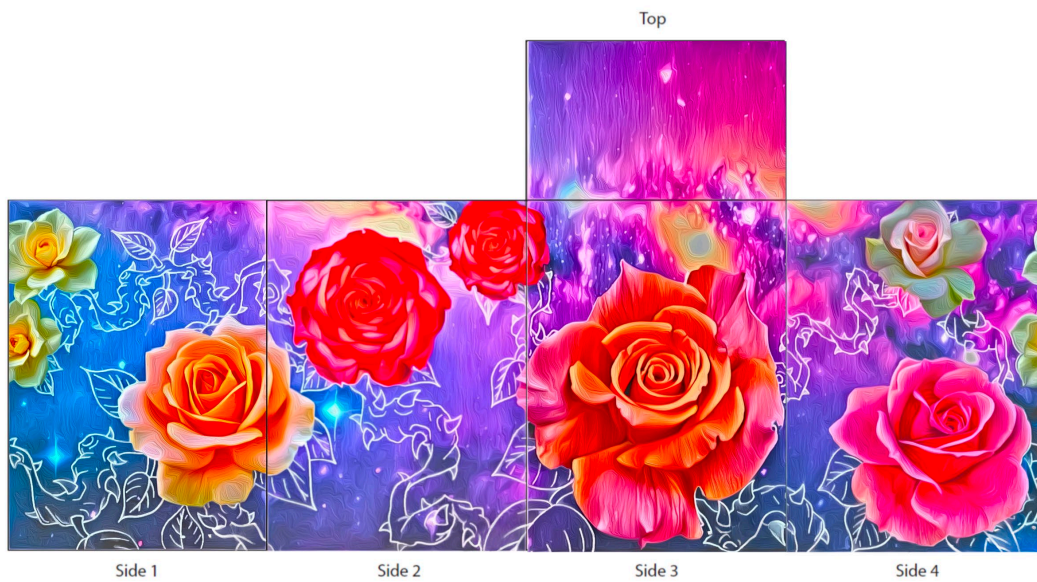
2. Early Escondido Agriculture by Dania Sanchez. Location: El Norte & Valley Pkwy.



3. Biodiversity in Color by Lauren Kleen. Location: N Broadway & W Country Club Ln.



4. Ad Astra by Andres Martin. Location: W El Norte Pkwy & N Centre City Pkwy.



5. Kumeyaay Life by Marti Daglio. Location: Lake Wohlford Rd & E Valley Pkwy.



6. Florifauna by Melissa Vaughan. Location: Bear Valley Pkwy and Mary Lane.



BACK

FRONT



STAFF REPORT

November 17, 2026
Agenda Item No.: 03

SUBJECT:

ARTS, CULTURE, AND CREATIVITY MONTH 2026 GRANT PROGRAM

RECOMMENDATION:

Request that the Public Art Commission approve the Arts, Culture, and Creativity Month Grant Program 2026 grant recipients and use the remaining fund towards marketing as recommended by the subcommittee.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck, Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

FISCAL IMPACT:

On July 14, 2025, the Public Art Commission adopted the 2025/2026 Public Art Annual Work Plan. This was approved by the City Council on August 20, 2025, with the formal adoption of these plans and associated budget adjustments. The Arts, Culture, and Creativity Month 2026 Grant Program was designated \$75,000 for the fiscal year 2025/2026. Grants could be requested in any amount from \$1,000 to \$7,000.

BACKGROUND:

Arts, Culture, and Creativity Month History

In 2019, the State of California declared April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts by empowering individuals to take action and allow for greater investment in the industry. April 2025 marked the first year Escondido participated in the celebration. The Public Art Commission awarded nine grants to the community to bring free programming to the community. April 2026 would be the second year of this program.

Grant Opportunity

To assist in promoting events and activities that highlight and celebrate arts in the community, the Public Art Commission offered a grant opportunity to support nonprofits, organizations, and businesses in conducting programs and activities to raise awareness for Arts, Culture, and Creativity Month in April 2026. Requests between \$1,000 and \$7,000 were considered based on project scope and impact.

The grant opportunity was designed to enhance community engagement, promote local artists, and foster creativity across diverse populations. These efforts include supporting community arts



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organizations to offer free opportunities such as workshops/classes, demonstrations, public performances, installations/exhibitions, community festivals/events, or discussions/lectures to facilitate learning.

The subcommittee met on August 11, 2025, to review staff recommended changes to the application from the previous year and the timeline of the grant opportunity. The timeline was as follows:

- Applications Available September 3, 2025
- Questions Deadline September 12, 2025
- Question Answers Posted September 19, 2025
- Application Deadline October 3, 2025, at 5 p.m. PDT

Grant Application Review

On October 13, 2025, the Subcommittee met to review the applications that were received by the grant deadline. 22 applicants requested funding with all requests totaling \$140,735. The following lists all the entities that applied:

Applicant	Project Name	Funding Request
Creativity Suitcase	Odd Arts Workshop	\$5,000
Stone and Glass	Live Glass Blowing	\$7,000
Esco Alley Art	Story of ESCO ALLEY ART	\$7,000
Victor Minces	Sound Shower	\$7,000
Escondido Arts Association	Mayors Art Competition	\$7,000
San Diego Music Society	Intimate Classics Youth Outreach	\$4,500
Escondido Arts Partnership	Art Blooms	\$5,400
San Diego Streaming Film Festival	San Diego Streaming Film Festival	\$7,000
Art Hatch	April Arts Showcase Spring in SoCal	\$7,000
Mental Health Systems, OBA Turn Behavioral Health Services	Clubhouse Art Show: Celebrating Creativity & Community	\$4,700
Unci, Inc.	Intertribal Arts	\$7,000
CoLabCrafts	CoLabCrafts Makes Art in the Community	\$7,000
CCAE Theatricals	Belonging Among the Stars: An Arts, Culture & Creativity Month celebration of imagination and community.	\$7,000
SD Archeological Center	Crafting Culture: Ancient Skills, Lasting Legacies	\$5,089
New Village Arts	A Walk with Yaamay	\$6,600



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Play as One	Community Dance Experience	\$7,000
Iconostar Art	Iconostars at the CCAE	\$7,000
Cultivating Kids	Cultivating Kids Photography Workshop	\$7,000
Live Action Attractions	Kahlo, Dali, & Freud Present: YOUR UNCONSCIOUS MIND	\$6,858
Brilliant Spectrum Art	EsconDoodles : An Art Supply Re-Sale Store	\$6,588
DELT Enterprises	Celebrating Niki de Saint Phalle's QCMC	\$7,000
Daydream Here	Escondido Fashion Week	\$5,000
	Total Funding Request	\$140,735

Selection and Recommendation

After reviewing the submitted applications and asking clarifying questions for two applicants, the subcommittee selected 12 applicants to fund in full or in part. The decision was made based on submitting a complete application, total impact, and use of funds. The following outlines the recommendation.

Applicant	Funding Request	Recommendation
Creativity Suitcase	\$5,000	Not funded
Stone and Glass	\$7,000	\$7,000
Esco Alley Art	\$7,000	Not Funded
Victor Minces	\$7,000	\$7,000
Escondido Arts Association	\$7,000	Not Funded
San Diego Music Society	\$4,500	\$4,500
Escondido Arts Partnership	\$5,400	\$3,400
San Diego Streaming Film Festival	\$7,000	\$4,000
Art Hatch	\$7,000	\$5,500
Mental Health Systems, OBA Turn Behavioral Health Services	\$4,700	Not Funded
Unci, Inc.	\$7,000	\$7,000
CoLabCrafts	\$7,000	Not Funded
CCAЕ Theatricals	\$7,000	\$7,000
SD Archeological Center	\$5,089	\$5,089
New Village Arts	\$6,600	\$6,600



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Play as One (PAO)	\$7,000	Not Funded
Iconostar Art	\$7,000	Not Funded
Cultivating Kids	\$7,000	Not Funded
Live Action Attractions	\$6,858	\$6,858
Brilliant Spectrum Art	\$6,588	\$6,588
DELT Enterprises	\$7,000	Not Funded
Daydream Here	\$5,000	Not Funded
TOTALS	\$140,735	\$70,535

Commissioner Rogers recused herself from two applications, Stone and Glass and Esco Alley Art. She left the room and allowed the other Commissioner Sackfield and Commissioner Martinez to evaluate and discuss these applications.

For the projects not selected for funding, the subcommittee provided the following explanations:

- Creative Suitcase: Incomplete Application
- Esco Alley Art: Not communal, more promotional. No proof of input or permission was included from the City of Escondido or Public Art Commission even though they were included in the history.
- Escondido Arts Association: Commissioner Rogers was included as juror without approval. Application indicated jurors would be paid, and Commissioners are not allowed to receive compensation as it would be a conflict of interest.
- Mental Health System: Application did not focus on one grant priority and community accessibility to the space is difficult.
- CoLabCrafts: Proof of location permission was not included.
- Play as One: Location would potentially only serve the members of that place of worship and not be accessible to all community members who cannot enter space due to religious reasons.
- Iconostar Art: Glare study would be required as artwork would be visible from the road.
- Cultivating Kids: Proof of Location permission was not included.
- DELT Enterprises: Proof of Location permission was not included.
- Daydream Here: Project was too broad.

Marketing

Allocated funding for the Grant Program is \$75,000 and the proposed funded projects total \$70,535 leaving a balance of \$4,465. The subcommittee recommends the balance be used towards marketing Arts, Culture, and Creativity Month 2026. Due to the limited capacity and resources, City Staff suggest that a consultant be hired to manage these efforts through Visit Escondido.



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ATTACHMENTS:

- A. Arts, Culture, and Creativity Month Grant Opportunity Packet 2026
- B. Applications for Arts, Culture, and Creativity Month 2026

Arts, Culture & Creativity Month

GRANT OPPORTUNITY

Grants for April 2026 Events



City of Escondido
Public Art Commission

201 N Broadway
Escondido, CA 92025

760-839-4692
publicart@escondido.gov

Arts, Culture, & Creativity Grant Program

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Announcement

The City of Escondido (“City”) is announcing the availability of grant funding for Arts, Culture, and Creativity Month 2026 which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido.

The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Background

On September 18, 2024 the Escondido City Council adopted the Public Art Strategic Plan. This guiding document can be found on the City’s website:

<https://www.escondido.gov/1226/Public-Art-Strategic-Plan>.

Public Art Strategic Plan

The Public Art Strategic Plan represents a foundational shift and re-imagining of the role of the Public Art Commission as an architect and guardian of the City’s cultural resources. Through the implementation of this plan, Escondido has the opportunity to be a cultural hub in San Diego County by highlighting, attracting, and showcasing organizations, artists, and artwork that have profound impact and meaning regionally, nationally, and internationally; thereby becoming an economic driver and sustaining the local economy, revitalizing downtown and other neighborhoods throughout the City.

Annual Work Plan

Each year the Public Art Commission adopts an annual work plan. The work plan outlines key areas: new art solicitation, art education, and deaccessioning. A key highlight is Arts, Culture, and Creativity Month, a statewide campaign designed to raise visibility and awareness for art and culture in local communities.

Arts, Culture, and Creativity Month

In 2019, California for the Arts successfully campaigned for the state to recognize and celebrate arts by declaring April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts, empower individuals to take action, and allow for greater investment in the industry. In April 2025, Escondido celebrated Arts, Culture and Creativity Month for the first time and awarded grants to 9 recipients.

Grant Information

The grant's objective is to support art programs and raise public awareness for Arts, Culture, and Creativity Month in April 2026. This initiative aims to enhance community engagement, promote local artists, and foster creativity across diverse populations.

Grant Priorities

Grant proposals should align with one of the following priorities:

1. Community Engagement: Programs that actively involve community members and foster participation in the arts. Programs should actively engage the community, encouraging participation from diverse populations, including underrepresented groups.
2. Educational Programs: Projects that offer educational opportunities related to arts and creativity. Programs should demonstrate a commitment to high-quality artistic practice, regardless of medium. Involvement of professional artists or experienced facilitators is encouraged to elevate the artistic standard of the proposed project. Project should raise awareness about the importance of the arts and culture in community life.
3. Cultural Diversity: Initiatives that promote cultural diversity and inclusivity in artistic expression. Projects should reflect the cultural heritage, diversity, and history of the community. Organizations are encouraged to collaborate with local cultural groups and artists to ensure authenticity and relevance.
4. Innovative Collaborations: Partnerships with local businesses, schools, or other nonprofits by creating a synergy which expands the impact and effectiveness of art and culture initiatives fostering a broader investment in the community.

Programs & Initiatives

In an effort to engage the community and promote art, culture, and creativity, organizations are encouraged to offer opportunities such as workshops/classes, demonstrations, public performances, installations/exhibitions, community festivals/events, or discussions/lectures to facilitate learning. Programs must ensure accessibility for individuals with disabilities and provide accommodations as needed. Furthermore, considerations should include language support that reflects the diversity and cultural heritage of the community.

Evaluation and Impact Measurement

Each program must establish clear, measurable goals and outcomes. Specific quantitative metrics should be included to evaluate success, such as total registration/attendance, engagement levels, and qualitative feedback. Implement processes to gather feedback from participants, such as surveys, interviews, or focus groups. An emphasis on storytelling is encouraged, highlighting individual experiences and community transformations resulting from

the program. As part of the report, images of the project in action must be submitted to be used for City purposes that include but are not limited to City Council presentations and advertising.

Advertising Support

Grantees will receive additional advertising support via Visit Escondido community calendar, social media channels, and more. In order to maximize advertising opportunities, grantees will be asked to submit advertising materials in March in preparation.

Funding

Total funding available is \$70,000. The number of grant awards will be dependent on the requests received and funding amounts issued by the Public Art Commission. Organizations may request \$1,000 to \$7,000 based on project scope. Matching funds are encouraged but not a requirement.

Funding Guidelines

Funds may be allocated to cover both direct and indirect costs within the following criteria.

- Direct Costs (90%):
 - Artist fees and stipends
 - Supplies and materials
 - Venue costs (rent, utilities, permits)
 - Marketing and promotional expenses
 - Event Insurance
- Indirect Costs (10%): Applicants may use up to 10% of the total grant amount for indirect costs related to administration, overhead, and general operational expenses.

Funding Evaluation Criteria

- Detailed Budget: Applicants must provide a line-item budget.
- Community Impact: Consideration will be given to projects that demonstrate efficient use of resources and offer the greatest community impact per dollar spent.
- Innovation: Projects that bring new or innovative forms of art or programming are favored.

Payment Structure

- Initial Payment: Upon approval, 70% of the grant will be disbursed upfront to assist with project startup costs.
- Final Payment: The remaining 30% will be released upon successful completion of the project and submission of the final report.

Grant Timeline

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

Eligibility & Selection Criteria

- Projects must take place in April 2026 and focus on arts, culture, and creativity.
- All activities must take place within the City of Escondido.
- Grant proposals must align with one or more of the grant priorities:
 1. Community Engagement
 2. Educational Program
 3. Cultural Diversity
 4. Innovative Collaborations
- Grant proposals shall include specific measurement outcomes that demonstrate successful completion of the program.

Application Process

1. Application: Applicants must complete the application detailing their proposed project based on the following:
 - a. Organizational Information: A brief description of the organization, including its mission, history, and relevant experience in arts, culture, and creativity programming.
 - b. Project Narrative: A detailed description of the project/initiative, including:
 - Objectives
 - Target audience

- Methods of implementation
 - Evaluation plan
 - c. Budget: A detailed budget outlining how grant funds will be used, including any matching funds or in-kind contributions.
 - d. Letters of Support: A letter of support from each community partner
 - e. Proof of Location Permission: If using an external location, provide proof of availability and approval to host event.
2. Submission: All documents must be submitted via email (publicart@escondido.gov) by the application deadline to be considered.

Final Reporting

Grantees will be required to submit a final report by May 30, 2026, including:

- A summary of activities conducted.
- Outcomes achieved, including attendance and community impact
 - Feedback and testimonials from participants
- Financial report detailing expenditures
- Images of the project in action



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Project Information

Item 3.

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Dates of Project: _____

Description of the Project/initiative: _____

Grant Priority: ☐ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): _____

Implementation Plan: _____

Evaluation Plan: _____

Funding

Amount Requested (\$1,000 - \$7,000): \$ _____

☐ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Submission Information

Item 3.

Please initial that you have read and understood each statement.

_____ The information provided accurately represents the project, program, or initiative that will be performed.

_____ I understand that this application does not represent any direct or implied agreement of funding.

_____ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

_____ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

_____ I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
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_____ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: _____

Authorized Representative Signature: _____

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for

distribution Organization: ArtHatch

Contact Name: Melissa Walker

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 317 E Grand Ave City/State/Zip: Escondido, CA 92025

Primary Phone: 760-781-5779 Alternate Phone: 858-336-2863

Email: contact@arthatch.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: ArtHatch is a 7,000 sq ft arts complex that consists of multiple art gallery spaces, 16 artist studios,
20 wall exhibition spaces, 2 escape rooms, Last Spot Bar, and a free teen arts program for at-risk youth, 85% of whom are on
probation.

Organization Mission: To produce free monthly opening receptions for the public to enjoy art, watch artists create, listen to live music,
and ask questions. To provide affordable, juried exhibition space for local artists, to provide affordable studio spaces for local artists
and creative small businesses, and provide free exhibition space, art supplies, studio space, and education for teen artists.

Brief Organizational History (include significant dates): Owner, Melissa Inez Walker, purchased the dilapidated building in late
2003. She and her late husband remodeled the building in a whirlwind 3 month remodel turning the building into a
gallery and 14 artists studios. The complex quickly gained a worldwide following and regularly sells artwork and hosts artists and clients

from all over the US, Europe, Asia, Australia, and Canada. In 2011, the property converted to ArtHatch, a 501(c) non-profit. At that
time, the free teen program was added. Together, ArtHatch and Distinction have hosted 233 exhibitions.

In 2020, Walker added three additional artist studios, a second restroom, and the complex's latest addition, Last Spot Bar, in Pulvers
Memory. In 2025 ArtHatch hosted its first all teen art exhibition. The teens created over 70 artworks for the exhibition.

Project Information

Project/Initiative Name: April Arts Showcase Spring in SoCal²

Location of the Project/Initiative: 317 E Grand Ave, Escondido

Dates of Project: April 11 - April 30, 2026

Description of the Project/initiative: ArtHatch proposes we expand on our show from 2025 and make it even bigger this year. The main gallery will feature spring themed pieces from our in house artists. Six artists throughout the building will be painting pots with spring themes. Guests can pick up a succulent for their pot on the way out. Three bands will be playing as organized by EMAAC. Our teen studio will be open and teens will be creating artworks. The public can also add their own flair to their pots in the teen studio. On April 18 and 25 artists featured in the exhibition will be painting live in the front gallery/front window.

Grant Priority: XCommunity Engagement Objective(s): ☐ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations
Our goal is to engage more members of our community by showcasing the incredible talents of our in-house Escondido artists and program teens. We also want to spotlight our teen program to inspire more local participation. Finally, by inviting people to help paint the pots themselves, we hope to encourage hands-on involvement and a deeper appreciation for the importance of the arts

Implementation Plan: If the grant is funded we will hire/secure dates with the artists for painting on pots and live painting.

We will purchase the materials so we have them ready to go for the event. We will arrange for the teens to be present at the event.

We will also connect with EMAAC to organize the bands. Additionally, we will hire extra staff to be present at the event.

We will begin to promote the event, including securing radio, internet ads with KPBS and the Reader. Our graphic designer will create the promotional cards so we can begin to promote the event well in advance. We did similar promoting in 2025 and had over 200 guests in attendance.

Evaluation Plan: Due to the large demand for pots at our first event we plan to increase the number of artists painting on them to 6-π8 and increase the number of available pots to 150 since we had so many interested guests last year. We also plan to have 30 of them pre-painted to show samples as well as help guests choose which artists they would like to work on their pot. These 30 will be given away once the others run out.

Funding

Amount Requested (\$1,000 - \$7,000): \$ \$7,000.

☐ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? No

If they event is not funded we will just have a regular show with no live painting, pot painting, or audience participation.

We will only have a budget for the event if it is funded.

Submission Information

Please initial that you have read and understood each statement.

M The information provided accurately represents the project, program, or initiative that will be performed.

M I understand that this application does not represent any direct or implied agreement of funding.

M Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

M Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

M I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

M I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Melissa Walker owner + CEO

Authorized Representative Signature: 

April Arts Showcase: Spring in SoCal²

Direct Costs:						
Artist Stipends:	\$2000.00					
Art Supplies and Pots:	\$600.00					
Paint and Brushes	\$150.00					
Event Photographer	\$150.00					
Extra Staff (security and 2 helpers)	\$550.00					
Live Music:	\$450.00					
Catering for main event & Pizza for teens	\$400.00					
Graphic Design:	\$500.00					
Marketing (cards, KPBS, Reader, Social Media Ads)	\$1200.00					
Indirect Costs:						
Rent and utilities (8% of one month)	\$1,000.00					
Total	\$7,000.00					



BOARD OF DIRECTORS

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Escondido Police Department

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Executive Director

12/18/20024

Re: Art Hatch

To Whom It May Concern,

Escondido Education COMPACT is proud to support the work done by Art Hatch, specifically in their efforts to securing funding and art workshops for at-risk, system impacted youth.

Escondido Education COMPACT is a non-profit organization that is committed to providing innovative youth leadership development, youth workforce development, violence prevention, and healthy/safety/well-being programs that remain consistent with the agency's original motto of **"Creating Opportunities Making Partnerships and Connecting Teens (COMPACT)."** Our work with Art Hatch has been more specifically through our program Achievement Center – Escondido. Achievement Center focuses on providing a structured, positive environment to allow justice-involved youth to thrive through services such as tutoring/educational assistance, career exploration/work readiness training, group/individual counseling, and recreational activities (i.e. boxing, outdoor excursions, art, cooking), and Career Technical Education.

Our youth live different lives than that of most youth, often their support system is scarce and therefore their opportunity to experience anything but the constant violence and drug use of the streets is limited. Which is why central to our philosophy is to expose youth to different avenues of express, and employability – so they can not only develop a desire for a life outside of the streets but they are able to identify career pathways that can fund those dreams. For us, engagement and programming is the last line of defense for these youth and Art Hatch has been in partner in that work by providing lessons around charcoal drawings of facial anatomy, watercolors paintings, images of animals, kinetic art, and music production. Many students have an affinity for art, and these lessons help refine those talents and reveal to them how much more those talents can go.

Is it for the youth they have positively impacted at Achievement Center and the services Art Hatch offers the community that we full-heartedly support Art Hatch's application to this grant cycle.

Best,

Mirjana Rodriguez
Program Director
Escondido Education COMPACT





Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Brilliant Spectrum Art

Contact Name: Brenda Townsend

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 624 Feeney Place City/State/Zip: Escondido, CA 92025

Primary Phone: 619-807-5052 Alternate Phone: 760-212-2854

Email: brilliantspectrumart@gmail.com

Co-Applicant Information

Co-Applicant Organization: N/A

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Organization Information (use additional sheets of paper as needed)

Description of Organization: Brilliant Spectrum Art is a small, award-winning, woman-owned business that exists to bring the arts to all, in many different forms. BSA offers murals, public art, scenic art, art education and classes for all ages and abilities as well as volunteer participation in community events.

Organization Mission: Brilliant Spectrum Art exists to create vibrant, joyful public art and learning experiences that empower people of all ages and experience. It seeks to enrich Escondido with bold, uplifting art, make art education accessible and inclusive and to share the joy and experience of creative exploration and self-expression.

Brief Organizational History (include significant dates): Brilliant Spectrum Art was established in 2020, with its first Public Art works being the barrier beautification project on Grand Ave. in Escondido. Brenda and her team were awarded the Helen Putnam award for their contributions. Since then, Brilliant Spectrum Art has painted numerous murals, public artworks, theater sets and residential commissions, both paid and as a volunteer. Their largest work to date was a 100' long mural "Hummingbird Jubilee", commissioned by the City of Escondido and dedicated in December 2024. BSA also recently completed the creation of curriculum for a 10-week youth arts camp through CCAE Theatricals, including instructor training and has conducted hundreds of free and paid classes for Art Students of all ages and abilities.

Project Information

Project/Initiative Name: EsconDoodles : An Art Supply Re-sale Store

Locations of the Project/Initiative: 1.) California Center for the Arts Escondido 2.) CoLabCrafts

Dates of Project: April 1- 30, 2026

Description of the Project/initiative: EsconDoodles is a donation-based resale and maker space, that sells donated art supplies at a discounted rate, thus affording all those who wish to create, the ability to do so. Brenda Townsend will provide in-kind matching donations of her time, experience, education, and expertise to support Arts businesses and Artists within her community. With full funding, Brenda Townsend will also engage Artists to lead at least one free workshop or class each week, with additional opportunities for local artists to show and sell their work in the space, as space allows.

Grant Priority: ☐ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☒ Innovative Collaborations

Objective(s): To advocate for increased awareness of the impact of Arts and Culture within the Escondido

Community by curating and selling donated Art Supplies to community members at greatly reduced rates. This model will also allow unused materials to find their way back into creative hands, and re-used, rather than being thrown into the landfill and going to waste. Since the rise of the thrifting trend, cities such as San Francisco, Pasadena, and San Diego have all opened similar spaces that act as a gathering space for creatives, while also offering discounted and marked-down Art Supplies. I have personally visited a couple of these businesses, and have found them to be insanely popular and useful local resources.

Implementation Plan: Put out a call for donations of new and gently used Art Supplies in January 2026 and collect donated supplies at the California Center for the Arts, where items will be stored and priced. Items will be used to stock shelves, driving traffic to both of these locations, while creating a safe, inclusive, and engaging space for those who wish to learn, and improve their skills in the Arts. Brenda Townsend will transport items from the storage space at CCAE to CoLab Crafts, for display.

Evaluation Plan: We will purchase a couple of hand clickers to count the traffic that flows in with a goal of 500 total people through the doors at both locations.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 6,588

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Yes, this event will still take place without funding. However, we would be able to raise more awareness for Arts, Culture, and Creativity month with the funding. With full funding, we can also offer Artists stipends to share their knowledge with participants in free workshops in our Makers Space. In addition, we could use the Advertising Support that is offered to grantees to cast the net of information further via Visit Escondido, city social media channels, and more.

Submission Information

Please initial that you have read and understood each statement.

BT The information provided accurately represents the project, program, or initiative that will be performed.

BT I understand that this application does not represent any direct or implied agreement of funding.

BT Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

BT Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

BT I have reviewed and understand the grant timeline listed below.

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Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

BT I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Brenda Townsend, Brilliant Spectrum Art

Authorized Representative Signature: Brenda Townsend

EsconDoodles- Two Creative Reuse Art Supply Stores, with a Maker's Space at the CCAE location

LINE ITEM BUDGET

Lead Applicant: Brilliant Spectrum Art

Collaborators: CCAE, ColabCrafts

*Administration- \$200

*General Operating Expenses- \$200

Artist Stipends (4 x \$200)- \$800

Volunteer stipends (150 hours x \$20)- \$3,000

Supplies and materials- \$975

Venue Costs- \$1000

Marketing and Promotional expenses- \$225

Event Insurance- \$188

\$6,588



California Center for the Art, Escondido Foundation
340 N Escondido Blvd, Escondido, CA. 92025
(760) 839 - 4138
artcenter.org

September 22, 2025

Dear Members of the Public Art Commission,

On behalf of the California Center for the Arts, Escondido, it is my pleasure to express our enthusiastic support for Brilliant Spectrum Art and their proposal for an innovative, genre-crossing project as part of Art, Culture, and Creativity Month.

As the premier cultural institution in North County San Diego and with a mission to enrich the community through the power of the arts, we see firsthand the power of the arts to connect communities, spark dialogue, and inspire creativity across generations. Brilliant Spectrum Art embodies these values through their forward-thinking approach, blending artistic genres in ways that challenge boundaries and invite audiences to experience art through interaction and fresh perspectives.

Their proposed project is particularly exciting because not only is it artistically innovative, but also aligns directly with the vision of the Public Art Commission to be a City where art, inspired by community, welcomes visitors and residents, creating a fun and lively environment that celebrates all things Escondido, heralding our past and manifesting our future.

The California Center for the Arts, Escondido is proud to stand alongside Brilliant Spectrum Art in this endeavor. We are confident that this project will leave a lasting impact on participants, audiences, and the broader community during Art, Culture, and Creativity Month. With your support, this initiative will demonstrate the transformative power of the arts to bring people together and elevate public life.

We wholeheartedly endorse Brilliant Spectrum Art's application and urge you to fund this important project. Thank you for your thoughtful consideration and for your ongoing commitment to advancing public art.

With respect and appreciation,

Sincerely,

Gina Lopez
Chief Executive Officer
California Center for the Arts, Escondido



California Center for the Art, Escondido Foundation
340 N Escondido Blvd, Escondido, CA. 92025
(760) 839 - 4138
artcenter.org

September 22, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to Brilliant Spectrum Art to use Studio One as the location for this innovative new project.

We are proud to support this initiative, which aligns with our goal of fostering community connection, enhancing cultural experiences, and providing barrier-free access to the arts for all Escondido residents and visitors. This project will play a meaningful role in strengthening the social fabric of our city and celebrating the vibrancy of our diverse community during Arts, Culture & Creativity month.

We look forward to seeing this project come to life and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

CoLabCrafts

Where Collaboration Crafts Inspiration



October 03, 2025

Dear Members of the Public Art Commission,

I am writing on behalf of CoLabCrafts to offer our full support for Brenda Townsend's upcoming project, EsconDoodles a community-driven initiative that collects donated arts and crafts supplies and makes them available to the public at significantly reduced prices.

At CoLabCrafts, our mission is to make creativity accessible to all by removing barriers to participation in the arts. EsconDoodles perfectly aligns with our values by promoting reuse, reducing waste, and increasing access to affordable creative materials for artists, educators, families, and makers of all kinds.

We are proud to serve as one of the EsconDoodles pop-up locations during the month of April, offering Brenda a welcoming space to connect with the community and distribute supplies. This collaboration supports both of our missions: fostering creativity, community, and sustainability in Escondido. Brenda's thoughtful, inclusive approach to resource-sharing fills a real need in our community, and we are confident that EsconDoodles will have a lasting positive impact. We fully endorse this project and are excited to partner in its success.

Please feel free to reach out if further information is needed.

Warm regards,

Tatiana Tesch

Co-Founder, CoLabCrafts

www.colabcrafts.com

Instagram: @colabcraftssd

Facebook: @colabcrafts

143 W. Grand Ave, Downtown Escondido



Arts, Culture, and Creativity Month Grant Application

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: CCAE Theatricals, Inc.

Contact Name: Dr. Tom Abruzzo

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 1276 Auto Park Way #D402 City/State/Zip: Escondido, CA 92029

Primary Phone: 4423040504 Alternate Phone: 8563413227

Email: tabruzzo@theatricals.org

Co-Applicant Information

Co-Applicant Organization: The Children's Museum of Discovery

Contact Name: Heather Disher

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 320 N. Broadway City/State/Zip: Escondido, CA 92025

Primary Phone: 760-420-3149 Alternate Phone:

Email: heatherd@visitmod.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: See attached

Organization Mission: See attached

Brief Organizational History (include significant dates): See attached

Project Information

Project/Initiative Name: Belonging Among the Stars: An Arts, Culture & Creativity Month celebration of imagination and community.

Location of the Project/Initiative: The Grand - Ritz Theater

Dates of Project: Friday, April 24th, 2026

Description of the Project/initiative:

CCAE Theatricals will produce Morris Micklewhite and the Tangerine Dress at the historic Ritz Theatre in April 2026 as part of Arts, Culture, and Creativity Month. With support from ACCM funding to cover venue costs and engagement activities, admission will be free for all Escondido

Union School District students and their families (a child plus two adults), ensuring equitable access to professional theatre.

To deepen engagement, we will partner with the Children's Museum of Discovery, who will bring their mobile pop-up workshop to the Ritz prior to the performance. This hands-on activity, themed around space, astronauts, and identity, ties directly to Morris' dream of becoming an astronaut in the play. Children will explore creativity and self-expression in a playful, accessible environment, building excitement before experiencing the live production.

Together, the performance and workshop will create a joyful, community-centered celebration that highlights the power of imagination, fosters belonging, and makes the arts accessible to Escondido families.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ innovative Collaborations

Objective(s): 1. Free Access for Families: Provide free admission to at least 160 EUSD students and their families (child plus two adults).

2. Educational Engagement: Involve 75+ children in the Children's Museum of Discovery's pre-show astronaut/space-themed activity.

3. Community Impact: Create a welcoming, inclusive arts experience that celebrates imagination, courage, and self-expression.

4. Cross-Sector Collaboration: Strengthen local arts access through partnership between CCAE Theatricals and the Children's Museum of Discovery.

Implementation Plan:

Planning for Belonging Among the Stars will begin in January 2026, with CCAE Theatricals securing the Ritz Theatre, coordinating with the Escondido Union School District to invite students, and working with the Children's Museum of Discovery to design the astronaut-themed pop-up workshop. In March 2026, we will launch a bilingual marketing campaign to ensure broad awareness among EUSD families, leveraging school communication channels, Visit Escondido, and community partners. In early April, our cast and crew will rehearse, and the Children's Museum will prepare workshop kits and finalize activity logistics. Accessibility measures, including ADA seating and bilingual accommodations, will be confirmed during this period. The event itself will take place in April 2026, beginning with the museum's interactive astronaut/space workshop in the Ritz theatre, followed by a free professional performance of Morris Micklewhite and the Tangerine Dress. CCAE staff and volunteers will gather attendance data and distribute short family surveys during the event. Following the performance, CCAE Theatricals will compile outcomes, testimonials, and images, and submit a final report to the City of Escondido by the May 30, 2026 deadline.

Evaluation Plan:

Evaluation will focus on both quantitative and qualitative measures to capture the project's impact. Quantitatively, we will track the number of families attending the free performance, with a goal of at least 200 participants, and the number of children engaged in the Museum's workshop, with a goal of 75 or more. Qualitatively, we will collect family surveys in both English and Spanish to document levels of engagement, enjoyment, and sense of community connection. In addition, staff will capture participant testimonials and photos to illustrate the event's outcomes. Accessibility will be evaluated by ensuring ADA-compliant seating is available and bilingual communication is provided throughout the event. All findings—including attendance counts, survey data, testimonials, and photos—will be compiled into a final report and submitted to the City of Escondido, demonstrating both accountability and the community benefit of the program.

Funding

Amount Requested (\$1,000 - \$7,000): \$ \$7,000

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Without ACCM funding, the performance of Morris Micklewhite and the Tangerine Dress would still be produced as part of CCAE Theatricals' Theatre for Young Audiences programming; however, it would not be possible to offer free admission to all EUSD students and their families, nor to partner with the Children's Museum of Discovery for the pre-show engagement activity. The ACCM grant makes it possible to remove financial barriers, expand access, and add the interactive workshop element that transforms this into a true community celebration. In short, while the production itself would move forward, the free family access and the hands-on museum experience would not be possible without ACCM support.

Submission Information

Please initial that you have read and understood each statement.

TA

The information provided accurately represents the project, program, or initiative that will be performed.

TA

I understand that this application does not represent any direct or implied agreement of funding.

TA

Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

TA

Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

TA

I have reviewed and understand the grant timeline listed below.

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Final Payment	By June 30, 2026

TA

I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Dr. Tom Abruzzo, Director of Education & Engagement, CCAE Theatricals, Inc.

Authorized Representative Signature: _____

Tom Abruzzo

CCAE Theatricals

Organization Information

CCAE Theatricals is a professional nonprofit theatre company based in Escondido, CA. Our mission is to celebrate human connection through theatre and education by sharing stories that illuminate individual experiences and cultivate a collective voice. Our organizational mission is an ecosystem built around the three pillars of Workforce Development, Creative Youth Development, and Theatrical Productions. Within this ecosystem, we produce theatrical experiences, train the next generation of professionals through our apprenticeship programs, and run year-round creative youth development programs aimed at inspiring children to explore their passions through the arts.

Organization Mission

CCAE Theatricals celebrates the human connection through theatre and education by telling stories that illuminate individual experiences and cultivate a collective voice.

Brief Organizational History

Our core team has long been active in the theatre and performing arts, working under nonprofit organizations including Cabaret at The Merc, The Barn Stage Company, and the California Center for the Arts, Escondido Foundation. In 2018, we reached a pivotal moment when our staff formed a partnership with the California Center for the Arts, Escondido, which allowed us to expand programming and reach wider audiences through professional productions. By 2020, we had transitioned into a program department of the Center, aligning more closely with its goals and resources while deepening our commitment to arts and culture in the community. In July 2023, we took the significant step of becoming an independent nonprofit corporation, incorporating in California under the name CCAE Theatricals and registering as a 501(c)(3) charitable organization. Now, in our third year of independence (2025), we are embarking on a rebranding process to more clearly reflect our mission and impact, continuing our dedication to producing exceptional theatrical and educational experiences that serve Escondido and the greater North County region.

The Children's Museum of Discovery

Organization Information

Located in downtown Escondido, our 13,500-square-foot museum welcomes 116,000 visitors annually with play-based programs that nurture curiosity, creativity, and kindness. Serving children ages 0–10, we focus on social-emotional learning (SEL) and STREAM (science, technology, reading, engineering, arts, and math), providing vital early learning experiences that support cognitive, social, and emotional growth.

Beyond our walls, the Mobile Children’s Museum brings hands-on STEM learning directly to communities across San Diego County. This project will feature our traveling exhibits along with space-themed activities and crafts, ensuring all children can engage in high-quality, playful learning experiences.

Organization Mission

The Children’s Museum of Discovery’s mission is to spark a love for learning so all children can discover their wildest dreams.

Brief Organizational History

In 1999, a group of Escondido parents came together with a shared vision: to create a community space where children could ignite their creativity, fuel their imaginations, and explore the wonders of the world through play. That dream became a reality in 2000 with the opening of the Escondido Children’s Museum in a small storefront on Grand Avenue in downtown Escondido. As community interest and participation grew, the Museum moved first to the California Center for the Arts and later to its permanent home on North Broadway across from Grape Day Park. Today, it is known as the Children’s Museum of Discovery (CMoD), the only hands-on children’s museum in North San Diego County. The Museum provides high-quality early learning opportunities for children and caregivers to grow and thrive together.

Line Item Project Budget Narrative and Table

The requested \$7,000 from the Arts, Culture, and Creativity Month grant will be used entirely to cover the venue rental at the Ritz Theatre and the Children’s Museum of Discovery pop-up engagement activity, ensuring that Escondido families can participate in this program at no cost.

A total of \$6,000 will underwrite the Ritz Theatre rental, utilities, and insurance, along with 10% overhead to manage the venue and event logistics. This cost directly enables CCAE Theatricals to open the doors of the Ritz to all Escondido Union School District students and their families with free admission.

The remaining \$1,000 will support the Children’s Museum of Discovery’s pre-show pop-up workshop. This amount includes \$900 in direct expenses for supplies and educator stipends, plus a 10% overhead to cover administration. The workshop will provide a hands-on, space-themed activity that connects directly to the play’s themes and deepens family engagement.

By covering these two core costs, ACCM funding guarantees that *Belonging Among the Stars* will be a fully free, accessible community celebration of theatre, creativity, and imagination for Escondido families.

Category	Description	Direct Costs	Indirect Costs (≤10%)	Total
Ritz Theatre Rental	Venue rental, utilities, and insurance for free community performance	\$5,455	\$545	\$6,000
Children's Museum of Discovery Pop-Up	Facilitator stipends and supplies for astronaut/space-themed pre-show engagement activity, mobile popup	\$900	\$100	\$1,000
TOTAL REQUESTED		\$6,355	\$645	\$7,000



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Bre Klebanoff
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Mae Madge Howard
 LCSW, RPT- Mae Therapy

Marcelle Rossman
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 General Atomics

Dr. Kimberly E. Vanderbilt
 Professor of Psychology,
 California State University San
 Marcos

OUR MISSION:

We spark a love of learning so all
 children can discover their wildest
 dreams.

October 2, 2025

Public Art Commission
 City of Escondido

Dear Commissioners,

The Children's Museum of Discovery is pleased to support CCAE
 Theatricals' *Belonging Among the Stars* project during Arts, Culture, and
 Creativity Month 2026.

As part of this initiative, we will provide a mobile pop-up workshop at the
 Ritz Theatre prior to the performance of *Morris Micklewhite and the
 Tangerine Dress*. Our educators will lead space and imagination-themed
 activities that connect directly to the play and engage Escondido families
 in hands-on learning.

We are committed to partnering on this event and look forward to
 inspiring children and families through this collaboration.

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Disher".

Heather Disher

Director of Advancement

HeatherD@visitcmod.org



301 E GRAND AVE / ESCONDIDO CA 92025
(760) 309-7609
www.thegrandescondido.org

October 3, 2025

Public Art Commission
City of Escondido

Dear Commissioners,

This letter serves as confirmation that The Ritz Theater at the Grand Ritz Event Center in Escondido has been reserved for CCAE Theatricals' ***Belonging Among the Stars*** event In April 2026 as part of the Arts, Culture, and Creativity Month.

We look forward to and are proud to serve as the venue for this free community performance and engagement activity.

Respectfully submitted,

Janet Lessnau



Janet Lessnau
Venue Director
The Grand | Ritz Theater
<http://thegrandescondido.org>
301 E. Grand Ave. | Escondido, CA 92025



Arts, Culture, and Creativity Month Grant Application

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: ColabCrafts LLC

Contact Name: Tatiana Tesch

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 143 W Grand Ave City/State/Zip: Escondido

Primary Phone: 415 712 5526 Alternate Phone: _____

Email: colabcrafts@sd@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: ColabCrafts is a community-based hub dedicated to fostering connection, learning and artistic expressions

Organization Mission: Make arts and crafts accessible to all ages, create opportunities for local artists and build community engagement through creativity

Brief Organizational History (include significant dates): Since opening in 2024, ColabCrafts has become a vibrant hub for creativity in Escondido, offering inclusive classes, vendor opportunities and collaborative events. In less than 2 years, we have been selected as a grantee for the inaugural Arts, Culture and Creativity Month 2025, partnered with Children's Museum of Discovery for its 25th anniversary, collaborated with California Centers for the Arts at the 4th July celebration and hosted over 200 workshops at our downtown space.

Project InformationProject/Initiative Name: ColabCrafts makes Art in the CommunityLocation of the Project/Initiative: Parks in EscondidoDates of Project: The 1st 3 weekends in April and Friday 24thDescription of the Project/Initiative: This project will bring free, hands on arts and Crafts sessions to Escondido Parks during April 2026. Families and children will enjoy activities in an inclusive, welcoming "mobile art booth". The initiative removes barriers to arts participation while strengthening community connection.Grant Priority: ☒ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ Innovative CollaborationsObjective(s): The principal objective of ColabCrafts makes Art in the Community is to provide free, accessible arts experiences that engage children and families, foster intergenerational creativity, and strengthen Escondido's Cultural vitality through inclusive community participation.Implementation Plan: The project will take place over 3 weekends in April 2026 at public parks in Escondido, with a final session at the California Center for the Arts "musica en la Plaza". Each event will be staffed by professional instructors and assistants, with portable booths and equipments creating a welcoming, accessible art space free for all participants.Evaluation Plan: Project success will be measured through attendance tracking, participant surveys and instructors feedback. Photos, testimonials and observation notes will document community impact and guide future programming.FundingAmount Requested (\$1,000 - \$7,000): \$ 7,000☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Without grant funding, this project would not be possible, as the costs for supplies, staffing, equipment and permits exceed our organization's current resources. ColabCrafts relies on external support to offer free, accessible programming and without funding we would be unable to provide these communitywide opportunities.

Submission Information

Please initial that you have read and understood each statement.

- ff* . The information provided accurately represents the project, program, or initiative that will be performed.
- ff* . I understand that this application does not represent any direct or implied agreement of funding.
- ff* . Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.
- ff* . Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.
- ff* . I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

ff . I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Tatiana Tesch

Authorized Representative Signature: *Tatiana Tesch*

CoLabCrafts Makes Art in the Community

Grant Proposal – 2026

Organizational Information

CoLabCrafts is a community-based creative hub dedicated to fostering connection, learning, and artistic expression. Our mission is to make arts and crafts accessible to all ages, create opportunities for local artists, and build community engagement through creativity.

Since 2024, CoLabCrafts has offered classes, vendor opportunities, and collaborative events, with a focus on inclusivity and cultural diversity. In just our first two years, we have:

- Been selected as one of the grantees for the inaugural **Arts, Culture, and Creativity Month in 2025**, bringing free arts programming to the Escondido community.
- Partnered with the **Children’s Discovery Museum** to provide free community crafts at their **25th Anniversary Celebration (June 2025)**.
- Collaborated with the **California Center for the Arts, Escondido** to host a family-friendly arts station at the **July 4th Grape Day Park celebration (2025)**.
- Hosted **over 200 workshops** at our downtown space since opening in 2024, engaging participants of all ages in hands-on creative learning.

Through these programs, CoLabCrafts has established itself as a trusted and vibrant hub for creativity in Escondido, with a proven track record of engaging the community through accessible, high-quality arts experiences.

Project Narrative

Project Title: *CoLabCrafts Makes Art in the Community*

Overview & Objectives

This project will bring free, guided arts and crafts sessions directly into Escondido’s community parks during April 2026 as part of Arts, Culture, and Creativity Month. By creating an accessible, family-friendly “mobile art booth,” we aim to:

- Provide hands-on creative experiences for children and families at no cost.
- Foster community engagement and intergenerational participation through art, music, and play.
- Highlight the value of arts in daily community life while supporting Escondido's cultural vitality.

Target Audience

Our primary audience is children (ages 4–12) and their families. Activities will be designed for accessibility and inclusivity, welcoming participants from diverse cultural and socioeconomic backgrounds. Parents/guardians will sign in children at a registration table, allowing us to track participation and gather optional demographic information.

Implementation Plan

- **Schedule:**
 - 3 weekend events (Saturdays or Sundays) in April 2026, 2:00–5:00 p.m. in Escondido parks near playgrounds.
 - **Special Event Partnership:** Friday, April 24, 2026, the mobile art booth will be featured at *Música en la Plaza* (5:00–8:00 p.m.) hosted by the California Center for the Arts, Escondido. This will serve as the culminating event of the project, connecting with an expanded audience of 300–600 attendees.
- **Activities:** Each event will feature 2–3 hands-on arts and crafts activities such as origami, paper mosaics, stamping, collage, plaster painting, yarn figures, and paint stations. Music and guided play will create a lively, family-friendly environment.
- **Staffing:** Each event will be staffed by 3 people (1 art instructor + 2 assistants) working approx. 5 hours including set-up and takedown.
- **Equipment & Supplies:** Portable tables, chairs, booth/tent rentals, and decorations will be used to create a welcoming and visible art space. Events will operate until supplies are exhausted.

Evaluation Plan

We will measure impact using both quantitative and qualitative tools:

- Attendance tracked through sign-in sheets.
- Demographic info (optional) collected at registration.
- Participant surveys and parent feedback.
- Staff observation notes and photographs documenting community engagement.
- Stories and testimonials highlighting children's creative experiences.

Budget (Request: \$7,000)

- Staff (3 staff x \$150 per person per event x 4 events) ... \$1,800
 - Art Supplies (\$250 per event x 4) ... \$1,000
 - City Special Event Fees (estimated) ... \$800
 - Music (\$250 per event x 4) ... \$1,000
 - Event Insurance (\$200 per event x 4) ... \$800
 - Equipment Rentals & Decorations (tables, chairs, booths, signage) ... \$700
 - Marketing & Promotion (social media, flyers, design, outreach) ... \$600
 - Contingency / Miscellaneous ... \$300
- Total: \$7,000**

Community Impact

This project will provide accessible, family-centered creative opportunities for children in Escondido, especially those who may not otherwise have access to arts programming. By offering events in public parks and partnering with the California Center for the Arts, Escondido, the project removes barriers of cost, transportation, and entry fees while significantly broadening its audience. Families will experience art-making as a joyful, communal activity that strengthens neighborhood ties and highlights Escondido as a vibrant arts city.

Innovation

By combining traditional crafts with music and play in outdoor settings, and culminating with a showcase at *Música en la Plaza*, the project creates a mobile arts festival experience that

is flexible, inclusive, and deeply community-driven. This innovative partnership between a grassroots arts hub and Escondido's premier cultural institution demonstrates how collaboration can amplify community impact.

Partnerships & Support

We are proud to collaborate with the **California Center for the Arts, Escondido Foundation**, which will host the project's culminating event and extend its reach to hundreds of community members during *Música en la Plaza*. Their letter of support is included.

In addition, CoLabCrafts will collaborate with **local artists** as instructors and facilitators, ensuring cultural relevance, inclusivity, and high-quality artistic practice. Letters of support from participating artists will also be included with the application.

Sustainability

CoLabCrafts intends for this project to act as a pilot for ongoing "art in the parks" programming beyond April 2026. Lessons learned and community feedback will guide future grant-seeking, sponsorships, and collaborations. The partnership with the California Center for the Arts establishes a strong foundation for long-term, high-impact arts initiatives in Escondido.



October 25, 2025

Dear Members of the Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to offer my enthusiastic support for CoLabCrafts' proposal, *CoLabCrafts Makes Art in the Community*, which will provide free, hands-on arts and crafts sessions in Escondido's parks during Arts, Culture, and Creativity Month in April 2026.

As the premier cultural institution in North County San Diego, the Foundation's mission is to enrich our community through the transformative power of the arts. We are especially committed to fostering the health and vibrancy of Escondido through diverse arts programming and strong partnerships with local organizations and businesses.

Earlier this year, the Center was pleased to partner with CoLabCrafts for our citywide Fourth of July celebration. CoLabCrafts planned, programmed, and led a free Independence Day-inspired craft station that engaged families and children of all ages. Their efforts demonstrated a clear commitment to accessibility, creativity, and building community connections through the arts.

Looking ahead, the California Center for the Arts, Escondido Foundation is excited to welcome the *CoLabCrafts Makes Art in the Community* initiative on April 24, 2026, during the opening event of our 2026 *Música en la Plaza* concert series. This free summer concert series has become a beloved community tradition of Latin music, dance, food and culture that draws 300-600 attendees to each event. We are confident that adding a hands-on, free art-activity will enhance the experience, broadening its appeal to participants of all ages, interests, and cultural backgrounds. It will also provide a meaningful opportunity for both the Center and CoLabCrafts to further strengthen our local community connections through the arts.

Thank you for your consideration and for your commitment to supporting the community through the arts. Please feel free to contact me if you have any questions or need additional information.

Sincerely,
Leigh Akin
California Center for the Arts, Escondido Foundation



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Creativity Suitcase

Contact Name: Sadry Hedayat

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 5254 Coleridge Court City/State/Zip: Carlsbad, Ca, 92008

Primary Phone: 949 332 9173 Alternate Phone: _____

Email: Creativitysuitcase@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: CREATIVITY SUITCASE is a unique mobile arts and crafts
program designed to make artistic expression accessible,
engaging, and fun. We believe that everyone has a creative
spark waiting to be ignited! Our workshops are designed for
people of all ages and skill levels, offering a mix of traditional
and contemporary crafts.

Organization Mission: Our Mission: To inspire and connect communities through
creativity, making art accessible and enjoyable for all.

Brief Organizational History (include significant dates): We Established Creativity Suitcase less than one year ago but
so far we have organized these following festivals and events
at Carlsbad Learning Center with the city of Carlsbad and OMA
in Oceanside
1- Creative Cultural Arts Festival, May 17, 2025
2- Creative Cultural Arts Festival, August 2, 2025
3- Creative Cultural Arts Festival, November 8, 2025
4- Día de los Muertos Event, November 2, 2025, Oceanside
Museum of Art

Project InformationProject/Initiative Name: Workshop series titled "Odd Arts"Location of the Project/Initiative: California Center for the Arts MuseumDates of Project: Every odd-numbered day of April 2026 (April 1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29)

Description of the Project/initiative: _____

The series will take place on every odd-numbered day of the month—15 sessions total—creating a rhythm that embodies the "odd" in both timing and artistic exploration.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ Innovative Collaborations

Objective(s): Encourage participants of all ages to explore their creativity in unconventional and accessible ways

- Highlight the idea that creativity often emerges from the unexpected, irregular, and "odd."
- Provide a platform for local artists and facilitators to share their skills and connect with the community.
- Build a sense of community connection through collaborative art-making and shared reflection.
- Promote the California Center for the Arts as a hub of innovation, cultural engagement, and artistic expression during Creativity Month.

Implementation Plan: _____

January – February 2026:

- ~~Confirm artist facilitators and finalize workshop themes, budget~~

March 2026:

- Launch community outreach and promotional campaign

April 2026 (Event Month):

- Deliver 15 workshop sessions on every odd-numbered day (April 1–29, 2026)

May 2026 (Post-Event):

- ~~Evaluate program outcomes~~

Evaluation Plan: _____

Evaluation & Reporting

- Collect feedback surveys from participants and facilitators after each session
- Track attendance numbers across all 15 workshops
- Assess outcomes based on community engagement, diversity of participation, and artistic impact
- Prepare a final report summarizing successes, challenges, and recommendations for future programming

FundingAmount Requested (\$1,000 - \$7,000): \$ 5000☐ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

With Grant Support:

- All workshops will be offered free of charge to ensure maximum accessibility for families, students, and community members.
- Funding will cover artist honorariums, materials, marketing, and coordination costs, removing financial barriers to participation.

Without Grant Support:

- The workshops will still move forward; however, a participant fee will be introduced to help cover costs.
- While this ensures the event's sustainability, it may limit accessibility for some community members.

Submission Information

Please initial that you have read and understood each statement.

SH _____ The information provided accurately represents the project, program, or initiative that will be performed.

SH _____ I understand that this application does not represent any direct or implied agreement of funding.

SH _____ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

SH _____ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

SH _____ I have reviewed and understand the grant timeline listed below.

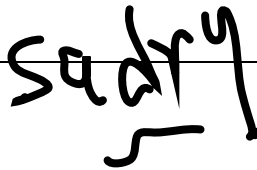
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SH _____ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: _____
Sadry Hedayat
CEO, Creativity Suitcase less than

Authorized Representative Signature: _____





Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Cultivating Kids

Contact Name: Laura Moore

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☒ Individual

Address: 2771 Fieldbrook Way City/State/Zip: Escondido, CA

Primary Phone: (951) 756-2960 Alternate Phone: (951) 756 2960

Email: laura@laurakmoore.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

Cultivating Kids is an Escondido-based program dedicated to teaching youth practical skills

through the arts and vocation. The program equips students with hands-on experiences in photography and creative media,
providing both artistic and professional pathways.

Organization Mission: _____

Our mission is to cultivate the next generation of leaders by exposing students to trade skills, creative opportunities, and
professional disciplines — empowering them to discover talent, build character, and gain confidence.

Brief Organizational History (include significant dates): Founded in 2023 in Escondido, CA, Cultivating Kids launched with after-school
programs in photography and media arts, quickly becoming a hub for youth to learn both creative expression and vocational skills. Since
inception, the program has partnered with local schools and churches, offering free and low-cost workshops, mentorship, and creative
showcases. Cultivating Kids has already impacted hundreds of students with access to professional equipment, skill-based training, and
community mentorship opportunities.

Project InformationProject/Initiative Name: Cultivating Kids Photography WorkshopLocation of the Project/Initiative: Community facility in Escondido, CA (classroom + outdoor field practice space)Dates of Project: April 2026 (specific dates TBD during Arts, Culture & Creativity Month)

Description of the Project/initiative: Cultivating Kids will host a free, hands-on photography workshop introducing youth to DSLR photography. Students will receive instruction on ISO, aperture, shutter speed, and depth of field, with guided assignments in environmental field photography and natural-light portraiture. The program will directly serve 40 students (20 per session) and culminate in a raffle of professional camera bodies and lenses to support sustained artistic growth in Escondido.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): Engage 40 youth in free hands-on photography workshop (20 morning / 20 golden hour) / Ensure 80% demonstrate DSLR understanding through assignments / Provide 2 practical assignments (environmental + portrait) / Encourage reflection of family and cultural identity through photos / Collect 20 surveys and 10+ testimonials / Record 100% attendance with 80% completion rate / Deliver finished digital images via proofing gallery / Raffle professional cameras and lenses for long-term access.

Implementation Plan: Rent accessible community facility in Escondido / Instructors are professional photographers from Cultivating Kids / Structure includes DSLR basics + field practice in morning and portrait photography + headshot assignment in golden hour / Partner with schools and after-school programs for recruitment and outreach / Recognition through raffle of professional cameras and equipment / Event documented by photographer and videographer / Share highlights, media, and student images with families and community.

Evaluation Plan: Track attendance and completion with goal of 100% attendance and 80% completion /

Review student assignment images for application of skills / Collect 20+ participant surveys and testimonials / Document student experiences with video and photos / Share student-created work publicly and measure engagement through downloads, views, and feedback.

FundingAmount Requested (\$1,000 - \$7,000): \$ 7,00☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

No — without funding, Cultivating Kids cannot provide instructors, facility, or the photography gear raffle / the equipment is essential to ensure students continue practicing beyond the one-day workshop.

Submission Information

Please initial that you have read and understood each statement.

yes The information provided accurately represents the project, program, or initiative that will be performed.

yes I understand that this application does not represent any direct or implied agreement of funding.

yes Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

yes Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

yes I have reviewed and understand the grant timeline listed below.

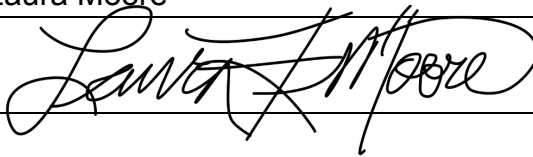
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yes I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Laura Moore

Authorized Representative Signature: _____



Line-Item Budget (Request: \$7,000)

Direct Costs (max 90% = \$6,300)

- Instructor stipends (4 @ \$500 each) **\$2,000**
- Director teaching honorarium **\$500**
- Camera equipment purchases (Canon Rebels + lenses, SD cards, tripods, lighting kits, bags)
→ Used during the workshop and raffled to participants **\$3,000**
- Photographer/videographer to document events **\$200**
- Marketing/printing (flyers, ads, outreach) **\$200**
- Swag/giveaways (shirts, tokens, branded participation items) **\$200**

Subtotal Direct Costs **\$6,300**

Indirect Costs (max 10% = \$700)

- Director administrative oversight (program coordination, reporting, evaluation, scheduling) **\$700**

Subtotal Indirect Costs **\$700**

TOTAL REQUEST **\$7,000**



Arts, Culture, and Creativity Month Grant Application

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Daydream Here Gift Shop

Contact Name: Meileena Bantista

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 227 E. Grand Avenue City/State/Zip: Escondido, CA 92025

Primary Phone: (760) 975-6173 Alternate Phone: (760) 532-5264

Email: miss.meileena@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: A dynamic collective retail gift shop with over forty local vendors. (see attached document for additional information)

Organization Mission: To celebrate and empower local creativity by providing a collaborative space where makers and artists can showcase unique, one-of-a-kind gifts that inspire community connections.

Brief Organizational History (include significant dates): Starting from July 2020, we have remained committed to our vision of creating a vibrant space where local makers, artists, and vendors can showcase their talents. Since then, we have grown into a cornerstone for creativity and community, supporting small businesses and connecting customers with unique gifts and experiences that tell meaningful stories.

Project Information

Project/Initiative Name: ESCONDIDO FASHION WEEK - The Intersection of Art, Creativity, and Culture

Location of the Project/Initiative: Daydream Here 227 - E Grand Ave. Escondido, CA 92025

Dates of Project: April 23 through April 27th, 2025

Description of the Project/initiative: ESCONDIDO FASHION WEEK is a five-day celebration of art, fashion, creative entrepreneurship, designed to engage the local community around the intersection of art, creativity, and culture in a grand way. This event supports emerging designers and entrepreneurs and showcases Escondido's vibrant cultural scene.

Grant Priority: ☒ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ Innovative Collaborations

Objective(s): ① Combine runway shows, the Escondido Art Talk Pitch Competition, and community driven experiences to highlight culture & creativity
② Unite the art, fashion, and creative communities through this unique event series as a highlight feature of ACCM, bringing more visitors to Escondido
③ Celebrate Escondido's cultural richness through a grand finale fashion show event.

Implementation Plan: (please see attached outline of phase 1-4)

Evaluation Plan: Success will be measured through:

- attendance and participation rates plus number of designers, boutiques and entrepreneurs featured in the fashion shows, pitch competition, and experiences
- level of social media engagement and user-generated content
- feedback from participants, judges, and attendees
- post-event tracking of participant's business growth & community engagement outcomes plus any collaborative opportunities that emerge

Funding

Amount Requested (\$1,000 - \$7,000): \$ 5,000.00

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

No, as it is designed exclusively for Escondido ACCM and the artist, designer, and entrepreneurship opportunities would be created through this funding.

Submission Information

Please initial that you have read and understood each statement.

DM The information provided accurately represents the project, program, or initiative that will be performed.

DM I understand that this application does not represent any direct or implied agreement of funding.

DM Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

DM Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

DM I have reviewed and understand the grant timeline listed below.

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Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

DM I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Merleena Baptista, Owner

Authorized Representative Signature: [Signature]

Art, Culture, and Creativity Month 2026

Public Arts Commission Grant Application

Project Title: *Escondido Fashion Week - The Intersection of Art, Culture, and Creativity*

Contact: Meileena Bautista, 760-975-6173

Address: 227 E. Grand Ave., Escondido, CA 92025

A) Organization Information

My name is **Meileena Bautista**, and I am the owner of **Daydream Here**, a creative gift shop and community hub in the heart of Historic Downtown Escondido. For over five years, we've remained committed to our vision of providing a platform for retail, community engagement, and creative collaboration.

In 2025, I am grateful to have launched **Escondido Art Tank** with the support of the Public Arts Commission as part of Arts, Culture, and Creativity Month (ACCM). This month-long series combined educational marketing workshops with a live Shark Tank-style pitch competition, empowering local creatives with tools to scale their businesses and share their stories. Escondido Art Tank created lasting impact—not only did participants walk away with strategic plans and gift card prizes, but the broader community became more engaged with Escondido's creative economy. Some of the pitch contestants fully launched their businesses in Escondido after this event.

Escondido Fashion Week is the natural evolution of that work—expanding from marketing to full creative production, from concepts to the runway. This five-day celebration of **art, fashion, sustainability, and culture** brings together emerging designers, community members, and established boutiques to showcase Escondido's creative vitality.

I bring both a **deep personal background in fashion** and proven community leadership to this project. I studied **Fashion Design in San Francisco** and worked on teams for **San Francisco Green Fashion Week, Oakland Fashion Week**, and multiple shows for my own fashion design instructor. I wrote a fashion blog and my written articles have been featured in Bay Area publications. I've also produced fashion shows at Daydream Here in Downtown Escondido featuring the fashion collections of local vendors.

In addition, I have successfully managed social media campaigns for the Inagural **Arts, Culture, and Creativity Month** through the **@downtownescondido** and **@magecesco** Instagram accounts. These campaigns helped drive attendance, artist engagement, and civic pride throughout ACCM. Over time, I've built strong relationships with most of the active arts organizations in town and am continually working to foster collaboration and cross-promotion.

For 2025, I would be honored to volunteer my time to manage social media marketing for ACCM and work with the collaborative marketing teams to help make this year **even bigger and better**.


B) Project Narrative: Escondido Fashion Week

Project Description

Escondido Fashion Week is a vibrant, five-day public celebration that highlights **artistic expression, fashion design, sustainability, and entrepreneurship**. Rooted in community storytelling and inspired by the cultural richness of Escondido, this event will feature **runway shows and interactive art experiences**.

As a natural evolution of Escondido Art Tank, *Escondido Fashion Week* embodies the intersection of art, culture, and creativity—empowering local creatives to turn their designs into shows, and their shows into sales.

Event Schedule

 **April 23 – 27, 2025**

Day 1 April 23rd – The Art of Fashion

- Student fashion show featuring emerging local designers (Project Runway Style)
- Prizes awarded by a panel of judges.

Day 2 – The Business of Art and Fashion (Escondido Art Tank)

- Shark Tank-style pitch competition for creative entrepreneurs (featuring art, fashion, wearables, and other creative businesses)
- Winners selected by judges and community vote.

Day 3 – Escondido's Got Style

- Mural photoshoot: community members styled and photographed in front of local murals

- Community Members in Fashion Outfits posing live for Fashion illustration workshop
- Zine created from photos and drawings from these activities

Day 4 – Eco-Chic Escondido Fashion Show

- Eco-Chic fashion show featuring upcycled designs and local thrift shops
- Styling Challenge (Timed Challenge to style the cutest outfits from second hand collections)
- First 30 attendees receive branded reusable tumblers.

Day 5 – Culture of Creativity Escondido Fashion Week Finale Show

- Grand finale runway show featuring local boutiques and designers + the winning designer from the Student Show
- Awards, swag bag giveaways, and celebration.

Goals and Impact

- **Empower local fashion talent**, especially youth and students.
- **Highlight sustainable practices** and environmental awareness.
- **Engage the public** through hands-on, inclusive activities.
- **Celebrate Escondido's diverse culture and creativity** on a highly visible platform.
- Create **lasting visibility** through a community-created zine, social media storytelling, and digital media assets.

Why Escondido Fashion Week?

Escondido Fashion Week brings fashion to the forefront as an accessible, creative, and community-centered art form. It combines **culture, entrepreneurship, sustainability, and storytelling** into one visually striking celebration that uplifts both creators and the public.

Where *Art Tank* helped creatives **build their vision**, Fashion Week gives them the platform to **share it with the world**—through movement, texture, collaboration, and design. It's a fresh take on public art, infused with **personality, diversity, and heart**.

As someone deeply embedded in both the fashion and arts scene, I know this event will leave a lasting impact on Escondido's creative community. It invites collaboration, builds pride, and inspires the next generation of artists and entrepreneurs.

Implementation Timeline: Phases of Execution

Phase 1: Planning & Outreach (January – February 2026)

- Finalize event schedule and team
- Confirm participating designers, workshop facilitators, judges, and guest artists
- Open applications for student designers, pitch participants, and volunteers
- Begin outreach to local schools, boutiques, art orgs, and community groups
- Begin content creation for marketing (graphics, promo video, etc.)
- Launch early promotional campaign

Phase 2: Pre-Event Promotion (February-March 2026)

- Ramp up social media and email marketing for each event day
- Spotlight participating designers and artists to generate community buzz
- Share behind-the-scenes content and teaser videos
- Final coordination with vendors, designers and collaborators
- Work with participating student designers and pitch competition contestants to help them prepare for showcasing their work

Phase 3: Event Execution (April 23–27, 2026)

Each day includes set-up, facilitation, photography/videography, and post-event wrap-up.

- **Day 1:** *The Art of Fashion* – Student Designer Runway Show & Judging
- **Day 2:** *The Business of Art & Fashion* – Escondido Art Tank Pitch Competition
- **Day 3:** *Escondido's Got Style* – Mural Photoshoots, Illustration Workshop, Zine Content
- **Day 4:** *Eco-Chic Fashion Show* – Upcycled Workshop & Giveaway
- **Day 5:** *Culture of Creativity Finale* – Designer Runway Show, Awards & Swag Bags

Phase 4: Post-Event Engagement (May 2026)

- Edit and share recap videos, photography, and designer spotlights
- Publish the **Escondido Fashion Week Zine** Online
- Social media follow-up featuring highlights, winners, and community impact
- Submit final event recap/report to Public Arts Commission and stakeholders

Begin outreach for potential partnerships and expansion in 2027

C) Budget – Total Request: \$5,000

| TOTAL REQUESTED | \$5,000 |

Note: In-kind support will include venue space, staffing, social media management (volunteer), photography, and volunteer coordination.

E) Promotion Plan

Promotional outreach will include:

- Instagram and Facebook campaigns via **@daydreamhere**, **@downtownescondido**, and **@magecesco**
- Community flyers, postcards, and posters at local schools, cafes, and boutiques
- Artist and vendor cross-promotion via social media takeovers
- Press release to local outlets (Escondido Times-Advocate, San Diego Reader, etc.)
- **Ongoing coverage of event days, designer features, and community interviews**
- A post-event digital Zine and recap shared with the public

For 2025, I would be honored to volunteering to **manage and lead the ACCM digital marketing campaign** across these accounts, working closely with local partners and city stakeholders to help **elevate all ACCM programming**, not just Fashion Week. This is also why I decided to do my event later in the month, so I can dedicate time to promoting and supporting all grantee and highlight events for ACCM.

Budget Breakdown by Day – Escondido Fashion Week **(Total Request: \$5,000)**

Day 1: The Art of Fashion – Emerging Designer Showcase

Focus: Student Designer Runway + Stipends + Prizes

Total: \$1,600

Item	Amount
Designer Stipends – 5 @ \$200 each (for materials for show)	\$1,000
First Place Prize	\$300
Second Place Prize	\$200
Honorable Mention	\$100
Subtotal	\$1,600

Day 2: The Business of Art & Fashion – Pitch Competition (Art Tank 2.0)

Focus: Local Creative Entrepreneurs Pitching Ideas

Total: \$600

Item	Amount
First Place Prize	\$300
Second Place Prize	\$200
Community Choice Award	\$100
Subtotal	\$600

Day 3: Escondido's Got Style – Mural Photoshoots + Fashion Illustration Workshop

Focus: Photography, Live Art, Zine Content Creation

Total: \$725

Item	Amount
3 Photographers @ \$100 each	\$300
Fashion Illustration Workshop Leader	\$100
Fashion Illustration Contest Prizes: First (\$100), Second (\$50), Honorable Mention (\$25)	\$175
Zine Printing	\$150
Subtotal	\$725

Day 4: Eco-Chic Fashion Show

Focus: Upcycled Fashion + Community Giveaway

Total: \$360

Item	Amount
------	--------

30 Branded Reusable Tumblers @ \$12 each \$360

Subtotal \$360

Day 5: Culture of Creativity – Finale Show & Celebration

Focus: Final Runway Show + Awards + Swag

Total: \$715

Item	Amount
Swag Bag Totes	\$250
Printing & Framing of Awards	\$165
Refreshments & Event Decor	\$300
Subtotal	\$715

Project Coordination & Oversight (All 5 Days)

Total: \$1,000

Item	Amount
Project Coordination – Event Production, Outreach, Marketing, Logistics \$25/hr for 40 hours - I will donate any additional hours worked, In-Kind.	\$1,000
Swag Bag Gift Items to fill the Swag Bag Totes (Donating In-Kind)	
Marketing Support for Social Media Promotion of ACCM Grantee and Highlight Events (Donating In-Kind)	
Subtotal	\$1,000
TOTAL	\$5,000

This budget ensures all aspects of the program are covered while maximizing value for participants and the community.

October 3, 2025

Charlotte Lass
1407 Timber Glen
Escondido CA 92027
(m) 619-507-2072

To Whom It May Concern:

As a small business owner in Escondido and a vendor at Daydream Here, I have had the privilege of working closely with Mei Bautista. Mei's unwavering commitment and visionary leadership have been instrumental in helping me – and countless other vendors – expand our businesses in downtown Escondido. I deeply value her dedication to organizing events that not only create meaningful opportunities for vendors like myself, but also foster vibrant community engagement.

I am genuinely excited about the events proposed by Mei, and having collaborated with her extensively, I am confident she will lead these initiatives to great success. I wholeheartedly support these efforts and sincerely hope to see these events come to life.

Please join me in supporting Mei's proposal, so she can secure the funding necessary to continue making a powerful, positive impact on our community and to keep empowering small business owners across Escondido.

Thank you for your consideration,

Charlotte Lass
Owner, Aesthete Artistry

To Whom it May Concern

Item 3.

My name is Leslie Ellsworth and I'm the manager of Daydream. Last year's Art Tank that took place at our shop had made a huge impact for all our local artists and small businesses. This gave them the opportunity to learn and expand their businesses through other local business. To this day, I've seen these participants grow and expand from the tools they have learned from their Art Tank experience. I know the Escondido Fashion Week that is being proposed will bring about that same result for local fashion brands and artists. More people will be able to come together to learn and have support through this event. Thank you for your time and consideration.

Best Regards,

Leslie Ellsworth

Daydream Manager

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: DELT Enterprises - Elizabeth Laul Healey

Contact Name: Elizabeth Laul Healey

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 525 El Norte Pkwy, #233 City/State/Zip: Escondido, CA 92026

Primary Phone: 949-246-4585 Alternate Phone: 310-488-1834

Email: ELHealey@gmail.com, DuffyHealey@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

SEE OTHER SHEETS → " "

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Organization Information:**Organization Description:**

Elizabeth Laul Healey produces positivity artwork for everyone. We are focused on creating high impact sculptures that are not only iconic but delivers positive messaging to the universe. We have been producing, managing, and marketing art for over 20 years.

Organization Mission:

We strive to bring happiness and positivity to the world through artwork. We create oversized, outside sculptures that convey positive messaging using mirrors, tiles and symbolic found objects.

Brief Organization History::

Healey has owned and operated galleries in Southern California since 2005. Currently, our artwork is represented by galleries in California, Mexico, Florida and North Carolina. We are a very diverse art company that specializes in contemporary art, public art and managing special projects. In 2020, we built and developed a working art studio with a sculpture park in Wilson, NC. In 2025, we exhibited public art in the Beverly Hills Art Show, Hamptons Art Show, Burning Man, and other various art installations throughout California and the East Coast.

Project Information:**Project Name**

Celebrating Niki de Saint Phalle's Queen Calafia Magical Circle

Location of the Project: Kit Carson Park - Escondido

Dates of Project: February 1, 2026 - June 1, 2026

Description of Project:

We install a beautiful, mirrored, 9-10 ft. sculpture adjacent to the Magical Circle

Grant Priority: Community Engagement

Objective:


To attract visitors, to bring awareness and support social media to the Escondido Arts, and to promote Arts & Cultural Month in Escondido.

Implementation Plan:

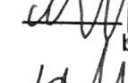
Healey will work closely with the City team during the period of the installation. Our team will install the sculpture and support maintenance if necessary. We will work together with promoting the sculpture for both social media platforms.

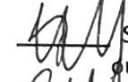
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Please initial that you have read and understood each statement.

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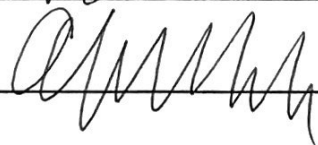
 I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: _____

Elizabeth Lant Healey

Authorized Representative Signature: _____



Funding Request: \$7,000.

\$1000 -Marketing/Artist Talks Events/PR

\$1000 -transportation & management

\$5000 -Installation & Exhibit for a 3 month Public Art Show of Featured Sculpture.

February - Install sculpture.

March 2026

***April 2026. Cultural Art Month: Escondido**

May 2026





Arts, Culture, and Creativity Month Grant Application

Applicant Information

Organization: ESCO ALLEY ART (Not-for-Profit)
In association with the Escondido Downtown Business Association

Contact Name: Heather Moe, Committee Member

Address: 327 South Ivy Street, Escondido 92025

Primary Phone: 760-855-0102 (Cell)

Secondary Phone: 760-755-7554 (Office)

Email: heatherm@designmoe.com

Co-Applicant Information

Organization: Escondido Downtown Business Association

Contact Name: Louisa Magoon, Secretary

Phone: 760-207-6321 (cell)

Organization Information

ESCO ALLEY ART was established in 2021 by dedicated volunteers in order to promote outdoor art and businesses in Escondido. The 2026 committee has five regular members, with several other members participating occasionally as needed. The group is an authorized committee of the Escondido Downtown Business Association (EDBA), with the secretary of the ESCO ALLEY ART committee acting as liaison to the EDBA board.

Organization Mission

The Mission of ESCO ALLEY ART is to celebrate artists and the community through the creation of artwork in unexpected and strategic locations, creating outdoor art galleries in the alleys and other unappreciated areas of Escondido.

Brief Organizational History

ESCO ALLEY ART was started during Covid in 2021 by a small group of volunteers who wanted to create a safe outdoor space for the community to interact with art and with each other. The first murals were painted on committee-provided plywood, and as a result the murals reflected sizes related to a 4 x 8 sheet of plywood (4 x 4, 4 x 8, 8 x 8). When the committee changed materials from plywood to a more durable and lightweight aluminum substrate, it gave artists the opportunity to create larger murals (12' x 8', and 16' x 8'), which are now preferred by the committee. The current committee membership is a blend of original members, members who came back after a hiatus, and new members. So far the group has been integral to the creation and installation of approximately 70 murals (by about 65 artists of varied ethnicity & age) throughout downtown Escondido.

Recent ventures include group projects, such as the **Global Roots Mosaic Mural Project**, located on the John Paul the Great University Building at Maple Plaza downtown. More than 1000 artists from the American West Coast (from Mexico to Canada) each painted a small tile (6" x 6") in a directed colorway. The tiles were then combined by lead mural artists into a larger mural that was unveiled on March 26, 2023.

Projects also include a **statement mural done by a philosophical graffiti artist**. In summer 2023, artist Sebastian Stehr traveled to America from Frankfurt, Germany, with the intention of painting 100 murals as he made his way across the United States. Stehr's proposed 5-day "window" of time for Escondido meant that the committee had to locate an appropriate site, have his mural concept approved, and maintain the site ready for his arrival over several days. His mural is located on the alley side of the Royal Travel building on Kalmia, between Grand Avenue and West Valley Parkway, and was unveiled on the last day of his stay in Escondido, on October 8, 2023.

Another group project is the **Community Unity Mural**, which involved art students in grades Kindergarten through 12th grade from the Calvin Christian School in Escondido. Several teams of students each produced a work of art illuminating the concept of "Community Unity" in Escondido. Once the students finished, the lead mural artist created a combined image made up of elements from all the produced artworks, and had it enlarged and printed onto a 20' x 10' substrate. The mural is installed on the brick alley wall between Broadway and Maple Street, south of Grand Avenue, and was unveiled in April 2025.

Recently the committee has had to relocate some of the original 2021 murals due to building construction. Murals have been relocated to various walls visible to the community, with the majority of the murals hung in the outdoor colonnades at the California Center for the Arts Escondido. This fortunate collaboration on relocating the murals has resulted in a close working partnership between members of the committee and the Center, and as a result the Center is now the location of the project proposed in this application: "The Story of ESCO ALLEY ART."

Project Information

Project Name: The Story of ESCO ALLEY ART
 Location: California Center for the Arts Escondido (CCAЕ)
 Dates of Project: The month of April 2026

Description:

Escondido has a rich history in the support of artistic endeavors. Many efforts and events stand out. As such, we propose to memorialize "The story of ESCO ALLEY ART" in a large-scale exhibit at the CCAЕ: to describe how the idea was generated during a moment of national crisis, and how it has continued and grown. We want to illustrate the challenges of finding appropriate buildings, discovering willing artists, and encouraging sometimes stressed-out committee members. We want to show our accomplishments so far: the more than 70 murals in publicly accessible and previously unacknowledged spaces that surprise and delight the community and which beautify previously unappreciated areas. We've watched as these outdoor art galleries have provided unique photo opportunities, both online

and off. They've become magnets for art classes and other visitors, and they generate activity and business in downtown Escondido.

Grant priority:

Per the above description, the spirit and content of the project clearly demonstrates all 4 of the listing priorities:

- Community Engagement
- Educational Program
- Cultural Diversity
- Innovative Collaborations

Community engagement around art has been ESCO ALLEY ART'S purpose from the beginning, and we expect this exhibit to actively involve community members and thus foster further participation in the arts. Entertaining, enlightening, and professional graphics will follow a timeline to educate visitors about issues that raise awareness about the importance of the arts and culture in community life. In addition, the exhibit will feature interesting "snippets" of our culturally diverse artists' murals (with identifying info about each artist and their mural) that identify cultural heritage, diversity, and history in the community. The project itself is an innovative collaboration. It is a partnership between the CCAE, ESCO ALLEY ART, our ARTISTS, and the CCAE patrons, as well as general members of the community who wander in to this public space, since the CCAE ensures accessibility for individuals with disabilities, and provides accommodations as needed.

Objective:

The objective of this project is to create and display a visually exciting and truthful introduction and overview of the ESCO ALLEY ART history. This will spotlight the sector of cultural arts, and raise visibility and awareness for art in our local community of Escondido. We intend to engage the public such that they complete the exhibit loop, and decide to visit the actual exterior murals for themselves. We will direct them to the ESCO ALLEY ART website. We will feature a list of ESCO ALLEY ART participating artists, and we will direct visitors to the artist's sites and towards purchasing their artworks, thus allowing for greater investment in the arts industry.

Implementation

Plan:

These are the steps of our Implementation Plan:

1. Several committee members have met with the CEO of the CCAE to understand the available space and limits and to determine the Center's expectations.

2. Preliminary, small-scale sketches of the exhibit have been created in proper scale. (See attached 11-page document, showing a plan view on page 1, photos of the spaces on pages 2-6, and initial sketches of graphics and titles on pages 7-11.)

3. The printer has confirmed material choices & pricing. Committee members have volunteered to provide significant text, photos, and articles for the exhibit, all to be evaluated by the committee designer.

4. Committee members will provide feedback to the designer, and they will continue to do so in reference to the included subject matter and the layout of the graphics.

5. The curator of the CCAE will review the exhibit layout and provide feedback.

6. Other designers known to the committee will provide feedback.

7. After several circles of feedback, when a final design has been adopted, the graphics specialist at the printer will match colors and evaluate photos. The specialist will also vectorize the final design (so that there is no pixilation at large scale).

8. The printer will print the 6 designs on premium 3 MM white vinyl.

9. The printer will install the adhesive vinyl directly on the wall.

10. Once the exhibit has been successfully installed, the committee will work with the CCAE, the Arts Council, and the City of Escondido to plan an opening reception in April 2026. The reception will be free to the public.

11. The exhibit will be seen by the approximately 25% of CCAE attendees at events in the main auditorium who use this access point. It will also be seen free of charge by members of the public who sign up for an ESCO ALLEY ART/CCAЕ tour of the murals on the outside of the center and this exhibit on the inside. It will also be seen free of charge during the center's regular community events.

Evaluation Plan:

This project will have clear, measurable goals & outcomes.

1. We expect that links to the ESCO ALLEY ART website shown in the exhibit will increase site traffic. We will be able to measure the ESCO ALLEY ART traffic after the April exhibit is opened and see a measureable bounce from the exhibit.

2. We would like to increase the number and quality of mural artists who apply to ESCO ALLEY ART to paint. As a direct result of this project, we expect to see an increase in the numbers of artist requests through our website. We can compare that number to the current average for our projects to see if there has been a meaningful increase.

3. We will be putting images of the project on our website and will submit them to be used for City purposes such as City Council presentations and advertising.

4. We would like to survey theater and concert attendees with a direct question about the need and desirability of documenting noteworthy art-related events in Escondido in this manner. The answers will be tabulated and presented with comments to the Escondido Downtown Business Association and the Escondido Arts Council.

5. We expect to report back to the Arts Council on these metrics 30-60 days after the first day of the exhibit in April 2026.

Funding:

Amount requested: \$7000

Note: Line item budget is attached to the end of this application. Our total budget for the project is \$10,880. We have secured donations of \$3000 and have committed to do in-committee fund-raising for another \$1000. Adding this \$4000 to the \$7000 amount requested for this grant would result in about \$11,000 being available for this project.

Matching Funds:

The committee donations mean that ESCO ALLEY ART is providing about 60% matching funds, should the full funding amount of \$7000 be awarded. At least 90% of the funds from this grant will be going to the Direct Costs of "Supplies and Materials" and to "Artist fees" (for the printing specialist).

If Funding is Not
Received:

If ESCO ALLEY ART does not receive funding for this event, it is unclear as to whether the committee would be able to make this event take place. Committee members have already made significant donations, and the amount of unpaid committee-member time that is needed to create the high-quality and professional artwork for this project is already considerable.

ESCO ALLEY ART

"STORY OF ESCO ALLEY ART" EXHIBITION AT CCAE

Exhibit is planned to open April 1, 2026, to celebrate California's "Arts, Culture, and Creativity Month 2026," and will stay on display indefinitely (2-5 years).

The exhibit will cover the walls on both sides of a public hallway that leads to the main auditorium at the California Center for the Arts, Escondido.



DESCRIPTION	QUANTITY	PRICE
Art Work:		
The approximately 600 SF of artwork & text illustrating the story of ESCO ALLEY ART from 2020 to the present will be done by ESCO ALLEY ART volunteers who are donating their time.	600 SF	\$ 0
Exhibit Production:		
Printing & Purchase of Premium 3M white vinyl with premium 3M Matte laminate, trimmed to size. Includes cost of vectorizing artwork. SpeedPro Estimate #17815, 9/26/25		\$ 6923
Exhibit Installation:		
Installation fee for mounting vinyl to walls See SpeedPro Estimate		\$ 2920
Sales tax:		
7.75% sales tax on materials See SpeedPro Estimate		\$ 537
TOTAL FOR MURAL PRODUCTION & INSTALLATION		\$ 10,380
Celebration & publicity		
Publicity, Hard copy (Posters, stickers, etc.)		\$ 500
CCAЕ has offered to pay for food and other expenses related to the exhibit opening celebration		\$ 0
TOTAL FOR CELEBRATION & PUBLICITY		\$ 500
TOTAL PROPOSED BUDGET		\$ 10,880

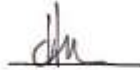
ESCO ALLEY ART PROPOSES FUNDING THE EXHIBIT PER THE FOLLOWING:

1. Grant from the city of Escondido	\$7000	
2. Donations from committee members	\$3000	
3. Fund-raising by committee	\$1000	
TOTAL FUNDING		\$ 11,000

Submission Information



The information provided accurately represents the project, program, or initiative that will be performed.



I understand that this application does not represent any direct or implied agreement of funding.



Should my organization be selected for funding, my organization shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.



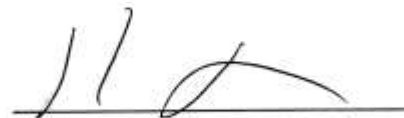
I have reviewed and understand the grant timeline.



I have properly completed and submitted the required items of the application process.

Escondido, 9/30/25

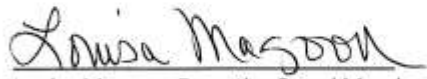
Authorized representative:



Heather Moe, Committee Member
ESCO ALLEY ART

Escondido, 9/30/25

Authorized representative:

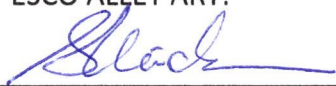


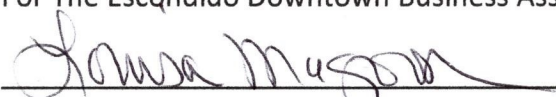
Louisa Magoon, Executive Board Member
Escondido Downtown Business Association

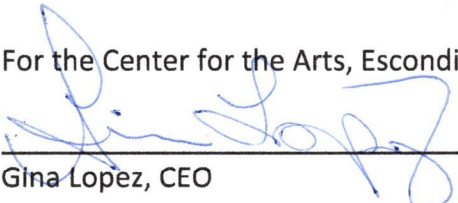
AGREEMENT TO INSTALL MURALS

With this agreement between The California Center for the Arts, Escondido (CCAIE), 340 N. Escondido Blvd, Escondido, CA 92025, and ESCO ALLEY ART under the auspices of the Escondido Downtown Business Association, CCAIE agrees to have several murals of various dimensions installed in its main concert building to form "The ESCO ALLEY ART Story", subject to the following terms and conditions:

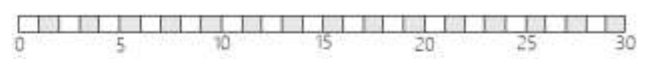
1. Specifications.
Six designs will be printed on premium 3MM white vinyl. ESCO ALLEY ART will make the murals available. The murals remain the property of ESCO ALLEY ART.
2. Marketing and Promotion
ESCO ALLEY ART will have the right to use the likenesses of the artwork for fund-raising and for marketing of current and future purposes. CCAIE will have the right to use images of the murals for marketing purposes, but not to sell the images of the artwork without separate written agreement with ESCO ALLEY ART.
3. Installation, Display and Removal.
Should it be decided at a future date to remove the murals, ESCO ALLEY ART will be responsible for the deinstallation and for removing the murals from CCAIE premises.

For ESCO ALLEY ART:

_____, Date: September 30, 2025
Suzanne Nicolaisen, Chair Person

For The Escqndido Downtown Business Association:

_____, Date: September 30, 2025
Louisa Magoon, Executive Board Member

For the Center for the Arts, Escondido:

_____, Date: September 30, 2025
Gina Lopez, CEO

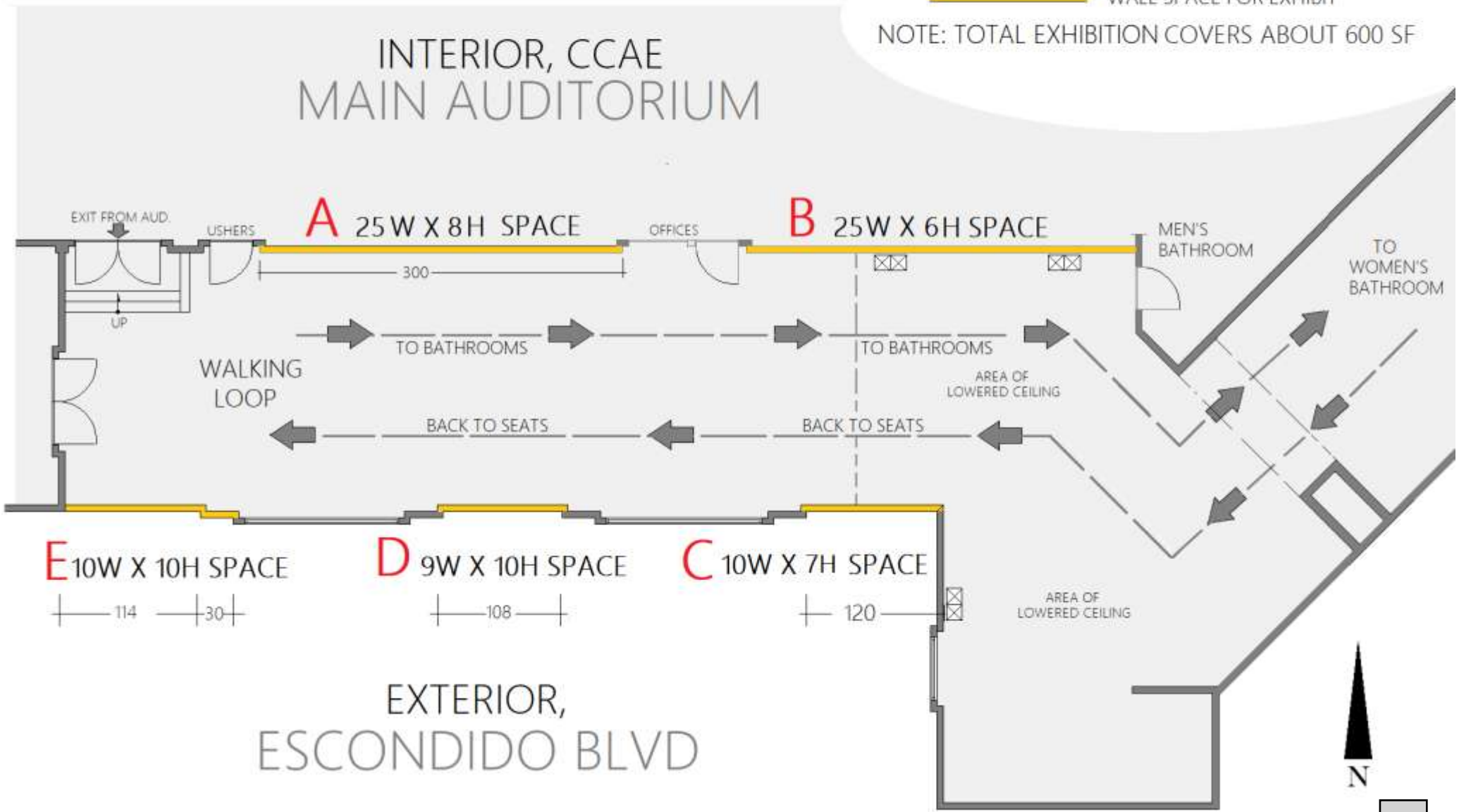
CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO (CCAe)
"STORY OF ESCO ALLEY ART" EXHIBITION
LOCATION: SOUTH HALLWAY OF MAIN AUDITORIUM



⊠ WALL-MOUNTED LIGHT FIXTURE 18 X 18

— WALL SPACE FOR EXHIBIT

NOTE: TOTAL EXHIBITION COVERS ABOUT 600 SF



"STORY OF ESCO ALLEY ART" EXHIBITION

28 SEP 2025 PA

Item 3.

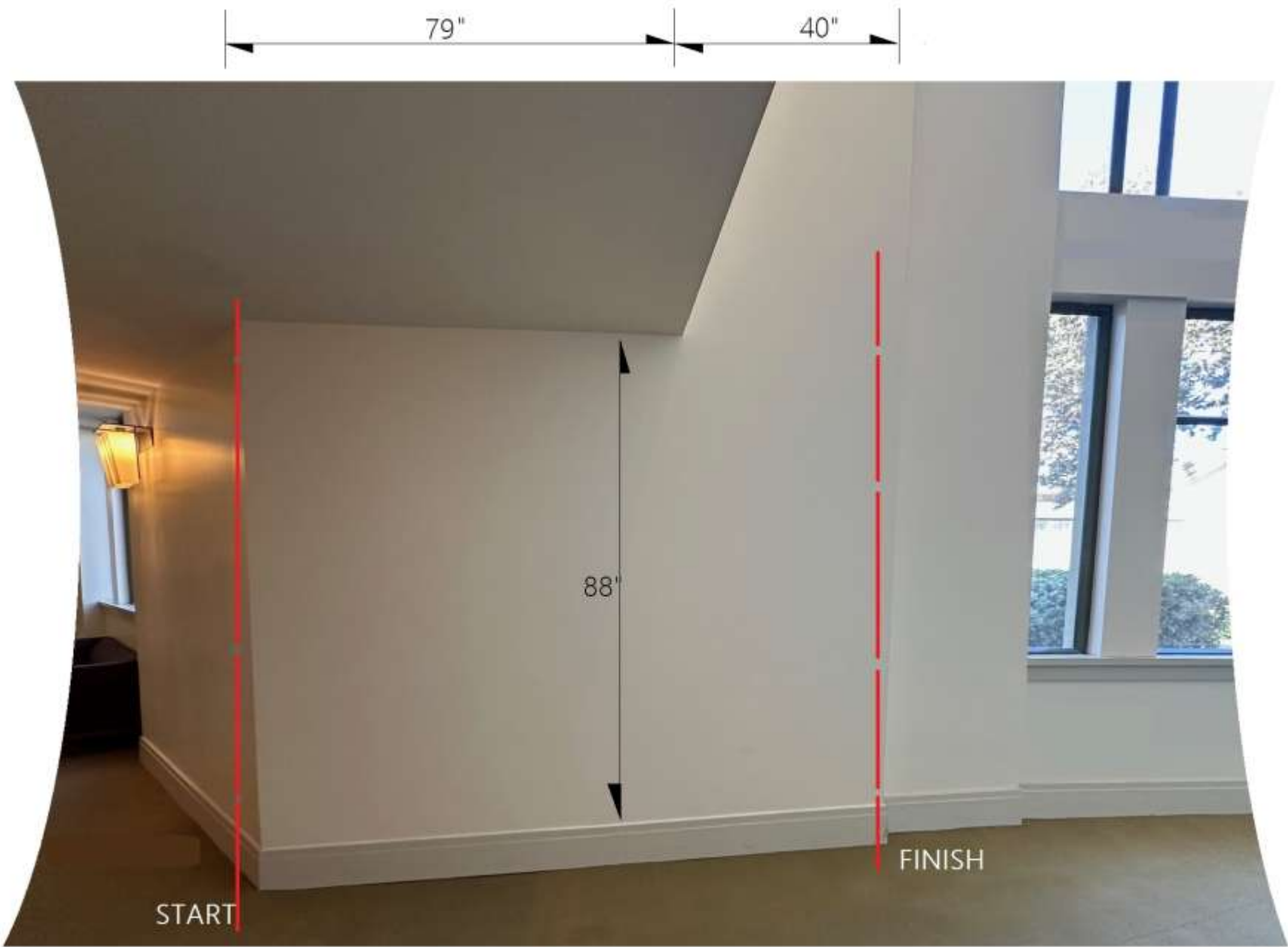


SPACE A 25' WIDE X 8' HIGH

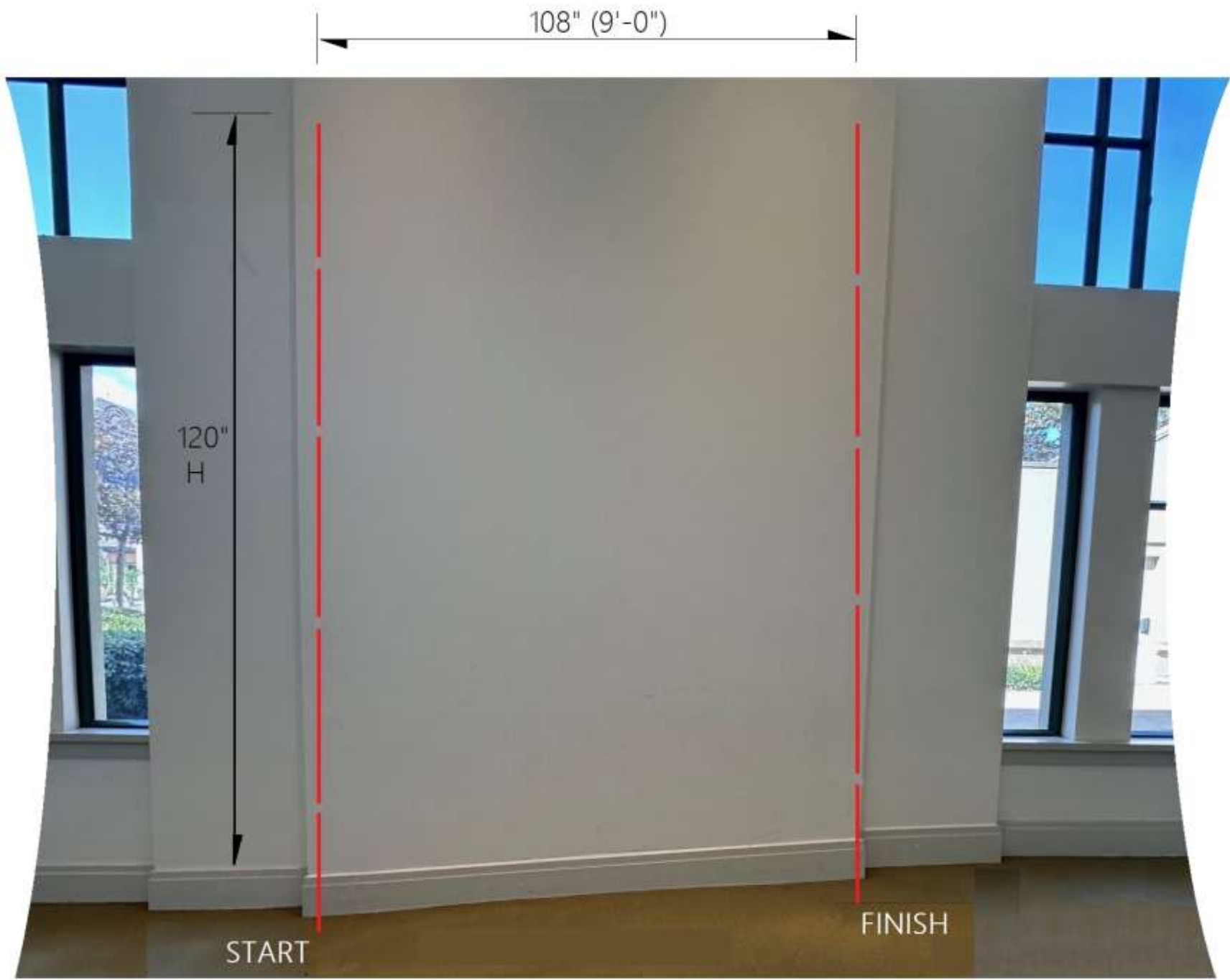


SPACE B 8'W X 8'H AND 19' X 7' H

Item 3.



SPACE C 10'W X 7'H



SPACE D 9' W X 10' H



SPACE E 12'W X 10'H

"HISTORY OF ESCO ALLEY ART" EXHIBITION
SPACE A PRELIMINARY DESIGN
PRINTED ON VINYL



WALLS EXISTING

BASEBOARD EXISTING

FLOOR EXISTING

28 SEP 2025 PAGE 3



FLOOR
EXISTING

"HISTORY OF ESCO ALLEY ART" EXHIBITION

SPACE C PRELIMINARY DESIGN

PRINTED ON VINYL



					5					10	
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WALLS
EXISTING



BASEBOARD
EXISTING

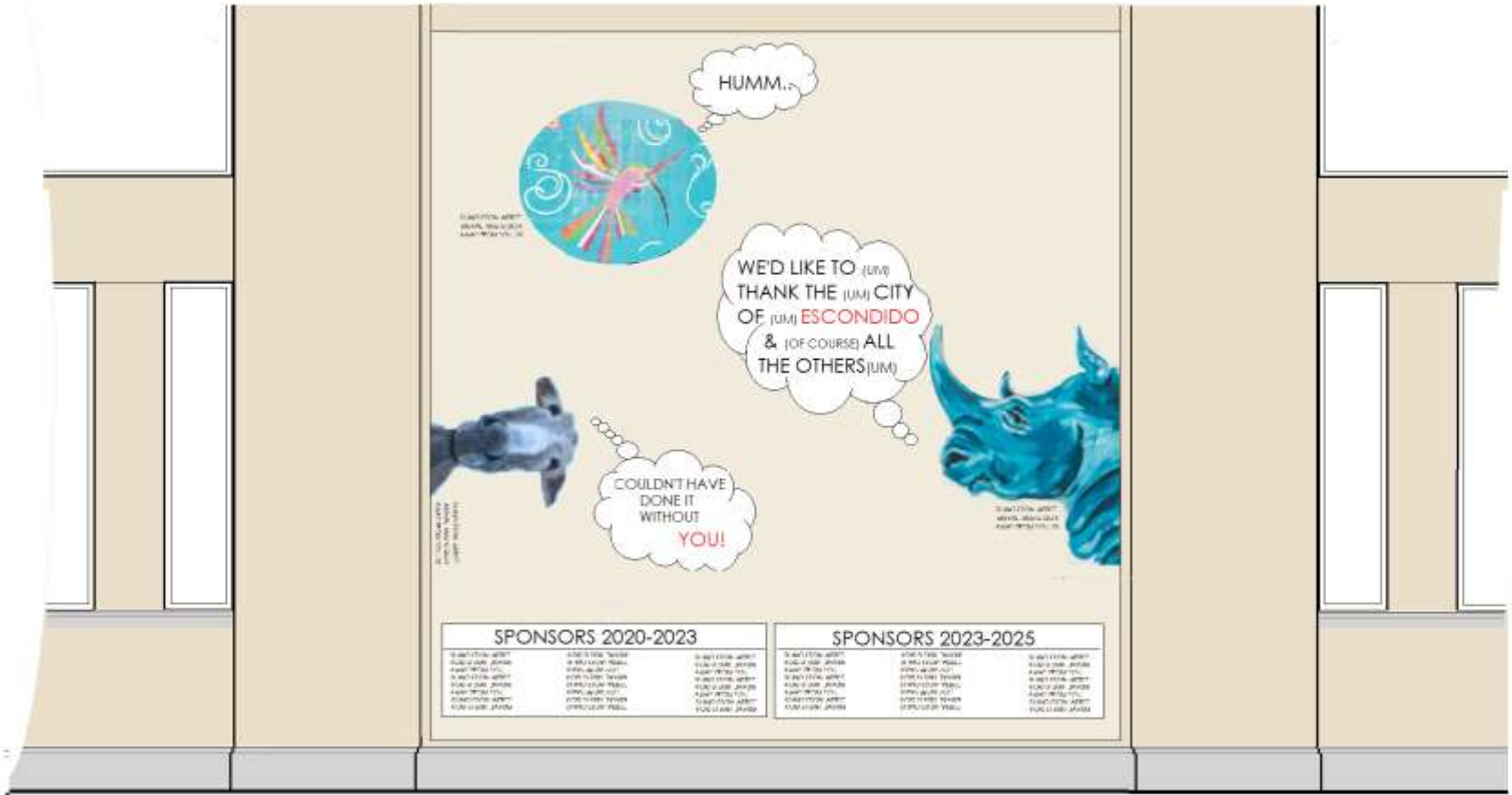


FLOOR
EXISTING

"HISTORY OF ESCO ALLEY ART" EXHIBITION

SPACE D PRELIMINARY DESIGN

PRINTED ON VINYL



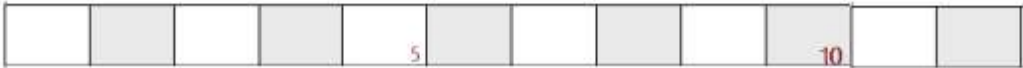
WALLS
EXISTING

BASEBOARD
EXISTING

FLOOR
EXISTING

96

"HISTORY OF ESCO ALLEY ART" EXHIBITION
SPACE E PRELIMINARY DESIGN
PRINTED ON VINYL





8515 Arjons Dr., STE A
San Diego, CA 92126
(858) 951-0548

Great. Big. Graphics.
www.speedprosd.com

ESTIMATE EST-17815

Created Date: 9/26/2025

DESCRIPTION: Wall Mural - Art Hallway

Bill To: Escondido Downtown Business Association
243 S Escondido Blvd
#701
Escondido, CA 92025
US

Pickup At: SpeedPro of Greater San Diego
8515 Arjons Dr., STE A
San Diego, CA 92126
US

Requested By: Heather Moe
Email: heatherm@designmoe.com
Cell Phone: (760) 855-0102

Salesperson: Max Tabaeian
Entered By: Max Tabaeian

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	CMYK, Latex Print on Premium 3M white Vinyl with Premium 3M Matte Laminate - Trimmed to Size <ul style="list-style-type: none"> • Wall A: 25'x8' • Wall B: 8'x8' & 19'x88" • Wall C: 9'x72" • Wall D: 10'x80" • Wall E: 8'x10' • Wall F: 8'x10' & 30"x72" <div> ADJUST TO 80% PER MAX, 9/26/25 • Square feet= 560 Total </div>	1	\$6923.00	\$6923.00
2	Installation Fee	1	\$2920.00	\$2920.00
Subtotal:				\$9,843.00
Taxes:				\$ 536.53
Grand Total:				\$10,379.53

Thank you for reaching out SpeedPro of Greater San Diego. We are pleased to present you with the following estimate.

This estimate is based on information and computer renderings furnished and is for budgetary purposes only. When we receive the completed artwork, installation drawings, adjustments of the estimated costs may be required.

We charge \$100 minimum order unless previous formal arrangements have been made. Sales tax will be added to the invoice unless a Sales Tax Exemption Certificate is on file.

Unless specified otherwise, freight fees are additional and may change. Client is responsible for all freight fees.

In order to cover the expenses related to processing credit card transactions, a 3% fee will be applied to payments made via credit card. This approach supports the sustainability of our business operations while encouraging the utilization of more cost-effective payment alternatives.

Acceptance of the estimate authorizes SpeedPro Imaging to initiate production. We require a 50% DEPOSIT for all orders above \$500. All orders under \$500 must be paid in full before we begin work. All amounts are due upon delivery of the products unless other arrangements have been formally agreed upon.

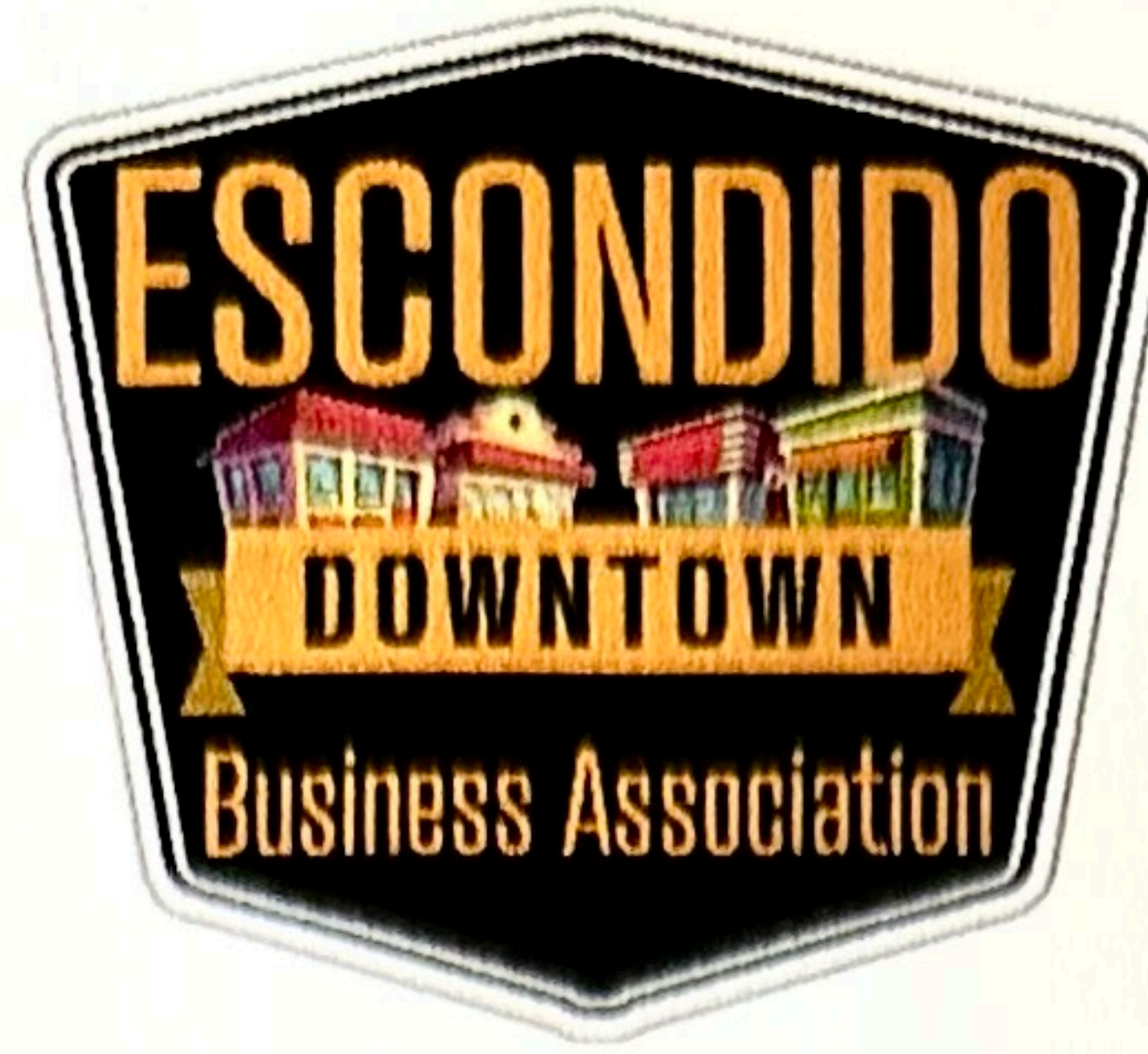
Note about the artwork: The estimate is based on print-ready files. The first 15 minutes of file setup and proof is included in the estimate. If we need to recreate any logos/artwork, improve resolution of the files, or vectorize graphic elements a \$125 per hour design fee will be charged. We offer graphic design services at an hourly rate.

Note on Vehicle Wraps: Please wash your vehicle before you bring it in to have graphics installed. We charge \$50 car wash fee if the vehicle is dirty. If the vehicle is not on site the day prior to install or cancellation within 24 hours, we charge \$100 cancellation fee.

Manufacturer Warranties covering adhesion and durability of the adhesive films may exist. However, SpeedPro does not guarantee adhesion of films to substrates not provided by SpeedPro and is not responsible for unusual wear and tear due to external forces such as power washing or car wash systems.

....ESTIMATE ONLY....

Any changes to the scope of work, dimensions or artwork for this estimate will result in price changes. Completion will vary based on the date you place your order. Please let us know if you have a specific due date.



October 2, 2025

Public Art Commission
City of Escondido

Re: Arts, Culture & Creativity Month – April, 2026
The Esco Alley Art Story

Dear Commissioners:

ESCO ALLEY ART, working under the umbrella of the Escondido Downtown Business Association, is presenting a project proposal to the Public Art Commission for their newest project – The Esco Alley Art Story. The project is planned for installation at the California Center for the Arts, Escondido (CCA).

The Escondido Downtown Business Association supports the proposal.

Thank you for your time and consideration for this historically significant and aesthetic undertaking. We believe it will inspire and encourage more innovative art ventures that beautify our city and lead visitors to further explore our downtown murals, visit our stores and dine in our restaurants.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Carpenter", with a long horizontal flourish extending to the right.

Bob Carpenter
President
Escondido Downtown Business Association

Escondido Downtown Business Association
243 S. Escondido Blvd, #701
Escondido, CA 92025



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Escondido Art Association

Contact Name: Adrian Stewart, President or Christine Spencer, Development Director

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 121 W Grand Avenue City/State/Zip: Escondido, CA 92025

Primary Phone: 858 361 7439 Alternate Phone: 619 300 2028

Email: Adrian@escondidoartassociation.org or Christinespencer@escondidoartassociation.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: Escondido Art Association (EAA) is a 66-year-old Escondido art organization serving the community of artists in Escondido through art education, art enrichment, exhibition opportunities in multiple galleries and locations throughout Escondido adult classes and demonstrations as well as programs and hands-on art education for students in Art Summer Camp, and throughout the year.

Organization Mission: Our Mission is to nurture, promote, support, empower, and enrich artists and their creativity in our community through exhibition opportunities, classes, art forums, and live presentations as well as juror feedback and critiques. We intend to promote a dialogue between artists about art in which everyone comes away having learned some insight.

Brief Organizational History (include significant dates): Founded in 1959, EAA has grown from a small group of artists into an organization serving the entire Escondido community. We exhibit year-round in two professional galleries, our Grand Avenue gallery and the North Island Credit Union (NICU) gallery and display artwork at a dozen local businesses and organizations. In 2025, Escondido resident Adrian Stewart became volunteer president, bringing decades of arts leadership experience. Under his guidance, EAA has expanded membership, outreach, and education programs such as juror feedback sessions and a biweekly Art Forum, while forming new partnerships with groups including the Children's Discovery Museum, North County Society of Fine Arts, John Paul University, and Deanna Smith's STEAM initiative.

Project Information

Item 3.

Project/Initiative Name: Mayors Art Competition & Challenge

Location of the Project/Initiative: Escondido Art Association Gallery, 121 W Grand Ave, Escondido, CA 92025

Dates of Project: April 1, 2026 - April 30, 2026

Description of the Project/initiative: The Mayor's Art Competition & Challenge builds on the success of the 2025 event, which drew record submissions, boosted gallery attendance, and energized the community. This year, we are adding a High School Student Category, "The Mayor's Art Challenge," featuring a dedicated gallery wall, juried medals (Gold \$250, Silver \$100, Bronze \$50), and cash prizes. The main exhibition will continue with awards of Gold(\$350), Silver (\$250), and Bronze (\$150). New this year, a Juror Feedback Panel Forum will offer all exhibiting adult artists valuable insights from a three-person panel, not just award winners. Carol Rogers, Public Art Commissioner, will return as lead juror.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ innovative Collaborations

Objective(s): The Objectives of this initiative are to build on the success of last year's event and expand it to include The High School Students Art Challenge, to grow the number of participating artists in the community, to increase the visibility of the Grand Ave gallery and also for all the exhibited artists to have the opportunity for their work to be reviewed and get constructive feedback from the qualified Juror panel of local professional artists on opportunities for their own artistic growth and advancement of their skills and techniques. This year, EAA exhibitions have always included Juror feedback for the awarded work, but increasingly artists who are not awarded ask for feedback on their art. This project is in direct response to these requests from the community so that anyone can benefit from Juror feedback.

Implementation Plan: EAA recently launched a new communications strategy that has achieved exceptional engagement, with read rates over 65%, far above above industry standards. Through the President's Art Forum and EAA Happenings, we will promote the Mayor's Art Competition & Challenge ahead of the April 4, 2026, deadline. Online submissions now make entry easier, and Student Program Director Ginger Marteles will reach out directly to high schools. We will design, create and and utilize Gallery marketing signage indoors and outdoors on Grand Ave and conduct extensive publicity and public relations campaigns to create visibility and excitement for the event.

Evaluation Plan: We will monitor and measure the growth in the volume of artists, the number of art submission applications and the final selected artworks in comparison to the previous year. We will measure the number of student artists who applied, the number of artworks submitted, and the selected artworks. We will track Gallery patron visits during the month. We will conduct an evaluation survey of both adult and student artists of the submission process. We will have attendees at the Juror Art Forum complete questionnaires.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 7,000

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Lack of funding will significantly inhibit the success of this project. EAA is an entirely volunteer organization and relies on the support of the City of Escondido Arts, Culture, and Creativity Month to fund the Mayor's Art Contest.

Submission Information

Item 3.

Please initial that you have read and understood each statement.

AWS The information provided accurately represents the project, program, or initiative that will be performed.

AWS I understand that this application does not represent any direct or implied agreement of funding.

AWS Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

AWS Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

AWS I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

AWS I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Adrian Stewart, President of Escondido Art Association

Authorized Representative Signature: 



Escondido Art Association			
2026 City of Escondido Arts, Culture & Creativity Grant Application			
Date Submitted: September 25, 2025			
Mayors Art Competition & Challenge Project Budget			
	Description	Amount	Percent
	Marketing graphic design	800	11%
	Marketing Display Signage design & printing	1,200	17%
	Four color Flyer design & printing (2,500)	950	14%
	Media advertising	300	4%
	Artist awards	1150	16%
	Supplies	300	4%
	Opening reception	250	4%
	Social media specialist	450	6%
	Jurors(3X)	900	13%
	Gallery overhead	700	10%
	Total	7,000	

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Escondido Arts Partnership

Contact Name: Chrisanne Moats

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 262 East Grand Avenue City/State/Zip: Escondido, CA 92025

Primary Phone: 760 443 9325 Alternate Phone: 760 480 -4101

Email: eapchris@yahoo.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (

Description of Organization: The Escondido Arts Partnership (EAP) is a 501(c)(3) nonprofit arts agency established in December 1995. The EAP nurtures a community of artists with opportunities for ongoing arts education, peer and public interactions, exhibitions, and performance space. Further, the EAP's mission is to enhance the quality of life in the North County region of San Diego through offering diverse artistic, education, social and entertainment experiences.

Organization Mission: Our mission is to create a collaborative environment where San Diego art and artists can prosper.

Brief Organizational History (include significant dates): The Escondido Arts Partnership provides a destination for visitors in downtown Escondido and is home to hundreds of local artists from all over the county, from the Southbay to Bonsall, from the ocean to the desert. Offering monthly art exhibitions with free entry, free ongoing arts education and performance space to approx 2500 visitors a month. We operate a Certified Local Farmer's Market that draws 400 plus shoppers weekly. Monthly themed art exhibitions like Wood: A Furniture Show, StreetLife: Cali Stilo, Contemporary Fiber Arts, Recycled Art, Emerging Artists High School Art and more, challenge artists from the region to create new works. (we switch out approx. 250 artworks each month!) Poet's I.N.C. hosts a monthly literary series for participants to share their original writings and annually & publishes a book of poetry and art giving local artists an opportunity to have published works. Funded programs support an environment of creativity and communication, and in this way, we secure artistic excellence now and for our future. We provide a free space where all ages can learn about art and community issues through creative expression and hands-on exploration. Focusing on programs that engage the public draws large crowds regularly. We anticipate an increase in interest and visitation to art shows with socially relevant themes for the 2025-2026 exhibition calendar. We hope to increase tourism to the vibrant downtown Escondido and for San Diego's inland north county region.

Project Information**Project/Initiative Name:** Art Blooms**Location of the Project/Initiative:** Escondido Arts Partnership/ Escondido Certified Farmer's Market / Heritage Garden**Dates of Project:** April 7th,11th,14th,18th,21st

Description of the Project/initiative: The program "Art Blooms" begins with a series of free workshops and skill shares with a floral and agricultural theme. Free community events will include, making seed bombs, making masks and parade giant puppets, Ikebana flower arranging, various nature-craft activities, etc to be held at the Escondido Farmer's Market and at the Escondido Arts Partnership. On Tuesday April 21, 2026 the events will culminate as an EARTH DAY communal celebration at Heritage Garden during the Escondido Farmers' Market. Activities will include entertainment and interactions with puppeteers from San Diego Puppetry Guild and or Animal Cracker Conspiracy stilt walkers, musicians, and other entertainers. The late afternoon will progress to a parade called the "March of the Flowers!", participants will gather at 5:30pm at the Heritage Garden gazebo. We will celebrate spring and the great biodiversity and agricultural history of our region by building and parading with giant puppets, children and adults are invited to wear flower and fruit themed costumes and parade together down the sidewalks of Grand Avenue to Maple Street Plaza and back, meet & greet with the community and businesses, pass out free native flower seed packets, promote local agriculture, the Farmers Market and Escondido's expanding creative scene. Businesses will be encouraged to dress their windows in a Spring fashion. Our ongoing community art project the "Local Color" banners will be displayed throughout April. We also anticipate coordinating various Earth Day opportunities and events throughout the week with local artists and community partners.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ Innovative

Collaborations Objective(s): Throughout the program we will be bringing together artists with different expertise and diverse perspectives. The art and craft making events will spark creativity and team building. Community members and artists will work together to reach the specific goal of having a free-spirited joyous parade. Our objective is for participants and onlookers to achieve having a sense of place In Escondido and have a dialogue for the appreciation of art making, our town and the surrounding wild lands.

Implementation Plan: Our goals will be to take steps to confirm and hire the artist instructors and entertainers for the relevant workshops and events, and procure the resources and materials needed. We will reach out to volunteers and assign tasks to ensure successful execution of the "March of the Flowers! Parade". We will hire a videographer to create a documentary of the events and workshops leading up to the parade as well as filming the parade.

Evaluation Plan: All the events will be documented with photos/and a documentary style video and shared on social media. Audience attendance and feedback will be recorded accordingly.

Funding**Amount Requested (\$1,000 - \$7,000):** \$5,400☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10%**for indirect costs. Will this event still take place if you do not receive funding? Why or why**

not? The parade could still take place, but the offerings for artists workshops and events would have to be curtailed.

Submission Information

Please initial that you have read and understood each statement.

☒ The information provided accurately represents the project, program, or initiative that will be performed.

☒ I understand that this application does not represent any direct or implied agreement of funding.

☒ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

☒ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.


☒ I have reviewed and understand the grant timeline listed below.

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Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

☒ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Chrisanne Moats Executive Director

Authorized Representative Signature: 

April 2026 Escondido Arts Culture and Creativity Month Grant	
Escondido Arts Partnership	
<i>Art Blooms</i> Budget Proposal	
7 artists/ lecturer stipends @ \$250 each	1,750
art materials for workshops	1,000
entertainer fees (puppeteers/stilt walkers)	900
videographer/editor	500
seed packs, fruit, flowers "giveaways" for parade route	400
refreshments for workshops /parade day	200
promotional materials / printing	250
administrative fees	500
<u>Total</u>	<u>\$5,500</u>

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Iconostar Art

Contact Name: Duffy Healey

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 525 El Norte Pkwy, #233 City/State/Zip: Escondido, CA 92026

Primary Phone: 949-246-4585 Alternate Phone: 310-488-1834

Email: DuffyHealey@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

** See additional sheets for application*

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Organization Information:**Organization Description:**

Iconostar Art produces positivity artwork for everyone. We are focused on creating high impact sculptures that are not only iconic but delivers positive messaging to the universe. We have been producing, managing, and marketing art for over 20 years.

Organization Mission:

We strive to bring happiness and positivity to the world through artwork. We create oversized, outside sculptures that convey positive messaging using mirrors, tiles and symbolic found objects.

Brief Organization History::

Iconostar Art has owned and operated galleries in Southern California since 2005. Currently, our artwork is represented by galleries in California, Mexico, Florida and North Carolina. We are a very diverse art company that specializes in contemporary art, public art and managing special projects. In 2020, we built and developed a working art studio with a sculpture park in Wilson, NC. In 2025, we exhibited public art in the Beverly Hills Art Show, Hamptons Art Show, Burning Man, and other various art installations throughout California and the East Coast.

Project Information:**Project Name**

Iconostars At the CCAE

Location of the Project: California Center of Arts Escondido on allocated sculpture pads

Dates of Project: March 1, 2026 - June 1, 2026

Description of Project:

We install a beautiful, mirrored, 9-10 ft. sculpture in front of the California Center of Arts Escondido

Grant Priority: Community Engagement

Objective:

To attract visitors, to bring awareness and support social media to the CCAE, and to promote Arts & Cultural Month in Escondido. We also want to bring more sculptures to the CCAE and help build a portfolio for the venue.

Implementation Plan:

Iconostar Art will work closely with the management team during the period of the installation. Our team will install the sculpture and support maintenance if necessary. We will work together with promoting the sculpture for both social media platforms.

Funding Request: \$7,000.

\$1000 -allocated for to CCAE for Marketing/Artist Talks Events/Security.

\$1000 -transportation & management

\$5000 -Installation & Exhibit for a 3 month Public Art Show of Featured Sculpture.

February - Install sculpture.

March 2026

***April 2026. Cultural Art Month: Escondido**

May 2026

California Center of the Arts has granted permission.

*see email below, waiting on official letter.

to help the artists with transportation, this could be the start to that. The CCAE can't apply directly, but we would like to invite you to apply to help us bring sculptures to Escondido. The CCAEF would provide you with a letter of support and an additional letter of location permission as well as assist in all promotion and facilitation of the artist talkback on the second or fourth Friday in April, 2026. We have to move relatively fast as the application deadline is October 3, 2025 at 5 p.m. PDT.



Benjamin Mann

Wed, Oct 1, 2:36 PM (2 days ago)



to me ▾

Hello Duffy,

I'll get you a letter of support and the location permission by End of Day; could you please send me your application thus far so I align my words with yours!

What time frame are you thinking for the sculptures to be displayed? We have templates for various loan agreements.

Could we include a \$1k buffer for the CCAE to cover security, marketing, and the artist talkback?

Thank you,

Benjamin Mann | Director of Event Operations

California Center for the Arts, Escondido

340 N. Escondido Blvd, Escondido, CA 92025

E Bmann@artcenter.org **P** (760) 839-4155



Artworks of Positivity

September 1, 2017

September 12, 2018

September 12, 2023

October 3, 2023 at 3:00 pm EDT

October 12, 2023

November 10, 2023

by November 12, 2023

January 20, 2024

June 1, 2024

May 20, 2024



Submission Information

Item 3.

Please initial that you have read and understood each statement.



The information provided accurately represents the project, program, or initiative that will be performed.



I understand that this application does not represent any direct or implied agreement of funding.



Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.



Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.



I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
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Final Payment	By June 30, 2026

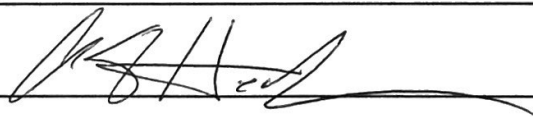
I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: _____

DUFFY HEALEY

Authorized Representative Signature: _____





Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Live Action Attractions

Contact Name: Brett Jackson

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual

Address: 520 Prescott St City/State/Zip: Pasadena, CA 91104

Primary Phone: 323-929-7425 Alternate Phone: _____

Email: BrettJackson@liveactionattractions.com

Co-Applicant Information

Co-Applicant Organization: N/A

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Organization Information (use additional sheets of paper as needed)

Description of Organization: Live Action Attractions is the brainchild of creative director Brett Jackson -- an award-winning designer of games and experiences. When not writing self-aggrandizing bios, he makes interactive attractions for folks like Disney, Universal, Google and Meow Wolf. Brett is a two-term board director for the Themed Entertainment Association, as well as the chairperson for International Events. Brett is also the creator of LA's longest-running immersive-makers monthly meetup - a social creativity game called Imagi-Ne'er-Do-Wells. Our members meet once a month to invent a new attraction based on a surprise creative prompt and laugh at other weirdos as they attempt to do the same.

Organization Mission: Live Action Attractions makes unforgettable live games and immersive experiences for 3 to 3,000 players. Specializing in funny, delicious and/or illuminating. Private shows, ticketed events & custom commissions.

Brief Organizational History (include significant dates): See additional sheet at end of application for details.

Project Information

Project/Initiative Name: "Kahlo, Dali, & Freud Present: YOUR UNCONSCIOUS MIND"

Location of the Project/Initiative: California Center for the Arts Escondido, Studio 2

Dates of Project: April 2- 26, 2026

Description of the Project/initiative: A brand-new, original interactive theatrical experience, "YOUR UNCONSCIOUS MIND" invites participants into a dream-like world, where participants are invited to attend this event in their pajamas! Imagine: The most famous and eccentric Surrealist minds of the 20th Century await to instruct "students" in creating their own art, based on real-life Surrealist games! Kahlo, Dali, and Freud are the "teachers" at the helm of this comedic romp at the most bewildering school you've never applied to, where audience members have suddenly been dropped into another world, logic is banned, clocks melt freely, the faculty is deeply unqualified, and the BIG TEST awaits!

Grant Priority: ☐ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☒ Innovative Collaborations

Objective(s): To entertain, shock, surprise, and educate, while engaging with the most famous and eccentric minds in the already eccentric world of Surrealism. To engage the audience and sweep them out of their reality, while turning the mundane into the magical! WARNING: The audience may not want to return to their "normal" reality after experiencing this extraordinary performance... Like nothing they've EVER seen! By investing broadly in our community, we hope to create a synergy which expands the impact and effectiveness of art & culture, and seek to advocate for increased awareness of the impact of arts & culuture in Escondido!

Implementation Plan

Brett Jackson of Live Action Attractions and Brenda Townsend of Brilliant Spectrum Art will collaborate on a script and build a team of local creatives, including artists and actors, to present their zany and preposterous take on what might happen to a group of hapless audience members, when reality is sent sprawling, and Surrealism rules the day. Brilliant Spectrum Art will partner with the California Center for the Arts Escondido. to produce this show in Studio 2. Implementation includes at least one free and/or "Pay What You Can" performance. Townsend and Jackson offer an in-kind matching donation of their time and creative expertise for production of this unique theatrical experience. Townsend and Jackson are both small business owners, and have extensive experience in their respective fields. They will be supported by a small cast and crew: 3 Actors, a Stage Manager, and a Director. We are requesting a small stipend for each participant, which will hopefully cover the cost of gas to travel to and from rehearsals and performances. The Stage Manager does not require as much stage experience, but the actors must have Improv experience, and be committed perform for the entire run. A staff like this would ordinarily be well compensated for 8-12 rehearsals and up to 16 performances, but since the grant won't cover the full amount, most of the work hours will be donated by the participants for their love of theater and community. Since a proposal of this scope and quality will take hundreds of hours to bring to fruition, there is certain to be an "in-kind" matching donation of the same amount of grant funds, in the form of hours spent without compensation.

Evaluation Plan: Our goal is to attract at least 36 audience members per performance. We will count and track the number of participants in the theatre at each performance.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 6,858

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Yes, this event will still take place without funding. However, we will be able to spotlight the sector of cultural arts, empower individuals to take action, and allow for greater investment in the industry. We could also raise more awareness for Arts, Culture, and Creativity month in Escondido with full funding. In addition, it would be helpful to have the Advertising Support that is offered to grantees to cast the net of information further via Visit Escondido, city social media channels, and more.

Submission Information

Please initial that you have read and understood each statement.

BJ The information provided accurately represents the project, program, or initiative that will be performed.

BJ I understand that this application does not represent any direct or implied agreement of funding.

BJ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

BJ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

BJ I have reviewed and understand the grant timeline listed below.

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Final Payment	By June 30, 2026
---------------	------------------

Item 3.

BJ

I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Brett Jackson, Owner Live Action Attractions

Authorized Representative Signature: *Brett Jackson*

LINE ITEM BUDGET

Kahlo, Dali, & Freud Present: YOUR UNCONSCIOUS MIND!

Lead Applicant: Live Action Attractions, Brett Jackson- Owner

Collaborators: CCAE, Brilliant Spectrum Art, Patio Playhouse

Actors stipend (\$550 x 3)- \$1,65

Director stipend- \$550

Writers stipend (\$550 X 2)- \$1,100

Stage Manager stipend- \$550

Set- \$400

Props- \$295

Costumes- \$275

Sound- \$350

Event Insurance- \$188

Marketing and Promotional expenses- \$235

*Administration- \$225

Venue Costs (16 performances x \$40)- \$640

*General Operational expenses- \$400

\$6,858



California Center for the Art, Escondido Foundation
340 N Escondido Blvd, Escondido, CA. 92025
(760) 839 - 4138
artcenter.org

September 22, 2025

Dear Members of the Public Art Commission,

On behalf of the California Center for the Arts, Escondido, it is my pleasure to express our enthusiastic support for Brilliant Spectrum Art and their proposal for an innovative, genre-crossing project as part of Art, Culture, and Creativity Month.

As the premier cultural institution in North County San Diego and with a mission to enrich the community through the power of the arts, we see firsthand the power of the arts to connect communities, spark dialogue, and inspire creativity across generations. Brilliant Spectrum Art embodies these values through their forward-thinking approach, blending artistic genres in ways that challenge boundaries and invite audiences to experience art through interaction and fresh perspectives.

Their proposed project is particularly exciting because not only is it artistically innovative, but also aligns directly with the vision of the Public Art Commission to be a City where art, inspired by community, welcomes visitors and residents, creating a fun and lively environment that celebrates all things Escondido, heralding our past and manifesting our future.

The California Center for the Arts, Escondido is proud to stand alongside Brilliant Spectrum Art in this endeavor. We are confident that this project will leave a lasting impact on participants, audiences, and the broader community during Art, Culture, and Creativity Month. With your support, this initiative will demonstrate the transformative power of the arts to bring people together and elevate public life.

We wholeheartedly endorse Brilliant Spectrum Art's application and urge you to fund this important project. Thank you for your thoughtful consideration and for your ongoing commitment to advancing public art.

With respect and appreciation,

Sincerely,

Gina Lopez
Chief Executive Officer
California Center for the Arts, Escondido



California Center for the Arts, Escondido Foundation
340 N Escondido Blvd, Escondido, CA. 92025
(760) 839 - 4138
artcenter.org

September 22, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to Brilliant Spectrum Art to use Studio One as the location for this innovative new project.

We are proud to support this initiative, which aligns with our goal of fostering community connection, enhancing cultural experiences, and providing barrier-free access to the arts for all Escondido residents and visitors. This project will play a meaningful role in strengthening the social fabric of our city and celebrating the vibrancy of our diverse community during Arts, Culture & Creativity month.

We look forward to seeing this project come to life and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

Brilliant Spectrum Art Letter of Support

As a Collaborator and Co-Writer of “Kahlo, Dali & Freud present: YOUR UNCONSCIOUS MIND,” I would like to submit this letter on behalf of my business, Brilliant Spectrum Art, in support of the project, and for the Lead Applicant, Live Action Attractions. Live Action Attractions is the brainchild of owner, Brett Jackson, who used to live in Escondido, and Graduated from Orange Glen High School in the 1980’s. His family still lives in Escondido, but Brett now lives in Pasadena. I first met Brett through mutual high school friends, and we’ve been close friends ever since, including his stint as MC at our wedding reception, held at the Escondido Country Club in 1996.

It has always been a pleasure to know Brett, and I’m so excited at the prospect of working collaboratively with him for the first time! Watching him grow his creative business of making immersive experiences has been an eye-opening process for me, as an artist. I’ve been included on many occasions, in testing out his fun and exciting group games during the pandemic that were designed to keep people in touch with one another. Dan and I have also attended many of his in-person immersive events, such as a Chili Cook-Off, where all participants were encouraged to come in character and costume, with a backstory for their shared dish. Prizes were given, many laughs were had, tall tales were told, and people were united in their love of the game!

Brett has very successfully hosted a large gathering for the creative immersive experience industry folks up in L.A. now, for a few years. Under the name “Imagineer-Do-Wells,” Brett brings together some of the industry’s brightest minds and biggest imaginations to be a part of his monthly game show, where 50 people gather, mingle, and vie to imagine, draw, describe, and pitch “The Best Possible Experience” to the crowd. Brett is the manic and hilarious MC, and always draws many luminaries in the immersive field to serve as judges.

His latest game that we participated in was this summer, when he conceived and wrote a narrative for a group of 40 to be played within the confines of a day at Knott’s Berry Farm. After reading a fictitious letter from Cordelia Knott herself, Brett sorted us into groups and dispatched us all over the park to talk to costumed characters, experience the attractions, and find the answers to Cordelia’s questions, to complete the game and avenge her. As always, Brett planned and executed a complex narrative and engineered a complicated situation that always felt fresh to the participants. Strangers were brought together to get to know one another and sometimes to even become friends in the process!

Applying as an Innovative Collaboration with Live Action Attractions feels like a perfect fit, as their mission statement includes uniting people through original and unique immersive arts experiences, such as this one! The collaborators on this project share the passion and goals of inclusivity in the arts, bringing people together and building bridges, one relationship at a time. All of these partners are perfectly aligned with the mission of the City, and Arts and Culture month in Escondido, and ready to bring the exciting, brand-new immersive theatrical experience, “Kahlo, Dali, & Freud present: YOUR UNCONSCIOUS MIND!” to our community!

Brenda Townsend

Owner, Brilliant Spectrum Art

Brief Organizational History of Live Action Attractions

2018 - Brett Jackson incorporates Live Action Attractions in state of California

2019 - Debuts a 12-person, 5-course "immersive experience of fine dining in a fantasy tavern" called "Blackbird Pie" which **Everything Immersive** reviews as "a total blast to play," and "the most literal example of a play that you play."

2020 - Our show BOWLING Night, selected as official immersive showcase selection for Alamo Drafthouse Fantastic Fest Celebration & glowingly reviewed by **Everything Immersive.**

2020 - Contributes story, script and game design to the "official digital experience" of 2020 World's Fair (Expo Dubai 2020).

2021 - Elected to directors board for international "Themed Entertainment Association"

2022 - Contributes game and creative development for upcoming Meow Wolf experiences.

2023 - Leads creative development for first halloween overlay of historic Riverside County Fairgrounds as "a magical town in the spirit world featuring three gorgeous themed realms" which **Riverside Record** calls "spooky fun for all ages."

2024 - Our show **Imagi-Ne'er-Do-Wells** wins a "Golden Lock Award," from REA, ranking it as "one of the top immersive experiences in the world."

2025 - Promoted to "Director of Player Experience" for Neotropolis - a 5-day, 3,000 player all-immersive cyberpunk festival with 4 6-hour days of immersive gaming



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: MENTAL HEALTH SYSTEMS, OBA TURN BEHAVIORAL HEALTH SERVICES

Contact Name: BRADLEY BIANCHI

Type of Entity: ☒ Nonprofit ☒ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 9465 FARNHAM STREET City/State/Zip: SAN DIEGO, CA 92123

Primary Phone: 858-573-2600 Alternate Phone: 858-295-9752

Email: BRAD.BIANCHI@TURNBHS.ORG

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: Please see attached - Page 1

Organization Mission: Please see attached - Page 1

Brief Organizational History (include significant dates): Please see attached - Page 1

Project Information

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Dates of Project: _____

Description of the Project/initiative: _____

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ Innovative Collaborations

Objective(s): _____

Implementation Plan: _____

Evaluation Plan: _____






FundingAmount Requested (\$1,000 - \$7,000): \$ 4,700.☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Yes. This is a core & valuable event which we are committed to hold.

Submission Information

Please initial that you have read and understood each statement.

-  ✓ The information provided accurately represents the project, program, or initiative that will be performed.
-  ✓ I understand that this application does not represent any direct or implied agreement of funding.
-  ✓ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.
-  ✓ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.
-  ✓ I have reviewed and understand the grant timeline listed below.

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Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

 ✓ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: BRADLEY BIANCHI - VP, STRATEGIC PARTNERSHIPS

Authorized Representative Signature: 

Arts, Culture and Creativity Month Grant Request

Organizational Information

Description of TURN Behavioral Health Services

TURN Behavioral Health Services is a nonprofit organization operating over 60 programs across California, all focused on supporting individuals with underlying behavioral and mental health challenges. TURN provides a continuum of care that includes residential treatment, outpatient services, employment support, and community-based rehabilitation.

Organization Mission

Our mission is to reduce disparities in behavioral health care delivery by creating a diverse workforce that promotes wellness, recovery, and resiliency while improving the lives of individuals, families and communities impacted by behavioral health challenges.

Brief Organizational History

TURN was founded in 1978 in Escondido, California, and has grown into one of the state's leading behavioral health providers. The organization has maintained a strong presence in Escondido for over four decades. At the Bradley Building (474 West Vermont Ave), TURN currently operates three programs, including the Escondido Clubhouse.

The Escondido Clubhouse serves adults aged 18 and older who have received a mental health diagnosis. It promotes self-reliance through a supportive rehabilitation model that addresses biological, psychological, and social factors. Members receive side-by-side assistance from trained staff to achieve educational, social, vocational, and life goals. The Clubhouse also offers mentorship, case management, and transitional employment opportunities to help members re-enter the workforce and build meaningful community connections.

Project Information

The Clubhouse Art Show will feature original artwork created by members living with mental health challenges, presented in a professionally curated gallery-style format. The event will include refreshments, interactive artist talks, and community engagement activities designed to foster dialogue and connection. With expanded participation and outreach, the show aims to deepen public appreciation for the role of creativity in recovery and inclusion.

Project Name: Clubhouse Art Show: Celebrating Creativity & Community

Location of the Project/Initiative: 474 West Vermont Ave

Date of Project: April 2026: (Exact date TBD)

Description of the Project

The Clubhouse Art Show is a vibrant, community-centered celebration of creativity, resilience, and personal growth. Now entering its third year, the event is designed to showcase the artistic talents of Clubhouse members—individuals living with mental health challenges who are actively working toward employment and community reintegration.

Held in April to coincide with California’s Arts, Culture, and Creativity Month, the Art Show transforms the Escondido Clubhouse into a gallery space filled with original artwork created by our members. The event highlights the therapeutic and vocational value of the arts, offering members a chance to express themselves, build confidence, and gain recognition as working artists.

With grant support, we aim to double artist participation from 10 to 20 members, providing each with the necessary art supplies and professional presentation tools such as canvases and picture frames. The event will feature framed artwork, refreshments, and interactive opportunities for dialogue between artists and attendees. Guests will be invited to learn about the artists’ creative processes, hear personal stories, and engage in conversations that foster empathy and understanding.

The Art Show is free and open to the public, with outreach efforts targeting local residents, community partners, and mental health advocates.

Attendance has grown steadily, and we anticipate welcoming over 75 guests this year. The event not only elevates the voices of our members but also strengthens community ties and raises awareness about the importance of creativity in mental health recovery.

Grant Priority: ♦ Community Engagement ♦ Educational Program ♦ Cultural Diversity ♦ innovative Collaborations

This event has a strong alignment with all grant priorities.

Our Art Show meets multiple priorities:

- **Community Engagement:** The event brings together members and the public, fostering inclusion and participation.
- **Educational Programs:** It supports members aspiring to creative careers and builds confidence through public presentation.
- **Cultural Diversity:** The Clubhouse serves individuals with mental health challenges, often from diverse backgrounds.
- **Innovative Collaborations:** The Clubhouse itself is a nonprofit with a unique employment-focused model, and the Art Show could include partnerships with local artists or businesses.

Objective(s)

- Empower individuals with mental health challenges to present themselves as working artists.
- Increase public awareness of the Clubhouse model and its role in vocational rehabilitation.
- Foster community connection through shared creative experiences.
- Provide access to art supplies and professional presentation tools for underserved artists.

Implementation Plan

- Recruit member artists and provide art supplies and mentorship.
- Host workshops to prepare artwork and artist statements.
- Promote the event through flyers, social media, and local outreach.
- Set up the venue with framed artwork, refreshments, and signage.

- Facilitate community engagement during the event through artist talks and interactive activities.

Evaluation Plan

- Track participation numbers (artists and attendees).
- Collect feedback via surveys and informal interviews.
- Document the event with photos and testimonials.
- Measure impact through member self-reports on confidence, skill development, and vocational interest.
- Submit a final report including outcomes, financials, and visual documentation.

Budget

Preliminary Budget for Clubhouse Art Show

Total Grant Request: \$4,700

- Direct Costs (90%): \$4,230
- Indirect Costs (10%): \$470

Direct Costs – \$4,230

Item	Description	Estimated Cost
Art Supplies	Paints, brushes, sketch pads, markers, canvas, easels	\$1,200
Picture Frames	Frames for 20+ member artworks	\$600
Food & Refreshments	Catering/snacks for ~75 attendees/volunteers	\$880
Canvas & Display Materials	Large canvases, hanging materials, signage	\$400
Marketing & Promotion	Printed flyers, posters, social media ads	\$650
Venue Costs	Cleaning, setup, utilities	\$300

Indirect Costs – \$470

Item	Description	Estimated Cost
Staff Time	Planning, coordination, reporting	\$200
Office Supplies	Paper, ink, folders for registration & flyers	\$120
Communication Software	Canva Pro, Zoom,	\$100
General Overhead	Utilities, admin support	\$50



September 10, 2025

To Whom It May Concern,

As Program Manager at TURN Behavioral Health Services, I am honored to offer my full support for the upcoming **Clubhouse Art Show: Celebrating Creativity & Community**, scheduled for April 2026 at our Escondido Clubhouse. This event represents the very heart of our mission, to promote wellness, recovery, and resiliency among individuals impacted by behavioral health challenges.

TURN has been a trusted provider of behavioral health services in California since 1978, with over 60 programs statewide and a proud legacy of service in Escondido. Our Clubhouse model is rooted in empowerment, offering adults with mental health diagnoses a safe and supportive space to pursue educational, vocational, and personal goals. The Art Show is a natural extension of this model, providing members with a platform to express themselves, build confidence, and engage meaningfully with the broader community.

Now entering its third year, the Clubhouse Art Show has grown into a vibrant celebration of creativity and resilience. It transforms our program space into a gallery-style venue, showcasing original artwork created by our members, many of whom are navigating complex mental health journeys while striving for employment and community reintegration. The event includes artist talks, refreshments, and interactive activities that foster dialogue, empathy, and connection.

With grant support, we aim to double artist participation, ensuring that more members have access to professional-grade art supplies and presentation tools. This investment not only enhances the quality of the exhibit but also affirms the value of each artist's voice and vision. The show aligns powerfully with key grant priorities, including:

- **Community Engagement:** By welcoming over 75 guests, the event fosters inclusion and shared experience.
- **Educational Programming:** Members gain vocational skills and public presentation experience.
- **Cultural Diversity:** Our Clubhouse serves individuals from diverse backgrounds, each bringing unique perspectives to their art.
- **Innovative Collaboration:** The event opens doors for partnerships with local artists, businesses, and advocates.



As Program Manager, I have witnessed firsthand the transformative impact of creative expression on our members. The Art Show is more than an exhibit, it is a declaration of possibility, a celebration of progress, and a bridge between our community and those we serve. I wholeheartedly endorse this initiative and invite you to join us in supporting a project that uplifts lives and strengthens our shared commitment to mental health recovery.

Warm regards,

A handwritten signature in blue ink that reads "Lileigh Waller".

Lileigh Waller
Program Manager



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: New Village Arts

Contact Name: Kristianne Kurner

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 2787 State Street City/State/Zip: Carlsbad, CA 92008

Primary Phone: 760-433-3245 Alternate Phone: 760-845-8020

Email: kristianne@newvillagearts.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed) Please see attached.

Description of Organization: _____

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Project Information

Please see attached.

Item 3.

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Dates of Project: _____

Description of the Project/initiative: _____

Grant Priority: ☐ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): _____

Implementation Plan: _____

Evaluation Plan: _____

Funding

Amount Requested (\$1,000 - \$7,000): \$ 6,600

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

This project will take place in other areas of North County, but without this funding we would not be able to create it in Escondido.



NEW VILLAGE ARTS

Escondido Arts, Culture, and Creativity Month Grant Application 2025

New Village Arts Presents *A Walk With Yáamay*

ORGANIZATION INFORMATION

Description of Organization:

New Village Arts (NVA) is a vital part of North County San Diego's artistic community and welcomes over 30,000 visitors to our home in Carlsbad Village annually. Each year, we produce a full season of professional theatre, showcasing the talents of award-winning actors, directors, and designers. In addition to our productions, NVA hosts talkbacks and community events aimed at fostering meaningful dialogue and allowing audiences to engage more deeply with the themes of our work by connecting directly with its creators.

NVA offers robust Education and Outreach programming to ensure that theatre and the arts are accessible to all. This programming includes immersive theatre programs in local high schools, The Mainstage Players: a professional training program for teens and young adults with neurodiversity, Mindful Theatre: programs for the local senior community, and the Dea Hurston Fellowship, an outreach and job training program creating access and opportunity for underserved members of our community.

In addition to a full season of professional theatrical productions, performances, and cultural events, NVA offers robust education and outreach programs to engage our broader community. This includes acting classes and camps for all ages, and initiatives like The Mainstage Players for neurodiverse actors and Mindful Theatre for seniors. Our Teatro Pueblo Nuevo and Dea Hurston Fellowship addresses the lack of paid positions for women, BIPOC, and marginalized theatre artists and students in San Diego. These programs now offer vital arts training and leadership development for underserved communities, promoting a more inclusive and equitable future in the arts.

Organization Mission:

NVA's mission is to create adventurous artistic experiences to awaken the human spirit. We provide:

- A collaborative, inspiring home for performing and visual artists
- A forum for laughter, discussion, and deeper thinking within our community
- A training ground for future generations of art-makers and art-lovers

Brief Organizational History

NVA was founded in 2001 in Carlsbad by graduates of the Actors Studio Drama School. Its first production at The Granary in Magee Park earned critical acclaim. Over the next five years, NVA transformed the Jazzercise corporate headquarters into a theatre space several times a year. In 2006, the City of Carlsbad designated the former Bauer Lumber Building in Carlsbad Village as NVA's permanent home, and significant renovations were completed in January 2023. In 2024, NVA received a generous gift from the Ray Charles Foundation, naming the stage the Ray Charles Stage in his honor. In 2023, NVA opened the White Family Next Stage, a smaller stage which hosts comedy, opera, spoken word, salsa, and more.

Through our arts programming, NVA aims to build a more connected, compassionate, and creatively engaged community across San Diego County and beyond.

PROJECT INFORMATION

Project/Initiative Name: A WALK WITH YÁAMAY

Location of the Project/Initiative: California Center for the Arts, Escondido

Dates of Project: April 23 & 24, 2026

Description of the Project/Initiative:

A Walk with Yáamay is a public performance and guided art walk that blend natural exploration with excerpts from *Yáamay An Anthology of Feminine Perspectives Across Indigenous California*. Led by Native artists, participants will begin with a performance of poetry and music followed by a walk throughout the grounds of the California Center for the Arts Escondido with surprising moments of live poetry, song, and performance. Accessible to all ages, *A Walk with Yáamay* provides a powerful platform for Native voices to engage with audiences through art and nature and invites reflection on the land and its stewards.

New Village Arts will present 2-3 performances of *A Walk With Yáamay* to ensure as many community members as possible have access to the event.

Grant Priority: 1 Community Engagement 4 Educational Program 2 Cultural Diversity 3 innovative Collaborations

Objective(s):

Our goals for *A Walk with Yáamay* are rooted in care for the land, Indigenous communities, artists, and our audiences. This isn't just a series of performances in parks. It's about building something meaningful from the ground up, where art, ecology, and community come together in ways that feel restorative, grounded, and alive.

First and foremost, we aim to create a process that centers the Indigenous artists, whose land these performances will take place on. Camaray Davalos, our lead curator, is helping us bring together a group of Native artists who are indigenous to Southern California to work as an artist council. Together, they'll help shape the vision for our collective process by designing a compelling arts experience that speaks to their artistry and contemporary indigenous perspectives.

Another goal and intended outcome is to make sure *A Walk with Yáamay* is accessible, immersive, and inclusive. We are seeking additional mobility devices so that elders and audience members with disabilities can participate fully and comfortably. Too often, the very stewards of this land face the greatest obstacles to accessing it. *A Walk with Yáamay* is committed to honoring Indigenous peoples not just through the stories it shares, but by ensuring Indigenous people can be present to shape, witness, and celebrate these performances.

Our final and potentially most important goal is to educate our audiences and give them more than just a good memory. We want participants to feel a deeper connection to the land and to understand that Native people are still here: making art, sharing stories, and offering vital ancestral solutions to address the environmental challenges of our time. We want audience members to experience nature not just as scenery but as something sacred, something that's been loved and cared for across generations. Through art, we hope people rediscover their personal creativity and reflect on what it means to belong to a place and to each other.

Implementation Plan:

NVA was recently awarded a research and development grant for A WALK WITH YÁAMAY from Parks California. This support will allow NVA to build the program over

the following timeline. The Escondido performance would be part of the pilot performances in April.

From October to December 2025, we will prioritize community engagement and artist relationship-building. This includes hosting community dialogues in North County to gather input and ensure Indigenous perspectives are central to the project's vision. Our lead artist and curator, Camaray Davalos, will guide the formation of an Indigenous artist council composed of poets, musicians, photographers, and visual artists. This council will determine artistic direction and ensure alignment with the cultural and ecological significance of each selected park. Formal agreements and letters of support will be secured from participating artists and partner organizations.

From January through March 2026, the focus will shift to program design and logistical planning. Park managers, rangers, and environmental experts will get involved to help develop site-specific programming and needs. Site visits will help determine placement for performances. Artists will begin developing and rehearsing their work during this phase, with an early draft of the full Project Plan completed by the end of March.

In April and May 2026, we will pilot the program through a series of limited-capacity pilot immersive art walks. These "test" runs will allow us to assess logistics, content delivery, and accessibility in a live environment. Volunteer and staff training will ensure participant safety and environmental sensitivity on the trails. Participant surveys, focus groups, and staff observations will guide refinements to the program.

The program will continue to grow and expand after the Escondido experience, with this pilot being a vital part of the process.

Evaluation Plan:

NVA will evaluate the program in multiple ways. We will send surveys out to all attendees asking them to reflect on their experience with the project. We will also track the number of participants and demographics of participants. The collected information will then be analyzed by NVA staff and shared with the NVA Board for further analysis and reflection. Since the Escondido experience will be one of the pilot projects for the program, this feedback will be incorporated into all future versions of the program.

CITY OF ESCONDIDO: ARTS CULTURE & CREATIVITY MONTH GRANT

PROJECT BUDGET

Organization Name: New Village Arts

Project Name: A WALK WITH YÁAMAY

Note: Budget is for the Escondido Performances only; Full Program Budget on next page
New Village Arts (NVA) and California Center for the Arts Escondido (CCAEC)

Expenses	Project Budget	Amount of Grant Request
Personnel *		
Program personnel:		
Camaray Davalos, Lead Artist	\$ 1,000	\$ 1,000
Indigenous Artists (5 @ \$200 per show)	\$ 2,000	\$ 2,000
Stage Manager and Tech Staff	\$ 600	\$ 600
Other personnel:		
Front of House and Marketing CCAEC	\$ 800	\$ 800
NVA Events and Engagement Manager	\$ 1,000	\$ 1,000
Sub-total, Personnel	\$ 5,400	\$ 5,400
Total Personnel	\$ 5,400	\$ 5,400
Non-Personnel *		
Direct costs:		
Art Supplies for Participants	\$ 500	\$ 500
Printing Expenses (Programs and Marketing)	\$ 300	\$ 300
Subtotal Direct Costs	\$ 800	\$ 800
Indirect costs:		
Facility Costs CCAEC	\$ 400	\$ 400
Insurance	\$ 2,500	\$ -
Subtotal Indirect Costs	\$ 2,900	\$ 400
Total Non-Personnel	\$ 3,700	\$ 1,200
Capital and Equipment, if applicable *		
Total Capital and Equipment	\$ -	\$ -
GRAND TOTAL	\$ 9,100	\$ 6,600

Project Budget | A WALK WITH YAAMAY

Budget Item	Notes/Description of Costs	PARKS CALIFORNIA (Secured)	Other Funding, Secured	Item Total
Budget Expenses				
Project Staff / Personnel				
New Village Arts Staff	5% of Executive Artistic Director	\$ 11,025.00		\$ 11,025.00
Lead Curator Stipend for Program	Camaray Davalos, Editor of Yaamay	\$ 3,000.00		\$ 3,000.00
Assistant Curator Stipend for Program	2 assistant curators, Juan Angel	\$ 2,000.00		\$ 2,000.00
Artist Stipends	10 artists @ \$500 stipend each	\$ 5,000.00		\$ 5,000.00
Subtotal, Staff		\$ 21,025.00	\$ -	\$ 21,025.00

Budget Narrative: Project Staff / Personnel

New Village Arts Staff: Funds will support key personnel responsible for program planning and development activities. The Executive Artistic Director will oversee program development direction, supervise staff, and ensure project goals are met. The Marketing Director will be responsible for developing a marketing plan for the program. The Outreach Manager will be responsible for developing a plan for community outreach. Employment taxes are included to ensure compliance with payroll obligations.

Artist Curation and Artist Stipends: Funds will support the selection process of indigenous artists by indigenous arts experts as well as the stipends paid to the selected indigenous artists. A lead indigenous artistic curator Camaray Davalos will be supported by 2 assistant artistic curators Juan Angel Reynoso and Jovanny Perez to select artists to participate in the program. 10 selected indigenous artists will be paid stipends to participate in the program.

Program Operating Costs				
Arts Materials	Purchase 100 copies of Yaamay poetry	\$ 2,000.00		\$ 2,000.00
Arts Materials	72 Recycled Journals and writing		\$ 73.77	\$ 73.77
Arts Materials	4 Polaroid Cameras + film		\$ 383.96	\$ 383.96
Subtotal, Operating Costs		\$ 2,000.00	\$ 457.73	\$ 2,457.73

Budget Narrative: Program Operating Costs

Funds will cover the retail purchase price of 100 copies of the published works of Yaamay poetry to share with participants and art supplies for planning and test-runs of the project.

Arts Materials: 100 copies of published Yaamay poetry book @ \$20 each = \$2,000; 72 recycled journals and pencils for workshops and test-runs = \$73.77; 4 polaroid cameras and film = \$383.96

Marketing and Communications				
Communications & Community	3 open houses, marketing materials	\$ 1,500.00		\$ 1,500.00
Indigenous Access to Open Houses	3 charter bus rentals with 56 seat		\$ 5,100.00	\$ 5,100.00
Indigenous Access to Open Houses	30 public transit trips @ \$6 per trip		\$ 180.00	\$ 180.00
Subtotal, Marketing and Comms		\$ 1,500.00	\$ 5,280.00	\$ 6,780.00

Budget Narrative: Marketing and Communications

Funds will support promotional efforts to encourage community participation. Funds will cover production of marketing materials for launch as well as support for 3 open houses to provide public participation in the project. Flyer production will be used for the open houses as well as for broad outreach for the program at launch. Video production will document poetry vignettes during the planning phase, providing an engaging way to market the program at launch via the website and digital channels. The open houses will include attendee transportation costs to and from the venue.

Flyer Production: \$500 for printed promotional flyers

Video Production: \$1,000 for video production of program vignettes

Charter Buses: 3 charter bus rentals to transport attendees to and from the open house - 3 buses at \$1,600 each + \$100 in insurance per rental = \$5,100 (other funding secured)

Public Transportation: 30 public transit trips to transport attendees to and from the open house - 30 trips @ \$6 per trip = \$180 (other funding secured)

Subcontractors				
Agua Hedionda Lagoon Foundation	Development and training for guides	\$ 500.00		\$ 500.00
Outdoor Outreach	Development and training for guides	\$ 500.00		\$ 500.00

Subtotal, Subcontractors	\$	1,000.00	\$	-	\$	-	1,000.00
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Budget Narrative: Subcontractors

Subcontractors will provide specialized services to support the development and training of guides whose job it will be to host program attendees and to provide context for the indigenous artists' works.

Agua Hedlonda Lagoon Foundation: \$500 for development and training of guides and program feedback

Outdoor Outreach: \$500 for development and training of guides and program feedback

Other (Permits, Insurance fees, travel,							
City of Carlsbad Fees	Waiving of Fees & Staff from the City						
Indirect Costs	Administration & Overhead, Facility Fee	\$	2,500.00	\$	10,788.00	\$	10,788.00
Subtotal, Other		\$	2,500.00	\$	10,788.00	\$	13,288.00

Budget Narrative: Other

Funds will cover City of Carlsbad location and staff fees as well as New Village Arts administration and overhead indirect costs.

City of Carlsbad Fees: \$10,788 waived for location and staff fees (other funding secured)

New Village Arts Indirect Costs: \$2,500 for administration & overhead

Totals							
Total Project Budget	\$	28,025.00	\$	16,525.73	\$	44,550.73	



October 2, 2025

City of Escondido, Public Art Commission

Dear Members of the Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am thrilled to enthusiastically recommend New Village Arts for funding support for their visionary project, *A Walk with Yáamay*.

We are honored that New Village Arts has chosen our campus as the setting for this transformative event. Led by Native artists, *A Walk with Yáamay* will weave poetry, music, and immersive experiences into a journey that guides audiences through the California Center for the Arts, Escondido, revealing art in unexpected spaces. This project is more than a performance—it is a celebration of culture, creativity, and community connection.

This collaboration exemplifies the type of innovative programming that strengthens civic engagement, fosters dialogue, and builds bridges across diverse audiences. Supporting *A Walk with Yáamay* is an investment in both artistic excellence and community enrichment, and we wholeheartedly endorse it as a project deserving of your support.

We eagerly anticipate witnessing the impact of this remarkable initiative and commend the City of Escondido for its continued dedication to advancing the arts as a force for connection and inspiration.

Sincerely,

A handwritten signature in blue ink that reads 'Gina Lopez'.

Gina Lopez
CEO, California Center for the Arts, Escondido



California Center for the Art, Escondido Foundation
340 N Escondido Blvd, Escondido, CA 92025
(760) 839 - 4138
artcenter.org

October 2, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to New Village Arts to utilize multiple spaces on campus to purposely fulfill the vision of the beautiful project "A Walk with Yáamay".

We are deeply honored that New Village Arts has chosen the California Center for the Arts, Escondido as the setting for *A Walk with Yáamay*. Led by Native artists, this powerful event combines poetry, music, and an immersive journey through our campus, where audiences will discover art in unexpected spaces. More than a performance, this collaboration between CCAE and NVA represents a meaningful new partnership—one that transcends artistic and civic boundaries while also fostering civic connection and community dialogue.

We look forward to seeing this wonderfully interactive event come to fruition and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

Submission Information

Please initial that you have read and understood each statement.

KMK The information provided accurately represents the project, program, or initiative that will be performed.

KMK I understand that this application does not represent any direct or implied agreement of funding.

KMK Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

KMK Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

KMK I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

KMK I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Kristianne Kurner, Executive Artistic Director

Authorized Representative Signature: 



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Play As One

Contact Name: Jon Goodman

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 1637 East VALley Parkway, Suit 188 City/State/Zip: Escondido, CA

Primary Phone: (760) 807-2276 Alternate Phone: (760) 855-1453

Email: jon@playasone.org

Co-Applicant Information

Co-Applicant Organization: Play As One

Contact Name: JoAnn Goodman

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: (760) 807-2289 Alternate Phone: (760) 855-1453

Email: jo@playasone.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: Play As One (PAO) is a nonprofit community organization dedicated to strengthening kids, families, and communities through programs in sports, arts, vocation, and education. PAO provides opportunities for youth to develop character, creativity, and resilience in safe and supportive environments. environments.

Organization Mission: Our mission is to build strong kids, strong families, and strong faith by engaging youth through community-based programs in sports, arts, vocation, and education.

Brief Organizational History (include significant dates): _____

Founded in 2010 in Escondido, PAO is dedicated to discipleship through sports, arts, vocation and education. Partnering with local businesses and organizations PAO began with youth sports programs that emphasized growth over performance. By 2021, PAO had reached over 1,000 families, supported by 100+ volunteers. Today, in Escondido, PAO has engaged 14,000+ children and families through 90+ seasons, expanded beyond sports to include arts programs. PAO continues to transform the lives of children in Escondido.

Project InformationProject/Initiative Name: Community Dance ExperienceLocation of the Project/Initiative: Emmanuel Faith Community Church (EFCC), Escondido, CADates of Project: April 2026 (specific date TBD within Arts, Culture & Creativity Month)

Description of the Project/initiative: Play As One (PAO) will host a free community dance event during arts, culture & Creativity Month 2026. The event will include structured dance lessons for 50 children, culminating in a showcase. This initiative provides youth—many with no prior access to arts programs—an opportunity to experience dance in a supportive, community-focused environment. Parents and families are invited to attend, making this both an educational and cultural engagement event.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): Engage 50 children in a free community dance lesson, culminating in a showcase. / Introduce at least 25 children to dance as an art form for the first time. / Provide parents and families with accessible arts engagement. / Collect at least 20 family surveys and 10 testimonials measure satisfaction and impact. /

Capture 100% attendance through headcounts for accurate reporting. / Produce professional photo/video records for reporting, community storytelling, and gifts to the dancers and families.

Implementation Plan: Location: EFCC, where PAO currently instructs: Professional dance instructors and assistants will lead lessons. Structure: Children divided by age for tailored instruction, concluding with a showcase.

Accessibility: Free, ADA-compliant, bilingual (English/Spanish). Promotion: Advertised through PAO's and City of Escondido channels. Recognition: Each child receives participation tokens (T-shirts, swag).

Media & Storytelling: Professional photo/video, shared free with families.

Scholarship Giveaway: One full dance scholarship awarded, funded outside this grant.

Evaluation Plan: Attendance headcounts of children and families..

Family surveys and testimonials.

Photo and video documentation.

Qualitative reporting with highlighted stories of impact.

Free digital media shared with families to encourage storytelling and engagement

FundingAmount Requested (\$1,000 - \$7,000): \$ 7,000

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

No. Without funding, PAO cannot provide professional instruction, cover event production costs, or ensure free access for families. The grant ensures equitable participation and allows PAO to deliver a high-quality community arts experience at no cost to attendees.

Submission Information

Please initial that you have read and understood each statement.

Yes The information provided accurately represents the project, program, or initiative that will be performed.

Yes I understand that this application does not represent any direct or implied agreement of funding.

Yes Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

Yes Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

Yes I have reviewed and understand the grant timeline listed below.

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Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

Yes I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Lawson Moore

Authorized Representative Signature: 

Line-Item Budget

Indirect Cost:

- Admin (Director administrative oversight) **\$700**

Direct Costs:

- Director (teaching honorarium) **\$1,300**
- Instructors **\$3,000**
 - Instructor number one \$600
 - Instructor number two \$600
 - Instructor number three \$600
 - Instructor number four \$600
 - Instructor number five \$600
- Photographer **\$700**
- Videographer **\$1,000**
- T-shirts and swag **\$200**
- Marketing **\$100**

Totals

- **Direct Costs = \$6,300**
- **Indirect Cost = \$700**
- **Grand Total = \$7,000**



City of Escondido Public Art Commission

201 N. Broadway
Escondido, Ca 92025

To Whom It May Concern,

We have partnered with Play As One since its inception and have a great relationship with the organization. It is a privilege to host them for all the various activities that benefit our community.

Emmanuel Faith Community Church (EFCC) is pleased to provide this letter in support of **Play As One (PAO)** and to confirm that PAO has permission to use EFCC's facilities for its proposed **Community Dance Experience** during **Arts, Culture, and Creativity Month, April 2026**.

PAO has been a valued partner in our community, consistently providing programs that strengthen youth, families, and the broader Escondido community. Their proposed project — a free community dance lesson and showcase for children and families — aligns with EFCC's mission to foster opportunities for growth, creativity, and connection.

We affirm that EFCC fully supports PAO's initiative and authorizes the use of our facilities for this event. We are confident this program will bring a meaningful impact to Escondido's youth and families, and we are proud to be a partner in making it possible.

Sincerely,

Jeremy Johnson, Executive Pastor
760-781-2127 jjohnson@efcc.org



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Music Society

Contact Name: Paul Tseng

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 16767 Bernardo Center Drive #27642 City/State/Zip: San Diego, CA 92198

Primary Phone: (850) 354-7285 Alternate Phone: _____

Email: pt@sdmusic.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: The San Diego Music Society (SDMS) is a nonprofit 501(c)(3) dedicated to enriching life in North County through chamber music.

Since its founding 2022, SDMS has become one of the Region's fastest-growing cultural organizations with audiences for its Intimate Classics series in Escondido

increasing by more than 450% in just two years. Through concert series such as Intimate Classics, at the California Center for the Arts, Escondido (CCA), SDMS

offers world class performances that are accessible, engaging, and rooted in community connection.

Organization Mission: The mission of the San Diego Music Society is to inspire, educate, and united the community through chamber music. We seek to make
world-class performances accessible to all, foster cultural growth in Escondido and beyond, and create opportunities where music strengthens community, celebrates
diversity, and enriches lives.

Brief Organizational History (include significant dates): SDMS was founded by Paul and Katie Tseng in Escondido in 2022 as a grassroots effort to bring
chamber music into homes and community spaces. In the same year, SDMS expanded by taking on the artistic direction of Music by the Sea with the City of Encinitas,
presenting concerts to sold-out audiences in Encinitas Library. Later, in 2023, Paul Tseng was appointed the Artist Director of the Intimate Classics Concert Series at
the CCAE, in partnership with Jean Will Presents. Attendance increased 452% over two seasons expanding access to chamber music for hundreds of new audience
members. In 2025, an MOU signed between SDMS, CCAE, and Jean Will Presents, formalizing a three-way Co-Promotion Agreement for the Intimate Classics
Concert Series.

Project Information

Project/Initiative Name: Intimate Classics Youth Outreach

Location of the Project/Initiative: California Center for the Arts, Escondido, Center Theater

Dates of Project: Sunday, April 26, 2026 at 3:00pm

Description of the Project/initiative: A concert will be held on Sunday, April 26, 2026 featuring world-renowned cellist and internationally recognized teacher Amit Peled; SDMS proposed to make access to this concert free to 100 students from Escondido schools (25% of audience capacity). A targeted outreach effort will be undertaken to encourage student new to classical music to attend, to inspire their interest and involvement.

Grant Priority: ☒ Community Engagement ☒ Educational Program ☒ Cultural Diversity ☒ innovative Collaborations

Objective(s): 1.) Cultural Diversity: Remove cost as a barrier for students by offering free admission to the concert.

2.) Education: Encourage creativity, focus, and discipline by exposing students to the beauty and rigor of classical performance.

3.) Community Engagement: Strengthen the cultural fabric of the community by broad exposure to classical music.

4.) Innovative Collaboration: The Three existing partners will reach out to the school district and related organizations to build awareness of this awareness of this initiative and build the youth involvement.

Implementation Plan: 1.) Build relationships with teachers and families through teachers unions, parent teacher associations, and other community organizations to ensure broad awareness of the plan for free admission to the April Concert.

2.) Incorporate interactive features to the concert that will be of special appeal to the young audience. (Very much Amit Peled's approach anyway.)

3.) Promote attendance until at least 100 youth are registered for free tickets to the concert.

Evaluation Plan: 1.) Track the attendance figures and identify the number of youth audience members overall and the number who are new to classical music.

2.) Conduct an on-site evaluation of the experience of the youth attending the concert. e.g. What they enjoyed / didn't enjoy? Would they seek out Classical Music in the future as an audience member? Would they want more opportunities to learn how to become involved as a performer?

Funding

Amount Requested (\$1,000 - \$7,000): \$ 4,500 (100 tickets @\$45)

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

The April 26 concert will take place to the extent possible; reduced price tickets will be offered to students, but not free admission.

Submission Information

Item 3.

Please initial that you have read and understood each statement.

- ☒ The information provided accurately represents the project, program, or initiative that will be performed.
- ☒ I understand that this application does not represent any direct or implied agreement of funding.
- ☒ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.
- ☒ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.
- ☒ I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
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Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

☒ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Paul Tseng, DMA Artistic Director, Intimate Classics/San Diego Music Society

Authorized Representative Signature: 

	April '26 Concert	Total 6 Concert Series				
INCOME						
Projected Ticket Sales (35%)	4882.5	29295.0				
Grants	4500.0	21500.0				
Donations/Sponsorships	5479.0	46870.0				
TOTAL INCOME	\$14861.0	\$ 97666.0				
EXPENSES						
CCAЕ Venue Rental Expenses	2312.0	13872.0				
Artists’ Fees	5000.0	38500.0				
Marketing	2000.0	12000.0				
Artistic Direction	5000.0	30000.0				
Hospitality/Fund raising	350.0	2100.0				
Accounting	199.0	1194.0				
TOTAL EXPENSES	\$14861.0	\$ 97666.0				

September 29, 2025

Dear Members of the Public Art Commission:

On behalf of Civic Youth Orchestra, I want to offer my enthusiastic support for the upcoming performance presented by the San Diego Music Society in partnership with Jean Will Presents as part of Arts, Culture, and Creativity Month.

I am the Music Director of San Diego Civic Youth Orchestra, a regional youth orchestra serving greater San Diego county. We have a long-standing relationship with the San Diego Music Society and its artistic Director, Dr. Paul Tseng. The San Diego Music Society's mission is "to inspire, educate, and unite community through chamber music" beautifully complements the goals of Escondido's Arts, Culture, and Creativity Grant program. By presenting accessible, world-class performances, the San Diego Music Society fosters cultural growth in Escondido and beyond. I can attest to this inspiration and education, as many of my students have attended performances of the San Diego Music Society, AND a number of the members of the San Diego Music Society Quartet have provided valuable coaching services to our students.

The concert proposed will showcase extraordinary artistry while offering a welcome venue where music can bring people together. By presenting this program in the California Center for Arts, Escondido Center Theatre, the San Diego Music Society and Jean Will Presents are creating opportunities for our community AND OUR STUDENTS to experience chamber music at the highest level, further affirming Escondido as the "Center" of cultural life and vibrancy in the region.

Thank you for your consideration and for your continued commitment of support to the arts in our community. Please feel free to contact me if you have any questions or need additional information.

Respectfully,



Robert Gilson, Music Director,

San Diego Civic Youth Orchestra

bgilson@palomar.edu

Jean Will

PRESENTS

2475 Canyon Creek Road, Escondido, CA 92025 (760) 743-4585

September 28, 2025

Hello

Jean Will Presents is a 501(c)(3) organization based in Escondido that supports music and dance performance and instruction in our community. For over fifteen years Jean Will Presents has supported or contributed to many culturally significant programs including Jean Will Strings (now called Allegro) which provides violin instruction in EUSD schools, Tierra Caliente Academy of Arts, CCAE Theatricals, Escondido Choral Arts Society and others. Jean Will Presents has also supported many individual shows at CCAE including orchestra and opera performances.

Jean Will Presents is currently collaborating with CCAE Foundation and the San Diego Music Society to present the *Intimate Classics* series of chamber music performances. This series brings world-class musicians as well as San Diego-based talent to CCAE. They perform for a well established, appreciative local audience that would otherwise be poorly served. Jean Will Presents has provided substantial financial support for the *Intimate Classics* series for the past three years and has committed to cover the artists fees again this season for the first three concerts - a minimum of \$17,500.

Jean Will passed away in 2020 but the work is carried on by my father, Robert P. Will.

We at Jean Will Presents whole-heartedly support the planned concert on April 26, 2026 which will provide 100 free tickets to students so they can see cellist Amit Peled. This strongly agrees with Jean Will's purpose of acquainting a wider audience with classical music.

Please let me know if you have any questions.

Thank you,
Bruce Will
760-304-2221



September 25, 2025

Dear Members of the Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to offer our enthusiastic support for the upcoming performance presented by the San Diego Music Society in partnership with Jean Will Presents as part of Arts, Culture, and Creativity Month.

As the premier cultural institution in North County San Diego, our mission is to enrich the community through the power of the arts. We see every day how the arts connect communities, spark dialogue, and inspire creativity across generations. The San Diego Music Society's mission "to inspire, educate, and unite the community through chamber music" beautifully complements the goals of Escondido's Arts, Culture, and Creativity Grant program. By presenting accessible, world-class performances, such as the appearance of internationally acclaimed cellist, conductor, and pedagogue Amit Peled, the San Diego Music Society fosters cultural growth in Escondido and beyond.

This concert will showcase extraordinary artistry while offering a welcoming space where music can bring people together. By presenting this program in Escondido's Center Theater, the San Diego Music Society and Jean Will Presents are creating opportunities for our community to experience chamber music at the highest level, further affirming Escondido as a hub of cultural vibrancy in the region.

The California Center for the Arts, Escondido is proud to support this initiative. We are confident it will leave a lasting impact on audiences, participants, and the broader community during Arts, Culture, and Creativity Month. With your support, this project will highlight the transformative role of the arts in strengthening community and elevating public life.

Thank you for your consideration and for your continued commitment to bringing the arts to the heart of our community. Please feel free to contact me if you have any questions or need additional information.

With respect and appreciation,
Sincerely,

Benjamin Mann
Director of Event Operations
California Center for the Arts, Escondido Foundation



California Center for the Art, Escondido Foundation
340 N Escondido Blvd, Escondido, CA. 92025
(760) 839 - 4138
artcenter.org

September 25, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to San Diego Music Society to use the Center Theater as the location for the Intimate Classics Music including Amit Peled's performance on Sunday, April 26, 2026.

We are proud to support this initiative, which aligns with our goal of fostering community connection, enhancing cultural experiences, and providing barrier-free access to the arts for all Escondido residents and visitors. This project will play a meaningful role in strengthening the social fabric of our city and celebrating the vibrancy of our diverse community during Arts, Culture & Creativity month.

We look forward to seeing this project come to life and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Benjamin Mann
Director of Event Operations
California Center for the Arts, Escondido Foundation

Intimate Classics

Item 3.

Artistic Director: Paul Tseng



SUNDAY, OCTOBER 5, 2025 • 3:00 PM



SUNDAY, NOVEMBER 2, 2025 • 3:00PM



SUNDAY, JANUARY 18, 2026 • 3:00 PM



SUNDAY, MARCH 8, 2026 • 3:00PM



SUNDAY, APRIL 26, 2026 • 3:00 PM



SUNDAY, MAY 31, 2026 • 3:00PM



CALIFORNIA CENTER FOR THE
ARTS, ESCONDIDO FOUNDATION

California Center for the Arts
340 N Escondido Blvd,
Escondido, CA 92025

Jean Will
PRESENTS

Tickets: artcenter.org
Box Office: 800.988.4253
Parking: Free for All Events



SAN DIEGO
MUSIC SOCIETY

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www.sc

160

Intimate Classics

Artistic Director: Paul Tseng

"A glowing tone, a seductive timbre and an emotionally pointed approach to phrasing that made you want to hear him again." — The New York Times

Internationally acclaimed cellist Amit Peled brings his charismatic artistry to Intimate Classics.

AMIT PELED

SUNDAY, APRIL 26TH, 2026 • 3:00PM TICKETS AT [ARTCENTER.ORG/IC](https://artcenter.org/ic)

Presented by

Jean Will
PRESENTS



CALIFORNIA CENTER FOR THE
ARTS, ESCONDIDO FOUNDATION



SAN DIEGO
MUSIC SOCIETY

California Center for the Arts,
Escondido
340 N Escondido Blvd,
Escondido, CA 92025



Follow Us!

@sandiegomusicsociety



Tickets: artcenter.org

Box Office: 800.900.4053

Parking: Free for Artists

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Streaming Film Festival

Contact Name: Michael Howard

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☒ Individual

Address: 970 West Valley Parkway # 233 City/State/Zip: Escondido, CA, 92025

Primary Phone: 619-481-1714

Alternate Phone: _____

Email: michael@sdindiefilmnetwork.com

Co-Applicant Information

Co-Applicant Organization: Not Applicable (N/A)

Contact Name: N/A

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: N/A City/State/Zip: N/A

Primary Phone: N/A

Alternate Phone: N/A

Email: N/A

Organization Information (use additional sheets of paper as needed)

Description of Organization: The San Diego Streaming Film Festival is an Escondido based film festival that provides opportunity for local and regional filmmakers to share their films to a wide audience and gain film industry exposure. Winners of the festival will stream on the Roku and Amazon Fire TV platforms through the San Diego Indie Film Network, an Escondido-based indie film streaming channel.

Organization Mission: The San Diego Streaming Film Festival's mission is to give a voice to underserved filmmakers who normally wouldn't have one and to bridge the gap between the film industry and local filmmakers.

This is achieved through winners streaming on the Roku and Amazon Fire TV streaming platforms and films judged by film industry leaders.

Brief Organizational History (include significant dates): The San Diego Streaming Film Festival began accepting film submissions on March 31, 2025. The festival is sponsored and organized by the San Diego Indie Film Network, a Roku and Amazon Fire TV streaming channel headquartered in Escondido since February 2024. Both organizations are a Sole Proprietorship of Michael Howard of Michael Howard Productions, which launched in January of 2022.

Michael Howard is a freelance reporter for the Escondido Times-Advocate and has resided in Escondido since 2007.

Project Information

Project/Initiative Name: San Diego Streaming Film Festival

Location of the Project/Initiative: Grand-Ritz Theatre (Awards Ceremony) | Local Businesses (Movie Screenings)

Dates of Project: Screenings at local businesses March 7 and April 4-5, 2026. Awards Ceremony April 11, 2026

Description of the Project/initiative: A film festival competition with in-person public film screenings and awards ceremony. Select screenings will also include additional programming such as filmmaking workshops and panel discussions.

Grant Priority: ☒ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): The objectives of the film festival are:

1. Add films and filmmaking to Escondido's already rich arts palate by holding film festival in the heart of Escondido

2. Engage community businesses and art community members in film festival

3. Bridge the gap between local filmmakers and the film industry

4. Provide a wider audience to local filmmakers so their message is heard beyond local region

Implementation Plan: To achieve the festival's objectives, the festival will implement the following:

1. Awards ceremony held at the Grand-Ritz theatre and screenings held at local businesses on Grand

2. Hold screenings, workshops and panels at local businesses and art institutions

3. Film submissions judged by film industry leaders and insiders

4. Winners of film festival to stream on Roku (90+ million) and Amazon Fire TV (90+ million) platforms

Evaluation Plan: To evaluate whether the festival has met its objectives, it will:

1. Compare the festival's overall film submission and attendance with existing local film festivals

2. Collect data on attendance to screenings at local business locations to determine ROI to their bottom line

3. Track engagement between judges and filmmakers for potential partnerships and contract awards

4. Track viewership of winning films on Roku and Amazon Fire TV platforms

Funding

Amount Requested (\$1,000 - \$7,000): \$ 7,000.00

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Yes, this event will take place if funding is not awarded. The festival has committed to the filmmakers and the

Grand-Ritz theatre to hold the awards ceremony on April 11, 2026 as well as local businesses to screen the movies in March/April at their locations with the purpose to drive traffic and customers into their storefronts.

Submission Information

Item 3.

Please initial that you have read and understood each statement.

- gmh The information provided accurately represents the project, program, or initiative that will be performed.
- gmh I understand that this application does not represent any direct or implied agreement of funding.
- gmh Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.
- gmh Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.
- gmh I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
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Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

gmh I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Michael Howard, Festival Director

Authorized Representative Signature: 



EVENT: San Diego Streaming Film Festival

CONTACT: Michael Howard | 619.481.1714 | michael@michaelhowardproductions.com

DATE(S):

- 03/07/26 **Screening** John Paul Catholic University
- 04/04/26 **Screening** CCAEF, Industry Taproom
- 04/05/26 **Screening** Track City Records, The Prism & Pendulum, Escondido Arts Partnership
- 04/11/26 **Awards Ceremony** Grand-Ritz Theatre

DESCRIPTION: Film Festival competition with in-person public film screenings and award ceremony. Select screenings will also include additional programing such as filmmaking workshops and panel discussions (see programs below).

PROGRAMS:

- **How to Pitch Your Project** – 03/07/26 – John Paul Catholic University
- **How to Break Into Hollywood Panel** – 04/04/26 CCAEF.
- **What Makes A Good Story Panel** – 04/04/26 Escondido Arts Partnership
- **Logistics in Filmmaking Workshop** – 04/05/26 Industry Taproom
- **Casting Secrets Panel** – 04/05/26 The Prism & Pendulum

ADDITIONAL INFORMATION

JUDGES:	Julia Ling, Actress Beth Accomando, Film Critic Aaron Roberts, CEO, CVEC Carly Luther, Amazon/MGM	Jena Block, TV Development, AGBO Ana Toro, TIS Production (Paramount) Mark Moore, Digital Domain Janet Lessnau, Grand-Ritz Jesse Gonzalez, CCAEF
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COMMUNITY PARTNERSHIPS:	Grand-Ritz Theatre Escondido DBA CCAEF Escondido Arts Partnership Onza Films	John Paul Catholic University Industry Tap Room The Prism and Pendulum Track City Records San Diego Indie Film Network
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WEBSITES: [San Diego Streaming Film Festival](#)
[San Diego Indie Film Network](#) ([Roku](#) | [Fire TV](#))
[Michael Howard Productions](#)





INCOME / EXPENSE

SAN DIEGO STREAMING FILM FESTIVAL

Item 3.

Income (Projected)

Name	Projected	Actual
Entry Fees	\$ 2,000.00	\$ 873.84
Sponsorships	\$ 5,000.00	\$ -
Ticket Sales	\$ 1,500.00	\$ -
TOTAL INCOME	\$ (7,626.16)	\$ 873.84

Expense

Name	Purpose	Amount
Grand-Ritz Theatre	Awards/Panels	\$ 2,269.00
CCAEF	Screening/Panels	\$ 3,613.00
Allies Party Rental	Equipment Rental	\$ 565.00
San Marcos Trophy & Engraving	Trophies	\$ 550.00
TOTAL EXPENSES		\$ 6,997.00
PROFIT / LOSS		\$ (6,123.16)



SAN DIEGO STREAMING FILM FESTIVAL

Submit on
FilmFreeway

2025 JUDGES PROFILE



Julia Ling

Chuck, Buffy the Vampire
Slayer
Actress



Beth Accomando

KPBS Cinema Junkie,
Film Geeks SD



Aaron Roberts

CVEC
Founder, CEO



Carly Luther

Prime Video & Amazon
Studios
Scripted Coordinator



Jena Block

AGBO
TV Development



Ana Toro-Mancilla

TIS Production
Head of Production



Taher Abunadi

Engage Artist Agency
Talent Agent



Mark Moore

Digital Domain
Studios
Former Head



Janet Lessnau

76 Days Adrift
Executive Producer



Jesse Gonzalez

CA Center for the Arts, Esc.
Comm. Advancement Mgr.



California Center
for the Arts, Escondido
FOUNDATION





**SAN DIEGO
STREAMING
FILM FESTIVAL**

**CALL FOR
ENTRIES!**

**JUDGED BY INDUSTRY.
SCREENED IN SAN DIEGO.
WINNERS STREAM GLOBALLY.**

FilmFreeway

[HTTPS://FILMFREEWAY.COM/
SANDIEGOSTREAMINGFILMFESTIVAL](https://filmfreeway.com/sandiegostreamingfestival)

**WINNERS
STREAM ON:
Roku fire tv**

**FILMS
JUDGED BY:**

AMAZON STUDIOS/MGM
CARLY LUTHER

PARAMOUNT PICTURES
ANA TORO-MANCILLA

**CHULA VISTA
ENTERTAINMENT COMPLEX**
AARON ROBERTS

KPBS CINEMA
JUNKIE/FILM GEEKS SD
BETH ACCOMANDO

ANADNAWOMORE

**MOVIE SCREENINGS
LOCATIONS:** MAR-APR 2026



**AWARDS
CEREMONY**

**GRAND RITZ THEATRE
APRIL 11, 2026**





Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Archaeological Center (SDAC)

Contact Name: Danté Farenga

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 16666 San Pasqual Valley Rd City/State/Zip: Escondido, CA 92027

Primary Phone: 760-291-0370

Alternate Phone: _____

Email: dfarenga@sandiegoarchaeology.org

Co-Applicant Information

Co-Applicant Organization: San Dieguito River Park (SDRP)

Contact Name: Leana Bulay

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 18372 Sycamore Creek Road City/State/Zip: Escondido, CA 92025

Primary Phone: (858) 674-2270

Alternate Phone: _____

Email: leana@sdrp.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: SDAC is a nonprofit museum and educational facility that connects people to 12,000 years of local history. Today, SDAC cares for over 2 million artifacts from more than 1,000 archaeological sites throughout San Diego County. Through educational programs and exhibits, SDAC encourages curiosity, critical thinking, and appreciation of the region's diverse cultural heritage.

Organization Mission: To promote the importance of cultural resources through education and preserve them in partnership with Tribal and other communities

Brief Organizational History (include significant dates): San Diego County has more than 30,000 archaeological sites, many of which are threatened by development. Before SDAC opened, there was no dedicated place to preserve local collections. In 1993, SDAC was founded to establish an archaeological repository for the region. SDAC opened to the public in 1998 in downtown San Diego as the first private nonprofit dedicated to the care, management, and use of archaeological collections. In 2002, SDAC moved its current archaeological collections. In 2002, SDAC moved to its current Escondido location, transforming a former elementary school building into a museum with expanded preservation, education, and gallery space.

Project Information

Project/Initiative Name: Crafting Culture: Ancient Skills, Lasting Legacies

Location of the Project/Initiative: SDAC(Pigments, Wine), Sikes Adobe Historic Farmhouse(Flintknapping, Walk), Grand/Ritz Theater(Gourds)

Dates of Project: 4/4/2026 Pigments, 4/10/2026 Gourds, 4/11/2026 Flintknapping, 4/18/2026 Roman Wine, 4/19/2026 Cultural Walk

Description of the Project/initiative: This series explores how cultures have used the natural landscape for historic artisanal practices

that are still relevant today: Earth Pigments: A youth/teen workshop on creating natural rock art pigments from raw materials; Gourd

Dreamcatchers w/Tribal Outreach Coordinator Neve Luna (Kumeyaay): a teen/adult workshop honoring Kumeyaay traditions with gourd

making; Flintknapping 101: an adult workshop on making stone tools; From Vine to Vessel: The Culture and Commerce of Ancient Wine:

lecture and wine tasting; and Stories in the Landscape: A Cultural Walk at Sikes Adobe w/SDRP and a Kumeyaay tribal member sharing traditional knowledge of the cultural and medicinal uses of native plants. See additional pages for more information.

Grant Priority: ☐ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations

Objective(s): Serve 150 individuals (youth, teens, adults, and seniors); Facilitate the creation of 90 artworks from participants (stone tools pigment paintings, and gourds); Increase participant knowledge of historic craft techniques with at least 85% surveyed attendees reporting

greater understanding of ancient and contemporary practices; Strengthen cultural appreciation with at least 85% of surveyed attendees

indicating an increased respect for local indigenous and global cultural heritage; Foster cross cultural dialogue through guided discussions

/activities exploring the shared human experience of using plants and other natural materials for food, medicine, art, and community life

Implementation Plan: Each program begins with an introduction to historical and cultural context, followed by guided activities where participants gain practical experience to complement their learning. See additional pages for details on each program. In addition to

SDAC's website, social media channels, and email mailing list, events will be marketed through local distribution of physical flyers,

online event calendar listings including Visit Escondido, and digital flyers to local schools (for youth and teen programs) using Peachjar.

Marketing materials will be distributed in English and Spanish.

Evaluation Plan: Program impact will be assessed through participant surveys, observations of engagement and skill development, and, where appropriate, documentation of creations, to evaluate learning outcomes, satisfaction, and cultural enrichment. Surveys will include demographic information to track the effectiveness of reaching the intended audiences and collection of testimonials from program participants. SDAC and SDRP will hold a joint debrief to assess outcomes, review community feedback, and identify opportunities for future collaboration.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 5,089

☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

If SDAC does not receive funding, the first four workshops will still be offered in 2026. However, with this grant, SDAC would be able to provide these programs at no cost to participants, host the Gourd Dreamcatchers Workshop at a more centralized location, partner with SDRP for the Stories in the Landscape program, and hold all five events during Arts, Culture, and Creativity Month.

Submission Information

Please initial that you have read and understood each statement.

DF _____ The information provided accurately represents the project, program, or initiative that will be performed.

DF _____ I understand that this application does not represent any direct or implied agreement of funding.

DF _____ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

DF _____ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.


DF _____ I have reviewed and understand the grant timeline listed below.

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DF _____ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Danté Farenga, Development & Marketing Director

Authorized Representative Signature: 

Arts, Culture, and Creativity Month Grant Application

Description of the Project/Initiative:

This five-part interactive series explores how cultures have used the natural landscape for historic artisanal practices and their relevance today:

Earth Pigments with Education Specialist Hayden Bulloch: A workshop for youth and teens that teaches participants how to create natural pigments from raw materials, highlighting the process of creating pigments used in rock art

Gourd Dreamcatchers with Tribal Outreach Coordinator Neve Luna (Kumeyaay): A workshop for teens and adults that honors Kumeyaay traditions through hands-on gourd crafting, fostering respect for indigenous knowledge, cosmology, and the cultural significance of the local landscape

Flintknapping 101 with Public Archaeology Director Adam Niesley: A lecture and workshop where adults learn the ancient art of stone toolmaking, exploring the cultural significance of flintknapping while creating their own basic tool under expert guidance

From Vine to Vessel: The Culture and Commerce of Roman Wine with Public Archaeology Director Adam Niesley: A lecture and wine tasting that explores how Roman viticulture shaped culture, trade, and identity, drawing connections between ancient practices and today's global wine industry

Stories in the Landscape: A Cultural Walk and Talk at Sikes Adobe with the San Dieguito River Park: An immersive program set in the San Dieguito River watershed where a Kumeyaay tribal member shares traditional knowledge of native and introduced plants, highlighting cultural, medicinal, and historical connections across communities and time

Implementation Plan:

Each program begins with an introduction to historical and cultural context, followed by guided, hands-on activities where participants gain practical experience to complement their learning:

Earth Pigments: Held at SDAC, this workshop for kids and teens will begin with a short presentation on the process and cultural context of ancient art. The instructor will then lead participants in grinding, sifting, and mixing natural materials to create pigments, followed by time for participants to experiment with paint they have made.

Gourd Dreamcatchers: Held at The Grand/Ritz Theater, this workshop for teens and adults will begin with a short lecture on Kumeyaay history and craft. Participants will create their

own gourd art while the instructor shares traditions, stories, and history of the Kumeyaay People.

Flintknapping 101: Held at the Sikes Adobe Historic Farmhouse, this workshop for adults will begin with a lecture on 12,000 years of human habitation in the region as demonstrated by the archaeological record, followed by a brief history of stone tool making, safety introduction, and a demonstration of basic flintknapping techniques. The instructor will then guide participants through hands-on toolmaking and conclude with reflection and Q&A.

From Vine to Vessel: Held at SDAC, this workshop for adults and seniors will use visuals to illustrate Roman wine production, trade, and cultural significance, followed by a tasting of modern wine with herbs and spices added to mimic the flavors of ancient wines.

Stories in the Landscape: Held at Sikes Adobe Historic Farmstead, the program begins with a ranger-led hike from Sikes Adobe to Mule Hill, highlighting the region's ecology, history, and the cultural and medicinal uses of native plants. After the hike, participants return to Sikes Adobe for a tour and talk by a Kumeyaay tribal member and herbalist on plant traditions through archaeology, ethnobotany, and oral history. The program will conclude with a community tea gathering, featuring blends inspired by the plants discussed throughout the day.

Accessibility: SDAC and The Grand/Ritz are ADA compliant with wheelchair access, seating accommodations, and accessible restrooms and parking available. Facilitators will adapt presentations to support different learning styles and ages as needed.

Marketing: In addition to SDAC's website, social media channels, and email mailing list, events will be marketed through local distribution of physical flyers, online event calendar listings including Visit Escondido, and digital flyers to local schools (for youth and teen programs) using Peachjar. Marketing materials will be distributed in English and Spanish.

Arts, Culture, and Creativity Grant Budget

Item	Cost
<i>Program: Earth Pigments Workshop</i>	
Porcelain Mortar and Pestle	\$56
Glass Muller, large size	\$175
Glass Grinding Plate	\$86
Choice 12" Stainless Steel Sieve	\$48
Red Ochre	\$12
Yellow Ochre	\$12
Purple Ochre + Shipping	\$40
Brown Ochre	\$12
Watercolor Paper	\$32
Gum Arabic	\$8
KN95 face masks	\$17
Pop-up shade structure 10'x20'	\$320
Plastic sheeting to protect tables	\$35
<i>Program: Gourd Dreamcatchers Workshop</i>	
4-hr rental of Rooftop at The Grand/Ritz) at \$175/hr (nonprofit discounted rate)	\$700
Artificial sinew	\$18
Feathers	\$36
Paints	\$35
Paintbrushes	\$22
Gourds (30): Prepped	\$250
<i>Program: Flintknapping 101</i>	
Day rental of Sikes Adobe Farmstead	\$700
2lbs Chert	\$45
Refreshments - Coffee & Cookies	\$20
Tablecloths	\$25
<i>Program: From Vine to Vessel: The Culture and Commerce of Roman Wine</i>	
Herbs: Savory	\$7
Herbs: Rue	\$10
Mastic Resin	\$10

Cinnamon sticks (Indian)	\$9
100 sealable paper spice bags	\$10
Labels	\$5
100" Projector Screen	\$70
Tuscan Wine mash w/ skins on	\$169
Oak cubes	\$14
Yeast Nutrient	\$10
Terra Cotta Wine Amphora	\$70
PH strips	\$15
ABC permit - Beer and/or Wine Daily License	\$50

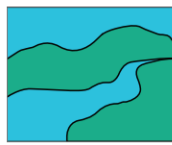
Program: Stories in the Landscape

Day rental of Sikes Adobe Farmstead	\$700
Honorarium for tribal educator	\$300
Pruning shears / scissors	\$30
Canvas or mesh collection bags	\$30
Gloves	\$15
Plant ID guides	\$40
Field journals	\$40
Paper bags for drying	\$10
Airtight glass jars	\$40
Labels	\$5
Cheesecloth	\$5
Electric or stovetop kettle	\$30
Compostable tea bags	\$15
Hot water dispensers	\$40
Cups	\$20
Tables, tablecloths, decorations	\$50
Informational signage/display boards	\$30
Herbal booklets and take-home kits	\$100

Promotional Materials

EPSON printer ink - multipack	\$100
Cardstock	\$36

Meta ads (Facebook & Instagram)	\$300
Total:	\$5,089



SAN DIEGUITO RIVER PARK

18372 Sycamore Creek Road, Escondido, Ca 92025 / 858-674-2270 / www.sdrp.org

October 2, 2025

City of Escondido Public Art Commission
201 N. Broadway, Escondido, CA 92025

Re: Letter of Support from the San Dieguito River Park Joint Powers Authority

Dear Application Review Committee,

On behalf of the San Dieguito River Park Joint Powers Authority, we are pleased to submit this letter in strong support of the San Diego Archaeological Center's application for the Arts, Culture, and Creativity Grant Program.

We are proud partners of the San Diego Archaeological Center and deeply value our shared mission of connecting the community to the rich natural and cultural heritage of the San Dieguito River watershed. Together, we strive to provide meaningful opportunities for the community to engage with the outdoors, discover local history, and foster a lasting appreciation for the environment.

We believe this program will offer participants a memorable and enriching experience and we fully support its goals and implementation.

Thank you for your thoughtful consideration of this important application.

Sincerely,

Leana Bulay
Senior Interpretive Ranger
San Dieguito River Park Joint Powers Authority
Leana@sdrp.org / 760-716-1214



Arts, Culture, and Creativity Month Grant Application

Item 3.

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: _____

Contact Name: James Stone

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☒ Individual

Address: 945 W 5th Ave City/State/Zip: Escondido, CA 92025

Primary Phone: 858-776-1770 Alternate Phone: _____

Email: james@stoneandglass.com

Co-Applicant Information

Co-Applicant Organization: California Center for the Arts Escondido

Contact Name: Gina Lopez

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: 340 N Escondido Blvd City/State/Zip: Escondido, CA 92025

Primary Phone: 760-839-4138 Alternate Phone: 775-515-2580

Email: glopez@artcenter.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: James Stone has been a blown glass and mixed media artist for more than 30 years.

Organization Mission: _____

The goal is to inspire students to explore their creativity and perhaps launch and artistic path

James mission is to share the magec of glass with as many people as possible.

Brief Organizational History (include significant dates): James opened his glass blowing studio and gallery in 2001 on the grounds of

Bernardo winery. In 2014 the business was moved to Escondido. James created artwork and taught classes in Escondido

until 2024. Over the course of his career James created artwork that was displayed in venues that varied from public artwork private collections, museums and galleries across the United States. Works on permanent public display are located at the Long Beach Aquarium of the Pacific and UCSD

Project InformationProject/Initiative Name: Live Glass Blowing Demonstration in the CCAE April 3-4, 2026Location of the Project/Initiative: Cal Club Courtyard at the California Center for the Arts, EscondidoDates of Project: April 3-4, 2026Description of the Project/initiative: Please see attachedGrant Priority: ☒ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative CollaborationsObjective(s): Please see attachedImplementation Plan: Please see attachedEvaluation Plan: Please see attached**Funding**Amount Requested (\$1,000 - \$7,000): \$ 7,000.00☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

No, please see attached for explanation

Submission Information

Item 3.

Please initial that you have read and understood each statement.

JS The information provided accurately represents the project, program, or initiative that will be performed.

JS I understand that this application does not represent any direct or implied agreement of funding.

JS Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

JS Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

JS I have reviewed and understand the grant timeline listed below.

Applications Available	September 3, 2025
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Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

JS I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: James Stone Glass Artists

Authorized Representative Signature: James Stone

Project Description

This project will feature a captivating two-day live glassblowing demonstration, where audiences can witness the artistry, skill, and precision of this intricate craft in real time. The immersive experience offers a unique opportunity for the community to engage directly with the creative process, sparking inspiration and deepening appreciation for the beauty of this unique art form.

Serving as a vibrant intersection of artistry and community, the event is designed to be both a welcoming destination for those seeking a cultural experience and a joyful discovery for those who encounter it unexpectedly. Reflecting the spirit of Arts, Culture & Creativity Month, the project places creativity at the heart of the city and celebrates the transformative power of the arts in public life.

Building on the success of last year's inaugural celebration, which drew more than 1,000 participants and was sponsored by the Public Art Commission. This second annual event expands with an exciting new opportunity:

- **Introductory Glassblowing Lessons:** Free sessions, available by advance registration on a first-come, first-served basis, will allow students brand new to the art form to explore the craft in an accessible, approachable way. This addition offers participants a first step toward discovering whether glassblowing may become a passion to pursue.
- **Local Artist Marketplace:** A small marketplace of local glass artists will showcase and sell handcrafted works, giving attendees the chance to directly support regional talent and take home a unique piece of art.
- **Hot Glass, Cold Beer Fundraiser:** In partnership with local breweries, the public may make a donation in exchange for a hand-blown drinking glass and a coupon for a free glass of beer. This fundraiser adds a festive element to the event while generating support for ongoing arts programming.

Objectives

1. To enlighten and entertain the public through live glassblowing demonstrations while fostering appreciation for this intricate medium.
2. To introduce community members to educational opportunities in the glass arts and connect them with ongoing local arts education efforts.
3. To enhance the overall experience of Arts, Culture & Creativity Month by encouraging creative exploration and strengthening the connections between the arts and the public.
4. To support local artists by providing a marketplace for showcasing and selling their work.
5. To raise funds that will sustain and expand future arts programming.

Implementation Plan

- **Setup & Operations:** James Stone, master glass artist, will oversee all aspects of setup, operation, removal, and cleanup. Temporary glassblowing equipment will be transported and installed on April 1–2, 2026. Demonstrations will run April 3–4.
- **Personnel:** A paid crew will include a master glass artist, an assistant, and an administrator.
- **Volunteers & Support:** CCAEF volunteers will assist with seating, crowd engagement tracking, and patron support. CCAEF will provide a secure workspace, display tables, seating, and security as needed.
- **Marketplace:** Local glass artists will be invited to display and sell their creations.
- **Fundraiser:** The Hot Glass, Cold Beer fundraiser will be coordinated with local partners to provide hand-blown glasses and beverage coupons in exchange for donations.
- **Marketing:** Outreach will be conducted through joint marketing efforts with CCAEF and community partners.

Evaluation Plan

Success will be measured through:

- Audience attendance counts.
- Collection of participant email sign-ups for future glassblowing classes.
- Informal feedback gathered through conversations with attendees, with staff and volunteers documenting responses.
- Event photography to capture participation, engagement, and impact.
- Marketplace participation and sales feedback from local artists.
- Funds raised and donor participation through the Hot Glass, Cold Beer program.

These evaluation materials will be compiled and made available to the Grant Selection Committee for review, promotion, and reporting purposes.

James Stone

Budget

Expense	Cash	In-kind	Notes
Glass blowing equipment rental	3200	750	Stone & Glass
Equipment delivery and return		500	Truck rental, gas, labor
Oxygen	100		Needed for project
Propane	400		Approximate
Site Administrator	250		Equipment operations manager
Lead Glass Artist	2000		Professional artist fees
Glass Assistant	500		Professional artist fees
Marketing	1000		PR and printed materials
CCAIE Facility Fee	2000		Cost for set up, equipment, housekeeping, security
Total	10250		
Income			
Public Art Commission Request	\$7000.00		
Equipment Donation (In-kind)		1250	
CCAIEF Contribution (In-kind)		2000	

The event will not take place without funding support. The cost of equipment, setup, staffing, and resources required to host a free, high-quality community event of this scale is too high to sustain without external funding. Grant funding is therefore essential to ensure that this unique cultural experience remains accessible to the public at no cost.



October 2, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to James Stone and Stone and Glass to use the Cal Club Courtyard for the second annual Free Live Glassblowing Demonstration and Classes.

We are proud to support this project once again, as it reflects our commitment to creating opportunities where art meaningfully connects people and community. Last year's event was a tremendous success, drawing hundreds of visitors who came not only to experience the art of glassblowing but also to engage with the many vendors showcasing their work. The event created vital connections between artists and audiences, while helping to strengthen the broader creative ecosystem.

We look forward to seeing this wonderfully interactive event made possible to all again this year and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation



Arts, Culture, and Creativity Month Grant Application

The City of Escondido is announcing the availability of grant funding for Arts, Culture, and Creativity Month which provides monetary support for the development of programs and activities which promote art, culture, and creativity in Escondido. The Program will provide funding between \$1,000 - \$7,000 to eligible groups seeking to provide free events/activities, resources, and advocacy for increased awareness of the impact of arts and culture within the Escondido community. The following information outlines the details of the grant including eligibility, funding, application, selection, and reporting.

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Unci, Inc. (Uniting Natives Culturally and Intertribally)

Contact Name: Sofia Han-Hernand

Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual Address: City/State/Zip:

Primary Phone: 858-776-6041 **Alternate Phone:** 858-860-4331

Email: sofiahan.unci@gmail.com

Co-Applicant Information

Co-Applicant Organization: n/a

Contact Name: n/a

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual Address: City/State/Zip:

Primary Phone: **Alternate Phone:** n/a

Email: n/a

Organization Information (use additional sheets of paper as needed)

Description of Organization:

Unci Intertribal is a cultural and environmental organization committed to uplifting Indigenous identities, knowledge systems, and ways of being. Our work centers Indigenous knowledge to promote healing, wellness, and peace—for both people and the planet.

We share and practice Indigenous value systems as a path toward collective wellness and balance with our waterways, foodways, lands, and communities. Through cultural revitalization and land-based education, we foster emotional, physical, and mental healing while strengthening our inherent connection to the natural world.

Our mission is rooted in the understanding that cultural identity and environmental stewardship are inseparable. We believe that reconnecting to Indigenous ways of knowing allows all people to walk in balance—with one another and with Mother Earth. As tenants on this land, we honor our collective resilience by nurturing sacred relationships with the outdoors, which in turn supports the delicate balance of both ecological and personal well-being.

Unci Intertribal works to educate youth and community members, protect sacred environments, and promote a world grounded in peace, respect, and reciprocity. By centering Indigenous knowledge, we empower future generations to carry forward traditions that sustain life and foster harmony.

Organization Mission: Unci Intertribal centers Indigenous Knowledge to uplift Indigenous identities and cultures, educate youth and community, protect sacred environments, and promote a world of peace. Our mission is rooted in the belief that cultural revitalization and land-based education are essential for healing, empowerment, and lasting peace.

Brief Organizational History (include significant dates): The work that Unci Intertribal carries forward today has been evolving for over 30 years across San Diego County and Mexico. Long before the organization was formally named *Unci*, our late leader Chief Luciano Perez dedicated his life to sharing Indigenous knowledge and ways of being with the goal of fostering a more peaceful world.

In 1994, he began developing and implementing Indigenous knowledge-based educational programs in San Diego County, serving underserved Indigenous and interethnic communities. These early efforts laid the foundation for the culturally rich and impactful programming that Unci Intertribal continues today.

Key Accomplishments & Programs:

Unci Intertribal provides meaningful, culturally-affirming programs for youth and young adults of diverse backgrounds. Our work includes:

- Level Up Program (2024) – A successful initiative focused on leadership, cultural identity, and community-building. Funded by San Diego Foundation, corporate donors, & private donors
-
- Native Knowledge and Culture School Presentations & Classes. Community funded.
- Intergenerational Indigenous Women Circles. Community funded.
- Annual Peace, Healing & Unity Dances. Community funded.
- Cultural Workshops – Including Indigenous crafts, traditional cooking, and songs. Community funded.
- Native Healing & Wellness Practices. Community funded.
- Intertribal Explorers Program (2025) – Launched at Sandburg Elementary in 2024, and held at Mission Trails Regional Park Interpretative and Visitor Center, with an emphasis on authentic interaction with nature through an Indigenous lens. Funded by San Diego Foundation, corporate donors, & private donors
-
- Binational Resilience Initiative- Resilient Ancestral Use of the Kumeyaay Coastal Landscape: Strategies of Connection & Learning: continual climate change resilience work centering local, Kumeyaay stories & values, and intertribal ways of being. Funded by San Diego Foundation & International Community Foundation
-
- Intertribal Arts 2025-2026: ongoing program funded by Prebys Foundation
-
- Resilient Energy as an Indigenous Concept 2025-2027: funded by San Diego Foundation

Through continued collaboration, education, and cultural celebration, Unci Intertribal strives to build a future rooted in respect, unity, and Indigenous self-determination.

Public Art Commission Rev. 09/2025

Project Information

Project/Initiative Name: Intertribal Arts

Location of the Project/Initiative: Kit Carson Park Gazebo (Tree Lake 1)

Dates of Project: April 5th, 12th, and 19th 2026

Description of the Project/initiative: :

Intertribal Arts is an inclusive arts and culture program that shares Indigenous Knowledge through Indigenous arts, crafts, and cultural practices. Grounded in traditional Indigenous values and guided by an Indigenous worldview, the program immerses

Grant Priority: ☐ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations Objective(s):

Implementation Plan:

Goal:
To deepen participants’ understanding and respect for Indigenous cultures, values, and the natural world through arts and cultural education.

Objectives:

- Provide hands-on workshops in Indigenous arts and crafts (e.g., beading, sewing, singing, etc.).
- Facilitate cultural learning through storytelling and intergenerational wisdom sharing.
- Foster a sense of community, identity, and connection to the land.
- Engage participants in intergenerational learning and cultural exchange.
- Promote understanding of Indigenous teachings on the interconnectedness of life.

Program Components & Timeline:

Phase	Activities	Timeline
Planning & Preparation	- Confirm Indigenous culture bearers - Begin outreach to schools, community centers, and families	November 2025 – January 2026
	-Finalize schedule, materials list, and venues, continue outreach to community	February-March 2026

189

Program Launch & Workshops	- Arts & culture sessions (e.g., beading, drumming, sewing projects, etc.) - Cultural dance, song, and storytelling circles - Land-based teachings	April 1st – April 30th, 2026
Reflection Circles	- End of each session includes sharing circle for personal reflection and community dialogue	Ongoing throughout program

Target Participants:

- Serve 30 participants per day which can include youth, families, and community members of all backgrounds, with focused outreach to Indigenous and underserved populations in San Diego County.
- Intergenerational participation is encouraged to support cultural transmission and learning.
- Over 90% of Program Personnel speak Spanish as their home language, and will encourage participants to engage in multilingual expression

Location:

- Kit Carson Park

Facilitators & Partners:

- Indigenous artists, knowledge keepers, intertribal entities, tribal entities, and cultural educators.
- Partner organizations may include local schools, community centers, cultural organizations, and environmental groups.

Materials & Resources Needed:

- Art supplies (beads, leather, fabric, etc.)
- Musical instruments and crafting tools
- Cultural materials (e.g., traditional stories, teachings, etc.)
- Space rentals and honorariums for facilitators

- Refreshments for community gatherings

Evaluation Plan:

Evaluation & Feedback:

- Pre- and post-program surveys to assess participant learning and experience.
- Facilitator reflection logs and session debriefs.
- Feedback circles with participants and families.
- Participant-created art and stories as qualitative evidence of impact.

Sustainability & Future Plans:

- Establish ongoing arts and culture circles to continue community engagement.
- Train youth and community members to become facilitators.
- Seek long-term funding to expand programming to more schools and communities

Funding

Amount Requested (\$1,000 - \$7,000): \$ 7,000.00

☐ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

Yes, the event will still take place, but on a much smaller scale. While external funding allows us to fairly compensate Indigenous cultural leaders, purchase quality materials, and ensure accessibility for all participants, the heart of the program—community, culture, and connection—will continue. Our team is deeply committed to this work and may rely on donated time, volunteer support, and in-kind contributions to carry out a more limited version of the event.

Public Art Commission Rev. 09/2025

Submission Information

Please initial that you have read and understood each statement.

The information provided accurately represents the project, program, or initiative that will be performed.

I understand that this application does not represent any direct or implied agreement of funding.

Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.

Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.

I have reviewed and understand the grant timeline listed below.

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Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (if needed)
- Proof of location permission (if needed)

Authorized Representative Name & Title: Sofia Han-Hernand , Executive Director

Authorized Representative Signature:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Intertribal Arts Program Budget

1. Program Personnel & Honorariums – \$5,040

Category	Description	Amount
Lead Program Facilitator	Planning, facilitation, coordination (flat fee)	\$1,500
Cultural Knowledge Holders	Indigenous elders (sewing, beading, song/drum, etc.)	\$2,540
Youth Program Assistant	Weekly support, logistics, participant help, Scheduling, communications, admin support	\$1,000
Subtotal – Personnel		\$5,040

2. Administrative Costs – \$700

Category	Description	Amount
Admin Costs	Reporting, bookkeeping, documentation, office	\$700

3. Program Costs – \$1,260

Category	Description	Amount
Permit / Space Fees	Community center or park use	\$900
Beading & Craft Materials	Essential art/craft supplies	\$150
Cultural Materials	Story printouts, language sheets, teaching handouts	\$60
Insurance	Short-term liability coverage	\$150
Subtotal – Program Costs		\$1,260

TOTAL BUDGET: \$7,000.00



Sofia Han-Hernand <sofiahan.unci@gmail.com>

Unci Intertribal: Arts and Creativity, Culture Month Grant

Maricela Cuevas <Maricela.Cuevas@escondido.gov>
 To: "sofiahan.unci@gmail.com" <sofiahan.unci@gmail.com>

Thu, Oct 2, 2025 at 10:53 AM

Hello Sofia,

Jilaine forwarded me your information so I could provide details regarding hosting classes at Kit Carson Park. Below are the requirements and quotes for hosting classes, with two options available:

- **Tree Lake 1** (Gazebo – Reservable Space)
- **Non-Reservable Space** (any open grassy area not adjacent to reservable picnic sites)

Tree Lake 1 is one of our most popular locations, so I recommend reserving early if you would like to secure that space.

If you decide to move forward, I will be happy to send you the facility use permit and insurance guidelines. Please don't hesitate to reach out with any questions.

Option 1: Reserving Tree Lake 1

- **Total:** \$861.13
- **Fee Breakdown:**
 - \$184 non-Escondido nonprofit day rate (Class C) × 4 dates (April 5, 12, 19, 26) = \$736
 - \$25 special equipment fee (generator) × 4 dates = \$100
 - \$25.13 service fee
- **Requirements:**
 - Proof of insurance (I can send the requirements if you do decide to book)
 - Escondido business license

Option 2: Non-Reservable Space (any open space at KCP not near reserved picnic areas)

- **Total:** \$564.92
- **Fee Breakdown:**
 - \$28/hour non-Escondido nonprofit rate (Class C) × 4 hours × 4 dates (April 5, 12, 19, 26) = \$448
 - \$25 special equipment fee (generator) × 4 dates = \$100
 - \$16.92 service fee
- **Requirements:**
 - Proof of insurance (I can send the requirements if you do decide to book)
 - Escondido business license

Kind regards,



Maricela Cuevas
 Customer Service Representative II
 Community Services | City of Escondido
 Direct: 760-839-4521 | Recreation: 760-839-4692

www.escondido.gov

From: Jilaine Hernandez <Jilaine.Hernandez@escondido.gov>
Sent: Wednesday, October 1, 2025 5:28 PM
To: Maricela Cuevas <Maricela.Cuevas@escondido.gov>
Subject: Fw: Unci Intertribal: Arts and Creativity, Culture Month Grant

Hello Maricela,

Passing on this information to you to provide Sofia a quote.

Thank you,



Jilaine Hernandez
Community Services Supervisor
Community Services | City of Escondido
Main Office: 760-839-4691 | Direct: 760-839-4384
www.escondido.org

From: Sofia Han-Hernand <sofiahhan.unci@gmail.com>
Sent: Wednesday, October 1, 2025 3:06 PM
To: Jilaine Hernandez <Jilaine.Hernandez@escondido.gov>
Cc: Sandra Aguilar <Sandra.Aguilar@escondido.gov>
Subject: Re: Unci Intertribal: Arts and Creativity, Culture Month Grant

You don't often get email from sofiahhan.unci@gmail.com. [Learn why this is important](#)

[Quoted text hidden]



Arts, Culture, and Creativity Month Grant Application

Item 3.

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Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Victor Minces

Contact Name: Victor Minces

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☒ Individual

Address: 227 S 30th st City/State/Zip: San Diego/CA/92113

Primary Phone: 858 220 2647 Alternate Phone: _____

Email: victorminces@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: See additional document

Organization Mission: See additional document

Brief Organizational History (include significant dates): See additional document

Project InformationProject/Initiative Name: Sound ShowerLocation of the Project/Initiative: California Center for the ArtsDates of Project: April 1st to May 1st, possibly extended (see additional document)Description of the Project/initiative: See additional documentGrant Priority: ☒ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ innovative CollaborationsObjective(s): See additional documentImplementation Plan: See additional documentEvaluation Plan: See additional document**Funding**Amount Requested (\$1,000 - \$7,000): \$ 7000☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Will this event still take place if you do not receive funding? Why or why not?

See additional document

Submission Information

Please initial that you have read and understood each statement.

- ☒ The information provided accurately represents the project, program, or initiative that will be performed.
- ☒ I understand that this application does not represent any direct or implied agreement of funding.
- ☒ Should I/my organization be selected for funding, I/we shall abide by all the rules, regulations, and guidelines as provided by the City of Escondido.
- ☒ Should I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet.
- ☒ I have reviewed and understand the grant timeline listed below.

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Final Payment	By June 30, 2026

- ☒ I have properly completed and submitted the following required items as a part of the application process
- Completed application
 - Budget
 - Letter of Support (if needed)
 - Proof of location permission (if needed)

Authorized Representative Name & Title: Victor Minces

Authorized Representative Signature: 

Description of the organization:

Victor Minces, Ph.D., is a researcher specializing in the science of sound and music, a sound artist, a performer, and an educator. He studied fine arts and physics at the University of Buenos Aires, where he fell in love with the science of sound, and obtained his Ph.D. in computational neuroscience at the University of California, San Diego, where he is now a researcher. His work blends science and art, with sound as a medium. He exhibited his work at the Escondido Arts Partnership Municipal Gallery, to great audience appreciation.

He has collaborated with the San Diego Symphony on a series of performances exploring the science of music, reaching 6,000 children and families. He is the creator of Listening to Waves, a program that creates web applications and hands-on activities for children to engage in the science of sound and music. The program, supported by the National Science Foundation, is widely used throughout the country, including in the Escondido Public Schools.

Organization mission:

Minces' goal is to arouse the public's awareness and enjoyment of sound. He does this through his educational program, performances, and sound installations. His work uses the surprising properties of sound to create awe, which naturally leads to curiosity and engagement. Through playful and interactive pieces and activities, his work involves the public in the sound exploration and discovery process.

Brief Organization History:

Minces' started investigating the effect of music on brain and behavior in 2010. Since much of this work was carried out in schools, he started sharing with children his love for the science of sound through experiential learning activities. As the children reacted with great enthusiasm, he turned these activities into Listening to Waves, an organized outreach program centered at UCSD. Listening to Waves obtained its first National Science Foundation grant in 2017, which allowed it to formalize and expand its activities. The resources created by Dr. Minces and his program are now reaching tens of thousands of children annually. In recent years, he has been extending these experiences to society at large through art installations and public performances.

Project Name:

Sound Shower

Location of the project:

California Center for the Arts, outside entrance

Description of the project:

The project involves an interactive sound installation, media, and programming associated with it.

Art installation. The piece is fully made of aluminum. It consists of three 10-foot-tall inward-leaning aluminum square tubes which give it a pyramidal shape. Atop the pyramid sits a round aluminum plate, from the edges of which six aluminum pipes hang, they are round with a 5 inches diameter, and between 6.5 and 9 ft long. Audience members walk into the piece and are surrounded by the hanging pipes. With a rubber hammer, they strike the pipes. Because the pipes are so large, they create very deep, long, and soothing sounds. These types of sounds cannot only be heard but also felt throughout the body. The pipes are tuned to harmonize and to interact acoustically, in a phenomenon of ‘acoustic beats’. This interaction produces a dynamic sonic and bodily sensation that lasts for minutes. The audience that experienced it, reports that the sensation is surprising, intense, soothing, and that improves their mood. The aluminum is polished to a mirror, so the audience can see their distorted reflections in the pipes as they oscillate slowly, as well as on the top plate and arms. A prototype of the piece can be seen at <https://youtu.be/JyOXiCxLdIM?si=qkP4385Xy9iZoWub>

Media. The media will be created by Cormac Tully, an Escondido media artist and student at John Paul the Great Catholic University. One piece of media, associated with the educational component of the piece, will explain the science and art behind the piece, including the tuning, how the pipes vibrate, and the phenomenon of acoustic beats. This will be made before the piece is installed, and the audience will be able to access it through a QR code. A second piece of media will showcase the audience’s reaction to the piece, including their physical reaction and testimonials. The two will be ultimately edited into a single piece to showcase on the artist’s YouTube channel and public presentations.

Programming. The artist will spend 4 hours every weekend and during special events at the Center, talking to the public, answering questions about the piece, and explaining how it works. The artist will also collaborate with the Center to deliver an interactive public presentation on the science and art of sound, in line with his performance work. In these presentations, the artist gives everyday objects to each member of the audience and guides them in exploring how to create surprising sounds. Further, the audience uses these objects to make music together. The public presentation will be given in the context of the California Center for the Arts’ ‘Musica en la Plaza’, on April 24. Examples of this presentation can be seen at www.victorminces.com/performance

Objective:

Community Activation and Educational Program

A goal with this piece is to break with the idea of the public art piece that situates the audience as mere spectators. With the Sound Shower, community members become a part of the art piece by getting inside it and interacting with it. Furthermore, because sound is a shared phenomenon, audience members frequently interact with each other through the art piece itself, for example when one person stands inside and another plays the pipes. Another goal, in

alignment with Minces' work, is to generate in the audience a sense of awe toward sound and the science of sound, stimulating their curiosity about sound and their awareness of sounds in the environment. The interactive public presentation at the California Center for the Arts, also engages the community as active members of the audience. The act of playing with sounds together stimulates bonding and shared playfulness. These activities are compatible with the grant priority of Community Activation.

The video explaining the science behind the piece, and the public presentation about the science of sound, align with the grant priority of Educational Program.

Implementation Plan:

A version of the piece, made with a wooden structure, is already built. After the grant is adjudicated, the artist will work on building an aluminum structure and polishing it, as well as the hanging pipes. This will enhance the piece's structural integrity and give it a more polished appearance, making it better suited for public display. The piece will be ready for installation by early March 2016. During March, the artist will collaborate with the media artist to create a media piece that explains the science behind it. The piece will be installed on or before April 1st. During April, the artist will collaborate with the media artist to create a piece that documents the public's reactions and testimonials. During February and March, the artist will work with the California Center for the Arts to coordinate the public performance. Should the Center consider that the piece brings value to the community and wants to keep it in place, the artist will be honored to keep it there for the rest of the year or coordinate with the Center for a longer extension.

Evaluation Plan:

During the grant activity, the following measures will be collected: Number of people interacting with the piece when the artist is present, number of accesses to the media piece via the QR code or YouTube channel, number of people discussing the piece with the artist, and number of people attending the public presentation. A media piece will document the public's reaction and testimonials. Additionally, next to the piece, a block of paper will be provided for the audience to leave their testimonials. These measures will be included in the final report.

Will this event still take place if you do not receive the funding:

The activities, as they are proposed, involve a significant amount of work and a significant budget. If the grant is not awarded, the artist will continue working on the project, although with a timeframe that doesn't align with the April deadline and a budget that doesn't align with the full scope of this proposal. Should the Arts commission or the Center for the Arts be interested in bringing the piece or programming to Escondido, the artist will be honored to work with them to do it at a different time.

Budget:

\$1000. Collaboration with the California Center for the Arts, whose personnel will assist with mounting the piece, illuminating it, and scheduling and advertising the performance.

\$1000. Media artist Cormac Tully, for two two-minute-long videos.

\$2000. Materials. Two 20 ft long 5-inch diameter aluminum pipes. Three 20 ft long (minimum size) 5 inches wide square aluminum tubing. 6 airway polishing wheels and compound. One 3 ft wide square aluminum plate, ¼ inches thick.

\$200. Two rentals, \$20 per day. \$1 per mile, with a total of 100 miles. Gas.

\$2800. Artist fees. Creating the piece will take approximately 80 hours. Working with the media artist will take approximately 10 hours. Moving, installing, and uninstalling the piece will take approximately 15 hs. Interacting with the public is expected to take approximately 20 hours. Preparing and giving the public presentation will take approximately 10 hours. Documenting the work for evaluation will take approximately 5 hours. Total = 140 hs.

\$7000 total.



September 29, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to Victor Minces for the temporary installation of “Sound Shower” in collaboration with the City of Escondido’s Art, Culture and Creativity month.

We are thrilled to champion this project, which perfectly reflects our commitment to creating opportunities where art brings people together in meaningful ways. With its unique blend of sound and sculpture, this installation will invite visitors to engage with art through multiple senses—sparking curiosity, dialogue, and joy. More than just a work of art, it will be a shared experience that strengthens bonds across our community, celebrates the richness of Escondido’s cultural life, and ensures that the arts remain accessible to everyone during Arts, Culture & Creativity Month and beyond.

We look forward to seeing this beautiful work available to all and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation



STAFF REPORT

November 17, 2026
Agenda Item No.: 04

SUBJECT:**GRAND AVENUE ROUNDABOUT ART PROJECT QUALIFIED ARTISTS AND UPDATED ARTIST SELECTION PROCESS****RECOMMENDATION:**

Request that the Public Art Commission approve top three artist/artist teams as recommended by the subcommittee and approved the new process for artist selection.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck, Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

FISCAL IMPACT:

On July 14, 2025, the Public Art Commission adopted the 2025/2026 Public Art Annual Work Plan. This was approved by the City Council on August 20, 2025, with the formal adoption of these plans and associated budget adjustments. The Grand Avenue Roundabout Art Project budget was increased by \$50,000 for a total of \$550,000 for the fiscal year 2025/2026. The allocated funding is to cover the cost of a main sculpture in the Grand Avenue Roundabout and a minimum of five companion pieces to be placed throughout Escondido in the five districts.

BACKGROUND:

On May 29, 2025, the Public Art Commission voted (4-0) to restart the Request for Qualification (RFQ) process for the Grand Avenue Roundabout Art Project. Commissioner Rogers recused herself, and Commissioners Vargas and Paul were absent. On July 21, 2025, all artists from the previous round were notified via individual email and sent the link to the updated RFQ. Any artist that reached out prior via email or phone was updated and received the same email.

Request for Qualifications

On July 21, 2025, the updated Request for Qualifications was released. Publicity included all previous applicants, any interested parties that had requested information, the Commissioners' professional and personal networks, and posting on the City website. The Request for Qualifications closed on August 22 at 5 p.m. City Staff received a total of 17 submissions.

City Staff Review

In October 2025, four City Staff members were assigned to review the submissions and grade them per the rubric in the Request for Proposals. Duties include advising and reviewing proposed and final plans



CITY of ESCONDIDO

STAFF REPORT

along the course of the entire project. The staff scores were compiled into a comprehensive rubric to calculate total scores for each artist.

Process Updates

Staff researched other requests for qualifications or proposals for other projects of similar scope and budget as well as the success of the community mural Resilience by Sasha Primo. Staff recommends the following updates to the process:

1. The Subcommittee select the top three qualified artists.
2. The Public Art Commission confirms the selection
3. Release the top three artist information for the public to review and give both quantitative and qualitative input. The Subcommittee will interview the artists.
4. Subcommittee reviews the results and selects the top artist.
5. The top artist is confirmed by the Public Art Commission.
6. The artist host community outreach through their proposed process. This can include but not limited to workshops, interviews, and surveys.
7. The artist designs the main sculpture and companion pieces. The artist incorporates voting on the final design into their process.
8. The design is approved by the Public Art Commission.
9. The final design is confirmed and approved at the discretion of the City Council.

These modifications will not diminish opportunities for community engagement and in fact will increase it. The community will review the final proposal and provide input. Selecting one artist at the beginning of the process will allow the artist to better create a piece that reflects the theme of Authentically Escondido. It increased the incentive to invest time with the community and work closely with City Staff to ensure a smooth permitting and installation process.

Selection and Recommendation

After reviewing the submissions received, the Subcommittee met on November 13 to discuss their top choices. The subcommittee recommends the following:

- Michael Stutz
- Pete Goldlust and Melanie Germond
- Ride Art Studio

ATTACHMENTS:

- a. Grand Avenue Roundabout Art Packet- Request for Qualifications
- b. City Staff Rating Rubric
- c. Submissions of top three artists recommended by Subcommittee



CITY OF ESCONDIDO PUBLIC ART COMISSION

Request for Qualifications

Grand Avenue Roundabout Public Art Project



PROJECT TYPE: Sculpture
DATE ISSUED: July 21, 2025
DUE: August 15, 2025 at 5 p.m. PST
CONTACT: Public Art Administrator
publicart@escondido.gov
760-839-4522

Acknowledgements

ESCONDIDO CITY COUNCIL

Dane White
MAYOR

Consuelo Martinez
DEPUTY MAYOR

Christian Garcia
COUNCILMEMBER

Joe Garcia
COUNCILMEMBER

Judy Fitzgerald
COUNCILMEMBER



PUBLIC ART COMMISSION

Carol Rogers
CHAIRPERSON

Patricia Spann
VICE CHAIR

Jacqueline Kelleher
COMMISSIONER

Nathalie Martinez
COMMISSIONER

Heidi Paul
COMMISSIONER

Teri Ryan
COMMISSIONER

Leila Sackfield
COMMISSIONER



Jennifer Schoeneck
Director, Economic Development
201 N. Broadway, Escondido, CA 92025
Phone: 760-839-4587

NOTICE OF REQUEST FOR QUALIFICATIONS

July 21, 2025

Re: Notice of Request for Qualifications ("RFQ") – Escondido Grand Avenue Roundabout Sculpture and Companion Pieces

The City of Escondido ("City") is seeking a qualified artist and/or multidisciplinary team ("Artist") to create a major work of public art that embodies the theme Authentically Escondido. This Request for Qualifications ("RFQ") is the first step in a two-step process designed to pre-qualify potential Artists with the necessary experience in community engagement, design, fabrication, and installation of a one-of-a-kind permanent work of art ("Sculpture") in a vehicular roundabout at the intersection of Grand Avenue and Broadway located in the City's historic downtown district, as well as a minimum of four, smaller, matching works of art ("Companion Pieces") in each of the City's four Council Districts to provide artistic reference back to the work of art located in the roundabout (together these works are the "Project"). The City of Escondido is located in North San Diego County in Southern California. The selected Artist will receive \$500,000 ("Art Award") toward the Project. The Project must be completed and installed by December 31, 2026.

Prospective artists must submit one submission to Sandra Aguilar, Management Analyst, at publicart@escondido.gov **no later than 5 p.m. on August 22, 2025** ("Submission Deadline"). Any submissions received after the Submission Deadline will not be accepted. Emails concerning this RFQ should state the following in the subject line: "RFQ Escondido Grand Avenue Art Project."

Questions or comments concerning this RFQ may be submitted via e-mail to Sandra Aguilar, Management Analyst at publicart@escondido.gov **no later than 5 p.m. on August 1, 2025** ("Questions Deadline"). Any questions or comments regarding this RFQ received after the Questions Deadline will be disregarded. Any communication regarding or relating to this RFQ with any City employee or official other than the Director of Economic Development or Management Analyst is strictly prohibited. A summary of questions from prospective artists and City responses will be posted on the City's website.

Each submission shall be in accordance with specifications, instructions, and information contained in this RFQ. The City reserves the right to reject any or all submissions for any reason it deems necessary, to waive defects or irregularities in any submission, and to accept the submission deemed the most advantageous to the City. This RFQ does not commit the City to award a contract or to pay any costs incurred in the preparation of a response to this request

Sincerely,

Jennifer Schoeneck

Director of Economic Development
City of Escondido

A. General

1. The Opportunity

In order to be invited to submit a proposal for the Project through the Request for Proposals (RFP) process, Artists must complete this first phase by submitting a portfolio of work demonstrating successful installation of a sculpture of similar magnitude in size and budget scope according to the requirements listed in this RFQ. Submissions to the RFQ are due by **5 p.m. on August 22, 2025** to Sandra Aguilar, Management Analyst, for the City of Escondido at publicart@escondido.gov.

2. Background

The City recently completed the second phase of a historic downtown revitalization project called, [The Grand Avenue Vision Project](#), with the goal of preserving Escondido's historic small-town look and feel while infusing new energy and vibrancy into the heart of Escondido. This exciting initiative aims to transform Grand Avenue into a welcoming and pedestrian-friendly corridor and boost the economic vitality of the downtown area.

As part of the downtown revitalization efforts, the City is seeking a public art sculpture that reflects the community of Escondido which will be placed in the new roundabout at the intersection of Grand Avenue and Broadway. The Artist should propose a minimum of four companion pieces to be located throughout the City to direct attention to the center piece in the Grand Avenue roundabout.

The Public Art Commission is comprised of seven commissioners appointed by City Council to oversee a public art budget funded by developer impact fees. Each year the Public Art Commission creates a work plan that is presented to City Council for approval. This significant Project is in the work plan for completion in 2026. Public Art in the City is guided by the [Public Art Strategic Plan](#) and Annual Work Plan ("Plan"). The City of Escondido's Public Art Vision Statement is, "We are a City where art, inspired by community, welcomes visitors and residents, creating a fun and lively environment that celebrates all things Escondido, heralding our past and manifesting our future." The Plan represents a foundational shift and reimagining of the role of the Public Art Commission as an architect and guardian of the City's cultural resources. Through its implementation, Escondido has the opportunity to be a cultural hub in San Diego County by highlighting, attracting, and showcasing organizations, artists, and artwork that have a profound impact and meaning regionally, nationally, and internationally; thereby becoming an economic driver and sustaining the local economy, revitalizing downtown and other neighborhoods throughout the City.

The City of Escondido Public Art Commission selected the theme "Authentically Escondido" to reflect the community pride and spirit of Escondido. The community is eclectic, stemming from agricultural industry beginnings and now thriving with technology and innovative technology companies. Many residents enjoy a small-town, home-town feeling while enjoying the amenities of a larger city close to other attractions and activities such as the beach, the San Diego Safari Park, the San Diego Zoo, and the Padres stadium. There are many families who have been in the City for generations, and there are many people who move to Escondido from other parts of the country and the world. The community cherishes the arts, and embraces who they are.

A. Project Description

The following outlines the scope of work expected from the Artist who will be selected through the second phase of the selection process (the RFP). Please review carefully before submitting a response to this RFQ.

1. Goals

The theme of this Sculpture and Companion Pieces is Authentically Escondido. The selected roundabout sculpture shall be in the roundabout located on Grand Avenue at the Broadway intersection and the City will select locations for the Companion Pieces. The roundabout sculpture should complement the surrounding landscape and architecture while reflecting the City's culture, history, and aspirations.

- **Visibility:** Sculpture in the roundabout must be easily visible at a distance and have lighting for nighttime visibility. Companion Pieces going into any center medians should also incorporate lighting.
- **Safety:** Pedestrian access is not allowed in the roundabout. The design should not invite or encourage pedestrians to physically interact with the Sculpture. Companion Pieces should take pedestrian safety into consideration and only encourage interaction if it is safe to do so.
- **Cohesion:** Companion Pieces should complement the roundabout sculpture and carry its aesthetic throughout, directing people to the Sculpture in the heart of the City in some way.
- **Materials and Maintenance:** Materials selected must be durable and weather resistant in order to withstand possible impact, varying weather conditions, and environmental exposure. The design should consider ease of maintenance and Artist will be asked to provide a maintenance plan for City staff.

2. Description of Services

The Artist will:

- Design, fabricate, and install the Project as a permanent works of art.
- Incorporate opportunities for public participation in the fabrication and/or installation of the Project.
- Attend in-person to a public event during or immediately following the installation process, in coordination with the Public Art Liaison, for the City of Escondido to formally unveil or dedicate the artwork.

3. Contract Management Expectations

The Artist, either personally or through their agent(s), is responsible for the entire Project management. The Art Award covers all aspects of the Project as outlined above in the Description of Services, including but not limited to:

- Engineering and structural plans;
- Materials, fabrication, and construction;
- Foundation, footing, and lighting;
- Installation, transportation, and shipping;
- Equipment rental costs, travel and lodging;
- Required Insurance (liability, workers' compensation, and completion bond);
- Public participation activities and events; and
- Other incidental expenses.

The Final Artist is responsible for obtaining and covering costs for all necessary permits, structural design work, and glare studies, as required for completion of the Project. See Notices section for details.

4. Contract Payment

The Art Award of \$500,000 is all-inclusive to cover all expenses as outlined in the Contract Management Expectations section. The City will conduct routine maintenance of the artwork, based on maintenance plan submitted by the Artist. Artists are welcome to propose an adjusted budget,

either higher or lower, at the time of submission, which will be reviewed as part of the evaluation process. The Artist will be responsible for any necessary repairs to the Project for a period of five years and should be able to perform or coordinate the repairs in a timely manner.

B. Scope of Services and Deliverables

In order to be considered for the for the Project, Artists must first submit proof of successful past work installations of a project of this scale and community significance. City staff and Public Art Commissioners will review the submissions and invite up to three qualified Artists to submit proposals for the Project. Artist request for qualification submissions are by **5 p.m. on August 22, 2025**, no exceptions will be made.

Artists must submit a PDF document no larger than 20MB. The document should include the following:

1. Introduction letter from the Artist
2. Artist resume/vitae detailing professional qualifications, relevant experience, and artistic background.
3. Five examples of past work with photos and supporting materials explaining the work completed
4. Three references. List the name, title, organization, phone number and email address of three references from large public agencies or organizations.

C. Right to Submitted Material

This RFQ does not commit the City of Escondido to award a contract, to pay any costs incurred in the preparation of a proposal or contract, or to procure or contract for, any services. The City reserves the right to accept or reject any or all proposals received as a result of this RFQ, or to amend, cancel (in part or in whole) this RFQ if it is in the City's best interest to do so. All submissions, reports and data submitted to the City shall become the property of the City of Escondido and may not be returned.

D. Proposal Deadlines and Schedule

The following is an estimated schedule relating to this Project:

Activity	Date
Release of Request for Qualifications	July 21, 2025
Questions Deadline	August 1, 2025 at 5 p.m.
Questions Response	August 8, 2025
Submissions Deadlines	August 22, 2025 at 5 p.m.
Selection of Top Artists	September 2025
Request for Proposals Released	October 2025
Request for Proposals Due	November 2025
Community Input Phase	December 2025
Public Art Commission Proposal Selection	January 2025
City Council Proposal Approval	January 2025
Completion of Installation	No later than December 31 st 2026

Note: The City reserves the right to make modifications to the estimated schedule outlined above.

E. Selection Process

City Staff and the Public Art Commission will review qualification submissions and select up to three Artists based on the following criteria:

Criteria	Points
Complete submission package	20
Review of Past Work	40
Proven ability to work with a public organization through a community engagement and public input process	40
Total Points Possible	100

F. General Conditions

PLEASE READ CAREFULLY. THE FOLLOWING GENERAL TERMS AND CONDITIONS ARE A PART OF ALL PROPOSALS SUBMITTED IN RESPONSE TO THIS RFP AND THE RESULTING CONTRACT.

Notices

- Insurance is a requirement during the fabrication and installation of the Project. The required coverages shall be maintained for the duration of this period. Insurance requirements will be outlined in the RFP and may change depending on the final submission, see section 7. *Insurance Requirements*, of the attached Sample Agreement, which is attached hereto and **Exhibit 1** and incorporated herein by this reference.
- Submission to this RFQ indicates that the Artist is familiar with and accepts the terms as generally stated in the Sample Agreement (Exhibit 1).
- All information in submissions to this RFQ, and any resultant Conceptual Design Reports by finalists for this project are public record.
- All entries properly submitted shall be received and reviewed by City. City reserves the right to reject any entry deemed to be non-responsive for failure to comply fully with the terms of the RFQ. However, City reserves the right, at its sole discretion, to request clarifications, corrections, or additional information and to waive irregularities in execution or delivery of the entry, provided it is in the best interest of City.

Prevailing Wages and Department of Industrial Relations Compliance

Pursuant to California Labor Code section 1770 et seq., the selected Artists shall be required to pay not less than the prevailing rate and scale of wages, in accordance with applicable laws, to any subcontractor employed by them in the execution of the work contemplated by the RFQ. Prevailing wage rates are available on the Internet at (Prevailing Wages). It shall be mandatory upon the selected contractor to whom the work is awarded to keep itself informed of and comply with all applicable federal, state, and local laws, statutes, codes, ordinances, regulations, rules, and other legal requirements pertaining to the payment of prevailing wages, including but not limited to the keeping of certified payroll records, overtime pay, employment of apprentices, and workers' compensation coverage, as further set forth in this RFQ. The selected contractor shall file the required workers' compensation certificate before commencing work described in this RFQ. Work contemplated by this RFQ is subject to compliance monitoring and enforcement by the Department of Industrial Relations. The selected contractor shall post all job site notices required by regulation. The selected contractor, as well as any subcontractors,

shall be registered pursuant to California Labor Code section 1725.5 to be qualified to bid on, be listed in a bid proposal (subject to the requirements of Public Contract Code section 4104), or engage in the performance of any public works contract subject to the requirements of Division 2, Part 7, Chapter 1 of the California Labor Code. Neither the City, nor any elected or appointed boards, officers, officials, employees, or agents of the City, shall be liable, at law or in equity, as a result of any failure of the selected contractor's failure to comply with this section.

Conflicts of Interest

Individuals involved in the selection, review, or approval process for this Project, such as City Staff, Public Art Commissioners, or City Council members, must not have any financial or personal interest in the outcome. Anyone with such a conflict is required to recuse themselves from all related discussions and decisions.

Furthermore, the following individuals are ineligible to apply for the Project unless a related City Staff member, Commissioner, or Council member formally recuses themselves from the selection process:

- Spouses
- Immediate family members
- Individuals living in the same household
- Individuals who would directly benefit from the Art Award

EXHIBIT 1



CITY OF ESCONDIDO PUBLIC ART AGREEMENT

This Public Art Agreement ("Agreement") is made and entered into as of the last date of signature below ("Effective Date"), by and among the City of Escondido, a California municipal corporation (referred to herein as "CITY" and "HOST") an [Entity Type: e.g., "a California corporation"] ("ARTIST"). (The CITY and ARTIST each may be referred to herein as a "Party" and collectively as the "Parties.")

WHEREAS, pursuant to the CITY's Public Art Commission 2026 Annual Work Plan, the CITY has established the Grand Avenue Art Project ("Art Project"), whereby Art Project funds may be awarded by the CITY to ARTIST, at the CITY's sole discretion;

WHEREAS, the Public Art Commission conducted a Request for Qualifications (RFQ) process and identified the Artist as qualified for the Art Project;

WHEREAS, following the RFQ the Public Art Commission conducted an Request for Proposals (RFQ) and after receiving public input identified the the Art Project;

WHEREAS, pursuant to the Art Project, ARTIST shall create and install a Sculpture and Companion Pieces (as more specifically defined in this Agreement) at CITY's real property located at [address], as more particularly described in **Attachment "A"** of this Agreement, attached hereto and incorporated herein by this reference ("Property");

WHEREAS, the Project application regarding the Art Project was approved by the CITY's Public Art Commission on [date] and by the City Council on [date] ("Approved Application"); and

WHEREAS, the Art Project was approved by City Council on [date].

NOW, THEREFORE, in consideration of the mutual covenants, promises, terms, and conditions set forth herein, and the mutual benefits derived therefrom, the Parties hereby agree as follows:

1. **Recitals.** The Recitals set forth above are included herein by reference as part of this Agreement and the Parties agree that said Recitals are essential facts to this Agreement.
2. **Project Documents.** The Approved Application, description of the Sculpture and Companion Pieces, digital images, materials list, detailed budget, timeline, letters of support, materials required by an applicable Request for Proposals, plans, drawings, specifications, and all modifications, addenda, and amendments thereto (collectively, "Project Documents") are incorporated herein by this reference as if fully set forth herein. The Project Documents are complementary, and what is called

for by any one shall be as binding as if called for by all. "Grand Avenue Art Project," as that term is used in this Agreement, shall mean the work of art designed, created, or produced by ARTIST in accordance with the Project Documents.

3. Program Funds. Subject to the terms and conditions of the Program, the CITY will reimburse ARTIST for eligible reimbursement costs in an amount not to exceed the sum of **[\$Dollar Amount]** incurred prior to the **December 31, 2026** ("Completion Deadline"). Costs eligible for reimbursement pursuant to this Agreement include the following: (i) fees incurred by ARTIST for design and completion of the Art Project, (ii) materials necessary for completion and installation of the Art Project, and (iii) other expenses previously approved by the CITY's Grand Avenue Art Project Committee and Public Art Commission. ARTIST will not be compensated or reimbursed for any work related to the Art Project that do not conform with the Project Documents.
4. Art Creation, Installation, and Removal.
 - a. *Authorization.* CITY authorizes ARTIST to install the Art Project at the Property in accordance with the Project Documents.
 - b. *Supervision.* The CITY, reserves the right to supervise ARTIST's installation of the Art Project. ARTIST shall provide CITY 10 days' advance written notice of when ARTIST intends to install the Art Project. ARTIST may proceed with such installation if the other Parties are not present, unless at least one of the other Parties has notified ARTIST in writing that ARTIST may not proceed unless the CITY is present.
 - c. *Performance.*
 - (1) ARTIST shall faithfully complete the Art Project in a proficient manner, to the satisfaction of the CITY, and in accord with the terms of this Agreement and the Project Documents. ARTIST shall be responsible for the professional quality, technical accuracy, timely completion, and coordination of all reports and other information furnished by ARTIST pursuant to this Agreement, except that ARTIST shall not be responsible for the accuracy of information supplied by the CITY.
 - (2) ARTIST understands and acknowledges that if the Art Project is not completed by the deadline set forth in the Project Documents, any reimbursement pursuant to Section 3 of this Agreement will be subject to the availability of funding at the time of actual completion of the Art Project.
 - (3) ARTIST shall furnish and deliver to the CITY, simultaneously with the execution of this Agreement, a Faithful Performance Bond in the form included as **Attachment "B"** to this Agreement, which is incorporated herein by this reference.
 - d. *Removal.* If HOST reasonably determines that the Art Project is limiting use of the Property, HOST may provide ARTIST with 60 days' advance written notice that HOST will remove the Art Project or any portion of it from the Property at the end of the 60-day notice period ("Removal Notice"). Upon ARTIST's receipt of a Removal Notice, CITY shall make reasonable efforts to find another suitable site for the Art Project.
5. Intellectual Property and Artist's Rights.
 - a. *Copyright.* Subject to the restrictions, rights, and authorizations hereunder, licenses granted to Owner hereunder, and unless otherwise agreed to by the Parties in writing, ARTIST shall retain all applicable rights pursuant to 17 U.S.C. § 106 in all original works of authorship produced

under this Agreement. If ARTIST is comprised of two or more individual persons, the individual persons shall be deemed joint authors of the Art Project.

- b. *Owner's Intellectual Property License.* ARTIST hereby grants to CITY; to CITY's agents, authorized contractors, and assigns; and to the CITY an unlimited and irrevocable license to do the following with respect to the Art Project:
 - (1) Use, Display, and Implementation. CITY may use and display the Art Project on the Property only. To the extent the Art Project involves design elements that are incorporated by ARTIST into the design of the Property, CITY may implement such elements at the Property.
 - (2) Reproduction and Distribution. CITY may make, display, and distribute, and authorize the making, display, and distribution of, photographs and other reproductions of the Art Sculpture. CITY may each use such reproductions for any CITY-related purpose, including with respect to advertising, educational, and promotional materials, brochures, books, flyers, postcards, prints, broadcasts, film, internet-based, and other multimedia publicity. CITY shall ensure that such reproductions are made in a professional and tasteful manner, in their sole and reasonable judgment. CITY shall make reasonable efforts to ensure that such reproductions include the following credit line and copyright notice where practicable: "[Title of Artwork]" © [Year of completion] by [ARTIST'S name or other copyright holder's name]." CITY may license or sublicense its rights for any private or commercial purpose. This license granted hereunder does not include the right to sell photographs or reproductions of the Art Project or to authorize the sale of such photographs or reproductions.
- c. *Third Party Infringement.* CITY is not responsible for any third-party infringement of ARTIST's copyright or for protecting ARTIST's intellectual property rights.
- d. *Publicity.* CITY shall have the right to use ARTIST's name, likeness, and biographical information in connection with the display or reproduction and distribution of the Sculpture. ARTIST shall be reasonably available to attend any ceremonies related to the Art Project at the request of the CITY.
- e. *Trademark.* In the event that the CITY's use of the SArt Project creates trademark, service mark, or trade dress rights in connection with the Art Project, HOST and the CITY shall have an exclusive and irrevocable right in such trademark, service mark, or trade dress.
- f. *Resale Royalty.* If CITY sells the Art Project as a fixture to the Property, CITY and ARTIST agree that the resale price of the Art Project shall be presumed to be less than the funds provided to ARTIST under this Agreement. Thus, CITY has no obligation to pay resale royalties pursuant to California Civil Code section 986 or any other law requiring the payment of resale royalties.
- g. *Waiver of Artist's Rights.* With respect to the Art Project produced under this Agreement, and in consideration of the procedures and remedies specified in this Agreement, ARTIST hereby waives any and all claims, arising at any time and under any circumstances, against the CITY (including its officers, agents, employees, successors, and assigns), arising under the federal Visual Artists Rights Act (17 U.S.C. §§ 106A and 113(d)); the California Art Preservation Act (Cal. Civ. Code § 987 et seq.); any other local, state, federal, or international laws that convey rights of the same nature as those conveyed under the above-referenced laws; or any other type of moral right protecting the integrity of works of art. Specifically, ARTIST hereby waives any and all such claims against CITY (including its officers, agents, employees, successors, and

assigns); any future owners or successors in interest of the Property; and the CITY (including its officers, agents, employees, successors, and assigns) for any alteration of the Art Project regardless of whether such alteration is made necessary for CITY to use the Property for its own business purposes. ARTIST hereby represents and warrants that the ARTIST is authorized to sign this waiver.

6. Maintenance and Repairs. CITY, as the owner of the Property, shall be responsible for maintenance and repair of the Sculpture. City agree to notify ARTIST if maintenance or repair of the Sculpture is required. ARTIST shall not be entitled to any compensation or reimbursement from the CITY for any costs associated with maintenance or repair of the Art Project
7. Termination. The Parties may mutually terminate this Agreement through a writing signed by all Parties. The CITY may unilaterally terminate this Agreement for any reason upon providing ARTIST with 10 days' advance written notice. ARTIST agrees to cease all work under this Agreement on or before the effective date of any notice of termination. If the CITY terminates this Agreement due to no fault or failure of performance by ARTIST, then ARTIST shall be reimbursed pursuant to Section 3 of this Agreement for work satisfactorily performed at the time of such termination. In no event shall ARTIST be entitled to receive more than the amount that would be paid to ARTIST for completion of the Art Project.
8. Insurance Requirements.
 - a. ARTIST shall procure and maintain, at its own cost, during the entire term of this Agreement, insurance against claims for injuries to persons or damages to property that may arise from or in connection with creation of the proposed Art Project, and the results of such work, by ARTIST, its agents, representatives, employees, or subcontractors. Insurance coverage shall be at least as broad as the following:
 - (1) *Commercial General Liability.* Insurance Services Office ("ISO") Form CG 00 01 covering Commercial General Liability on an "occurrence" basis, including products and completed operations, property damage, bodily injury, and personal & advertising injury, with limits no less than \$2,000,000 per occurrence and \$4,000,000 general aggregate.
 - (2) *Workers' Compensation.* Worker's Compensation as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limits of no less than \$1,000,000 per accident for bodily injury or disease or completed Declaration of Exemption from Labor Code §3700 form.
 - (3) If ARTIST maintains broader coverage and/or higher limits than the minimums otherwise required by this Agreement, the CITY requires and shall be entitled to the broader coverage and/or the higher limits maintained by ARTIST.
 - b. Each insurance policy required by this Agreement must be acceptable to the City Attorney and shall meet the following requirements:
 - (1) *Acceptability of Insurers.* Insurance coverage must be provided by an insurer authorized to conduct business in the state of California with a current A.M. Best's rating of no less than A-:VII, or as approved by the CITY.
 - (2) *Additional Insured Status.* The Commercial General Liability must name the CITY (including its officials, officers, agents, employees, and volunteers) specifically as an additional insured under the policy on a separate endorsement page. The Commercial General Liability additional insured endorsement shall be at least as broad as ISO Form CG 20 10 11 85, or if not available, through the addition of *both* CG 20 10, CG 20 26, CG 20 33, or CG 20 38, *and* CG 20 37 if a later edition is used.

- (3) *Primary Coverage.* ARTIST's insurance coverage shall be primary coverage at least as broad as ISO CG 20 01 04 13 with respect to the CITY, its officials, officers, agents, employees, and volunteers. Any insurance or self-insurance maintained by the CITY, its officials, officers, agents, employees, or volunteers shall be in excess of ARTIST's insurance and shall not contribute with it.
 - (4) *Notice of Cancellation.* Each insurance policy shall provide that coverage shall not be canceled, except with prior written notice to the CITY.
 - (5) *Waiver of Subrogation.* ARTIST hereby grants to the CITY a waiver of any right to subrogation that any insurer of ARTIST may acquire against the CITY by virtue of the payment of any loss under such insurance. ARTIST agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this subsection shall apply regardless of whether or not the CITY has received a waiver of subrogation endorsement from the insurer. Any Workers' Compensation policy required by this Agreement shall be endorsed with a waiver of subrogation in favor of the CITY for all work performed by the ARTIST, its agents, representatives, employees and subcontractors.
- c. *Verification of Coverage.* At the time ARTIST executes this Agreement, ARTIST shall provide the CITY with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting the insurance coverage required by this Agreement), which shall meet all requirements under this Agreement. The CITY reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by this Agreement, at any time.
 - d. *Special Risks or Circumstances.* The CITY reserves the right, at any point during the term of this Agreement, to modify the insurance requirements in this Agreement, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.
 - e. *No Limitation of Obligations.* The insurance requirements in this Agreement, including the types and limits of insurance coverage ARTIST must maintain, and any approval of such insurance by the CITY, are not intended to and shall not in any manner limit or qualify the liabilities and obligations otherwise assumed by ARTIST pursuant to this Agreement, including but not limited to any provisions in this Agreement concerning indemnification.
 - f. *Insurance Fees.* ARTIST may request that the CITY pay costs associated with ARTIST's compliance with this Section 8. The CITY, in its sole discretion, may elect to pay all, a portion of, or none of such costs.
 - g. Failure to comply with any of the insurance requirements in this Agreement, including but not limited to a lapse in any required insurance coverage during the term of this Agreement, shall be a material breach of this Agreement. In the event that ARTIST fails to comply with any such insurance requirements in this Agreement, in addition to any other remedies the CITY may have, the CITY may, at its sole option, (i) immediately terminate this Agreement; or (ii) order ARTIST to stop work under this Agreement and/or withhold any payment that becomes due to ARTIST until ARTIST demonstrates compliance with the insurance requirements in this Agreement.

9. Indemnification, Duty to Defend, and Hold Harmless.

- a. ARTIST represents and warrants that the Art Project is the sole work of the ARTIST and does not infringe the intellectual property rights of any third parties. ARTIST agrees to indemnify HOST and the CITY against any claims brought against HOST or the CITY alleging that the Sculpture infringes the intellectual property rights of any third parties.
- b. ARTIST (including ARTIST's agents, employees, and subcontractors, if any) shall indemnify, defend, and hold harmless the CITY, its officials, officers, agents, employees, and volunteers from and against any and all claims, demands, actions, causes of action, proceedings (including but not limited to legal and administrative proceedings of any kind), suits, fines, penalties, judgments, orders, levies, costs, expenses, liabilities, losses, damages, or injuries, in law or

equity, including without limitation the payment of all consequential damages and attorney's fees and other related litigation costs and expenses (collectively, "Claims"), of every nature caused by, arising out of, or in connection with ARTIST's creation of the proposed Art Projector its failure to comply with any of its obligations contained in this Agreement, except where caused by the sole negligence or willful misconduct of the CITY.

c. All terms and provisions within this Section 9 shall survive the termination of this Agreement.

10. Attorney's Fees and Costs. In any action to enforce the terms and conditions of this Agreement, the prevailing Party shall be entitled to reasonable attorney's fees and costs.
11. Independent Contractor. ARTIST is an independent contractor, and no agency or employment relationship is created by the execution of this Agreement.
12. Amendment. This Agreement shall not be amended except in a writing signed by all Parties.
13. Merger Clause. This Agreement, together with its attachments or other documents described or incorporated herein, if any, constitutes the entire agreement and understanding of the Parties concerning the subject of this Agreement and supersedes and replaces all prior negotiations, understandings, or proposed agreements, written or oral, except as otherwise provided herein. In the event of any conflict between the provisions of this Agreement and any of its attachments or related documents, if any, the provisions of this Agreement shall prevail.
14. Anti-Waiver Clause. None of the provisions of this Agreement shall be waived by the CITY because of previous failure to insist upon strict performance, nor shall any provision be waived because any other provision has been waived by the CITY, in whole or in part.
15. Severability. This Agreement shall be performed and shall be enforceable to the full extent allowed by applicable law, and the illegality, invalidity, waiver, or unenforceability of any provision of this Agreement shall not affect the legality, validity, applicability, or enforceability of the remaining provisions of this Agreement.
16. Governing Law. This Agreement and all rights and obligations arising out of it shall be construed in accordance with the laws of the State of California. Venue for any action arising from this Agreement shall be conducted only in the state or federal courts of San Diego County, California.
17. Counterparts. This Agreement may be executed on separate counterparts, each of which shall be an original and all of which taken together shall constitute one and the same instrument. Delivery of an executed signature page of this Agreement by electronic means, including an attachment to an email, shall be effective as delivery of an executed original. The Agreement on file with the City is the copy of the Agreement that shall take precedence if any differences exist between or among copies or counterparts of the Agreement.
18. Provisions Cumulative. The foregoing provisions are cumulative to, in addition to, and not in limitation of any other rights or remedies available to the CITY.
19. Notice. Any statements, communications, or notices to be provided pursuant to this Agreement shall be sent to the attention of the persons indicated herein, and each Party shall promptly provide the other Parties with notice of any changes to such contact information.
20. Business License. ARTIST shall obtain a City of Escondido Business License prior to execution of this Agreement and shall maintain such Business License throughout the term of this Agreement.
21. Compliance with Laws, Permits, and Licenses. ARTIST and HOST shall each keep itself informed of and comply with all applicable federal, state, and local laws, statutes, codes, ordinances, regulations, rules, and other legal requirements in effect during the term of this Agreement. ARTIST

shall obtain any and all permits, licenses, and other authorizations necessary to complete the proposed Art Project. Neither the CITY, nor any elected or appointed boards, officers, officials, employees, or agents of the CITY, shall be liable, at law or in equity, as a result of any failure of ARTIST to comply with this section.

22. Advice of Counsel. The Parties hereby acknowledge that they have executed this Agreement after having the opportunity to consult with, and receive the advice of, their own legal counsel.
23. Effective Date. Unless a different date is provided in this Agreement, the effective date of this Agreement shall be the latest date of execution set forth by the names of the signatories below.

IN WITNESS WHEREOF, this Agreement is executed by the Parties or their duly authorized representatives as of the Effective Date:

CITY OF ESCONDIDO

Date: _____

[City Manager/Department Head/Designee Name/Title]

[ARTIST]

Date: _____

Signature

Name & Title (please print)

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY
MICHAEL R. MCGUINNESS, CITY ATTORNEY

BY: _____

THE CITY OF ESCONDIDO DOES NOT DISCRIMINATE AGAINST QUALIFIED PERSONS WITH DISABILITIES.

Attachment “A”

Public Art Location

SAMPLE

Attachment "B"

Bond No.: _____

Premium: _____

FAITHFUL PERFORMANCE BOND

KNOW ALL BY THESE PRESENTS,

WHEREAS, The City Council of the City of Escondido, State of California, and [Contractor/Principal], a [Entity Type] ("Principal"), have entered into that certain Public Art Agreement dated [Effective Date of Agreement] ("Agreement," hereby referred to and made a part hereof), whereby Principal has agreed to install and complete certain designated public improvements associated with the [Project name] Project.

WHEREAS, the Principal is required under the terms of the Agreement to furnish a bond for the faithful performance of the Agreement.

NOW, THEREFORE, we, the Principal and _____, a _____ organized and existing under the laws of the State of California and authorized to act as a surety in the State of California ("Surety"), are held and firmly bound unto the City of Escondido, a California municipal corporation ("City") in the penal sum of [spell out amount] dollars and zero cents ([Dollar Amount]), lawful money of the United States of America, for the payment of which sum well and truly to be made, we bind ourselves, our heirs, successors, executors, and administrators, jointly and severally, firmly by these presents.

THE CONDITION of this obligation is such that if the Principal, or its heirs, executors, administrators, successors, or assigns, shall in all things stand to and abide by, and well and truly keep and perform the covenants, conditions, and provisions in the Agreement and any alteration thereof made as therein provided, on its part, to be kept and performed at the time and in the manner therein specified, and in all respects according to their true intent and meaning, and shall indemnify and save harmless the City, its officers, agents, and employees, as therein stipulated, then this obligation shall become null and void; otherwise, it shall be and remain in full force and effect.

As a part of the obligation secured hereby and in addition to the face amount specified therefor, there shall be included costs and reasonable expenses and fees, including reasonable attorney's fees, incurred by the City in successfully enforcing such obligation, all to be taxed as costs and included in any judgment rendered.

The Surety hereby stipulates and agrees that no change, extension of time, alteration, or addition to the terms of the Agreement or to the work to be performed thereunder or the specifications accompanying the same shall in any manner affect its obligations on this bond, and the Surety hereby waives notice of any such change, extension of time, alteration, or addition to the terms of the Agreement or to the work or to the specifications.

IN WITNESS WHEREOF, this instrument has been duly executed by the Principal and Surety above named, as of this _____ day of _____, 20__.

Name of Principal

By: _____
Signature of Person Signing on Behalf of Principal

Address of Principal

Name of Person Signing on Behalf of Principal

Title of Person Signing on Behalf of Principal

Name of Surety

By: _____
Signature of Person Signing on Behalf of Surety

Address of Surety

Name of Person Signing on Behalf of Surety

Title of Person Signing on Behalf of Surety

(ACKNOWLEDGMENTS OF EXECUTION BY PRINCIPALS AND SURETY MUST BE ATTACHED.)

APPROVED AS TO FORM:

OFFICE OF THE CITY ATTORNEY
MICHAEL R. MCGUINNESS, City Attorney

BY: _____

Submission Number	Artist	Affiliation	Rater 1	Rater 2	Rater 3	Rater 4	Final Score
1	Christopher Puzio	Puzio, Inc.	95	99	100	99	98.25
9	Micheal Stutz	Independent	98	90	100	93	95.25
2	Daniel Borins/Jennifer Marman	Team	88	90	95	95	92
10	Nick Athanasiou	Skunk Control Pty Ltd	86	75	100	97	89.5
8	Maria Titova	Farallon Design Studios	91	95	85	85	89
17	Johnny Bear	Johnny Bear Art	88	87	80	85	85
12	Pete Goldlust/Melanie Germond	The Germlusts	78	98	80	83	84.75
13	Jonathan Russel/Saori Ide	Ride Art	68	100	80	90	84.5
15	Vicki Leon	Independent	86	77	95	70	82
11	Nick Petronzio	Artscape Sculpture Studio	55	98	100	70	80.75
14	Sean Orlando	Engineered Artworks, LLC	70	98	70	72	77.5
4	MJ Brovold/Colin Jemmott	Glass House Artists	72	35	72	77	64
6	James Stone	Stone and Glass	60	55	60	62	59.25
3	Elizabeth & Duffy Healey	Team	58	51	50	75	58.5
5	Ilya Idelchik	Independent	65	28	45	70	52
16	Wendell Perry/Peter Mitten	Petter/Mitten Sculpture Team	53	33	50	47	45.75
7	Jose D. Trejo-Maya	Independent	48	53	20	53	43.5

Artist- Michael Stutz

www.stutzart.com

“My art becomes a part of peoples’ lives- greeting, accompanying, and filling spaces with iconic, playful, sometimes heroic presences.”

Natural forms, textures, and light play through my sculptures, shifting between internal and external space. Linear fluidity and bundled energy evoke movement and feeling. The participating viewer has space for interpretation and sees how process and craftsmanship are integral to the expression of the work. Be it bronze, stainless steel, or painted metal, I fabricate with permanent, high quality materials. Strips come together, from many directions, to make a whole- metaphorically reflecting human connection and community. I want to engage with those who live and interact with the art on a daily basis.

For a roundabout project in Bend Oregon, I created a 24 feet tall sculpture of a woven steel wheel that connects the timber mills from Bend’s past, the rolling wheels of cars, and a hamster wheel- humorously representing the routine of daily life. Inside the wheel is a glowing blue and green Circle of Life fabricated of silicon bronze strips. Sunlight sparkles through the openings in the sculptural space. Bronze’s reflective depth, and warm earth tones, have exceptional, low maintenance durability. The Circle of Life curves out like a partial globe, evoking the waters of the Deschutes River, clouds and wind over the Cascade mountains, and our blue Earth seen from the void of space. The wheel is high up in the air, having a striking presence above the traffic signs, crosswalks, cars, businesses and homes of this active site. The circle echoes the shape of the roundabout and the height of the installation makes it viewable from many vantage points, but also discourages people from entering the more pedestrian unfriendly interior space of the roundabout to interact with the art. And atop it all is a gold leaf covered squirrel. People have formed a daily attachment to this precious, playful little creature. This circle celebrates Bend as a place intricately connected to nature, where people live and play outside year round. The Golden Squirrel’s Wondrous World is our world too. I will bring this sense of storytelling, using excellent fabrication techniques and materials to your project in Escondido.

To understand a site, I lead public forums where members of the community and project stakeholders come together to discuss the values they hold dear, and their hopes for the art. For example, a recent project in Sacramento is a tribute to the energy and natural surroundings of the Natomas Community and to the Firefighters of Station 15 at which the work is sited. During exploratory site visits, I rode around with the first responders when they went on call, and then held public meetings with members of the community. They had differing ideas about what the art should be. The firefighters wanted it to be about their daily dedication to protecting the community, while long time residents of Natomas community felt the art should reflect the natural beauty of their neighborhood. The resulting sculpture, “Nighthawk Moving Over the Waters,” is a 16 feet tall freestanding stainless steel and bronze tableau. The central figure is a bronze lesser Nighthawk – a native California bird- that is native to the Sacramento area. It is the mascot for the Fire Station 15 crew, which is know for being constantly on call- and of the local high school football team. The sculpture connects the firefighters to the community they serve, and is a symbol of the natural world prized by the local people.

I will bring these qualities and sensitivities to working with the people of Escondido to create an iconic sculpture for your community.

Public Art Projects

- 2023 Bend, Oregon - Golden Squirrel's Wondrous World- A roundabout sculpture about the region's natural environment
UNC Greensboro, NC • *Astera*, a bronze figure celebrating women's empowerment
- 2022 Napa, CA • *Coyote*, bronze coyote for Farmhouse Winery
- 2021 Fort Collins, CO • *Double Equus*, Johnson Family Equestrian Hospital at Colorado State University
- 2020 Helena, MT • *Equity Fountain*, stainless steel fountain for the capital grounds
Sacramento, CA • *Nighthawk Over the Waters*, an installation for the Natomas Community and new Firestation 15
- 2019 El Paso, TX • *Jackrabbit*, bronze sculpture for Bartlett park playground; Installation December 2019
Leawood, KS • bronze walking woman installation for a public activity park; Installation April 2019
Carlsbad, CA • *Carlsbad Beach Chair*, design and fabrication of public beach chairs to be installed throughout the city
Redondo Beach, CA, One South mixed use development • Sculptures in a public mezzanine; Commissioned by Cape Point Development
- 2018 Laguna Beach, CA • *Boom Boom Bench*, bronze bench commemorating the local LGBT community
- 2016 Cartasia 2016 Paper Art Biennale, Lucca, Italy • Site-specific installation of a publicly displayed cardboard sculpture in the historic city of Lucca as part of the invitational Biennale
- 2013 ResMed Corporation Sculpture Garden, San Diego, CA • *ResHead*, walk-in sculpture; *Skygrass*, abstracted sculpture with night time illumination; Commissioned by Peter Farrel, CEO Resmed Corporation
Texas Tech University, Lubbock, TX • *Four Faces*, Commissioned by the Texas Tech Public Art Program
- 2012 Carlsbad First Responders Training Facility, Carlsbad CA • *Portrait Heads*, Commissioned by the City of Carlsbad
Westin Gaslamp, San Diego, CA • *Flame Flower*, stainless steel abstract sculpture with programmable LED light fixtures; Commissioned by the Westin Horton Plaza
- 2011 Pacific Shores Community, Huntington Beach, CA • *Great Egret*, Commissioned by Christopher Homes
San Diego County Regional Library Fallbrook, CA • *Diaphanous Grove*, (30' x 8'), interior artistic security gate; Commissioned by Friends of the Fallbrook Library
- 2010 North Carolina State University, Raleigh, NC • *Wolf Plaza*, 3 twice life-size wolves and landscaped environment; Commissioned by North Carolina State University
- 2009 Cary, North Carolina • *Hot-Rolled Equus*, ten feet tall steel horse bust
San Diego, CA • *Penelope*, woven bronze sculpture; Commissioned by Port of San Diego, funded by San Diego sculpture show award
- 2008 I-64 Pedestrian Bridge and Greenway, Cary, NC • *Bowstring Vines*, six 25' to 30' sculptural sections spanning over 300' bridge
State Capital Grounds, Des Moines, IA • *Iowa State Worker's Monument*, Commissioned by the Iowa State Worker's Monument Committee
- 2007 Del Mar, CA • *Lithonia*, temporary outdoor cardboard exhibition of a horse sculpture
- 2006 Buenaventura Golf Course, Ventura, CA • *The Big Swing*, Commissioned by the City of Ventura
- 2006 Olinda Ranch Park and Playing Field, Brea, CA • *Brea Red Tail Hawk*, Commissioned by the City of Brea
Chattanooga, TN • *Crows*, temporary outdoor cardboard installation, 2006-2008
- 2005 Grace Street Police Headquarters, Richmond, VA • *Thin Blue Line*
San Francisco International Airport, CA • *Kore*, cardboard sculpture for the airport's permanent collection
Camden Community Center, San Jose, CA • *Hand in Hand*, Commissioned by the San Jose Arts Commission
- 2004 Jacksonville Equestrian Complex, Jacksonville, FL • *Pine Breeze Dandy*, Commissioned by the City of Jacksonville

Public Art Projects *continued*

- 2003 **Metro Gold Line Light Rail System, South Pasadena, CA** • *Astride-Aside*, woven bronze walking figure
- 2002 **Santa Monica Boulevard, West Hollywood, CA** • *Coyote*, temporary cardboard installation for *Art on the Outside - Edges and Hedges*; Commissioned by the West Hollywood Fine Arts Commission
- University Station, Salt Lake City, UT** • *Flame Figure*, woven bronze figure for the Utah Transit Authority - University Line; Commissioned by the Salt Lake City Arts Council to commemorate the 2002 Winter Olympics
- 2001 **PGE Park, Portland, OR** • *Facing the Crowd*, two woven bronze faces; Commissioned by the Regional Arts and Culture Council
- 2000 **W Hotel, San Francisco, CA** • *Pneumatic Dreamer*, woven bronze sculpture; funded under the San Francisco Redevelopment Agency Percent for Art Program (juried with participation of the San Francisco Museum of Modern Art)
- 1999 **Yerba Buena Center for the Arts, San Francisco, CA** • *Sticky-Stuck*, Marriot window installation in conjunction with *Bay Area Now Live*
- 1999 **Art Ship Windows Program (Jack London Square), Oakland, CA** • *Crib* and *Headland's Hand*, sculptural installations
- 1998 **Luggage Store Annex, San Francisco, CA** • *Crib*, site-specific public art installation

Selected Exhibitions

- 2017 **Torrance Art Museum, Torrance CA** • *Pulp Fiction*
- 2014 **San Francisco Museum of Craft and Design, CA** • *Elevated Corrugated*
- 2013 **Bedford Gallery, Walnut Creek, CA** • *Larger than Life*
- 2012 **Cannon Gallery, Carlsbad, CA** • *Public Artists – Private Works*, Michael Stutz
- 2009 **San Jose Museum of Art, San Jose, CA** • *This END Up*, contemporary cardboard sculpture
- Santa Rosa Junior College, Santa Rosa, CA** • *Concepts and Processes in Public Sculpture*
- Western Illinois University, Macomb, IL** • *Third Annual Unorthodox Materials Show*
- 2008 **Palos Verdes Art Center, Palos Verdes, CA** • *Spirit of the Horse*
- Fallbrook Center for the Arts, Fallbrook, CA** • *Art of the Horse*
- 2003 **Parisi Gallery, Del Mar, CA** • on-going exhibit of cardboard sculptures
- 1999 **Dean Leshner Regional Center for the Arts, Bedford Gallery, Walnut Creek, CA** • *Unboxed*
- Luggage Store Gallery, San Francisco, CA** • *Frenzied*, Artists in Support of the Luggage Store
- Headland's Center for the Arts, Marin, CA** • *Mystery Box Auction*
- Somar Gallery, San Francisco, CA** • *Them*, a multi-disciplinary exhibition
- 1998 **Headlands Center for the Arts, Marin, CA** • *Headland Hand*, site-specific installation
- Yerba Buena Center for the Arts, San Francisco, CA** • *Crib*, Grand Lobby installation
- 1993 **The Refusalon, San Francisco, CA** • *From Desire to Decay*
- 1987 **The Candy Factory Annex, Dulin Museum, Knoxville, TN** • Recent Paintings and Constructions
- 1985 **York Street College of Art and Design, Belfast, Northern Ireland** • *Belfast Works*

Experience, Education & Awards

- 1996-2000 Professional Prop Designer and Builder, San Francisco, CA
Photographic props for ads appearing in numerous national magazines
- 1993-1996 Parade Float Sculptor and Designer, Mardi Gras, New Orleans, LA
- 1988-1993 Display Artist, Macys, San Francisco, CA
- 1986 B.F.A., University of Tennessee Knoxville
Oxbow Summer School of Painting, Saugatuck, MI
- 1984-1985 York Street College of Art and Design, Student Exchange Scholarship, Belfast, Northern Ireland
- 1982 University of Tennessee High School Art Competition Scholarship Award
Arrowmont School of Arts and Crafts, Gatlingburg, TN

Michael Stutz SCULPTOR

1850 Camino Rainbow
Fallbrook, CA 92028
ph: 858-775-3607
e-mail: mdstutz@gmail.com
www.stutzart.com

REFERENCES

"Astride-Aside"

Lesley A. Elwood
Principal, Elwood + Associates
13428 Maxella Avenue #636 Marina del Rey, CA 90292
cell: 310-489-7321
e-mail: lesley@elwood.us

"Nighthawk Moving Over the Waters"

Donald Gensler
Art in Public Places Project Manager
Sacramento Office of Art and Culture
915 I Street, 3rd floor
(o) 916-808-8493
(m) 916-955-4564
e-mail: dgensler@cityofsacramento.org

"Wolf Plaza"

Tom Skolnicki
NC State University Office of the University Architect
Campus Box 7519
Raleigh, NC 27695-7519
ph: 919-515-8050
e-mail: tjskolni@ncsu.edu



Item 4.

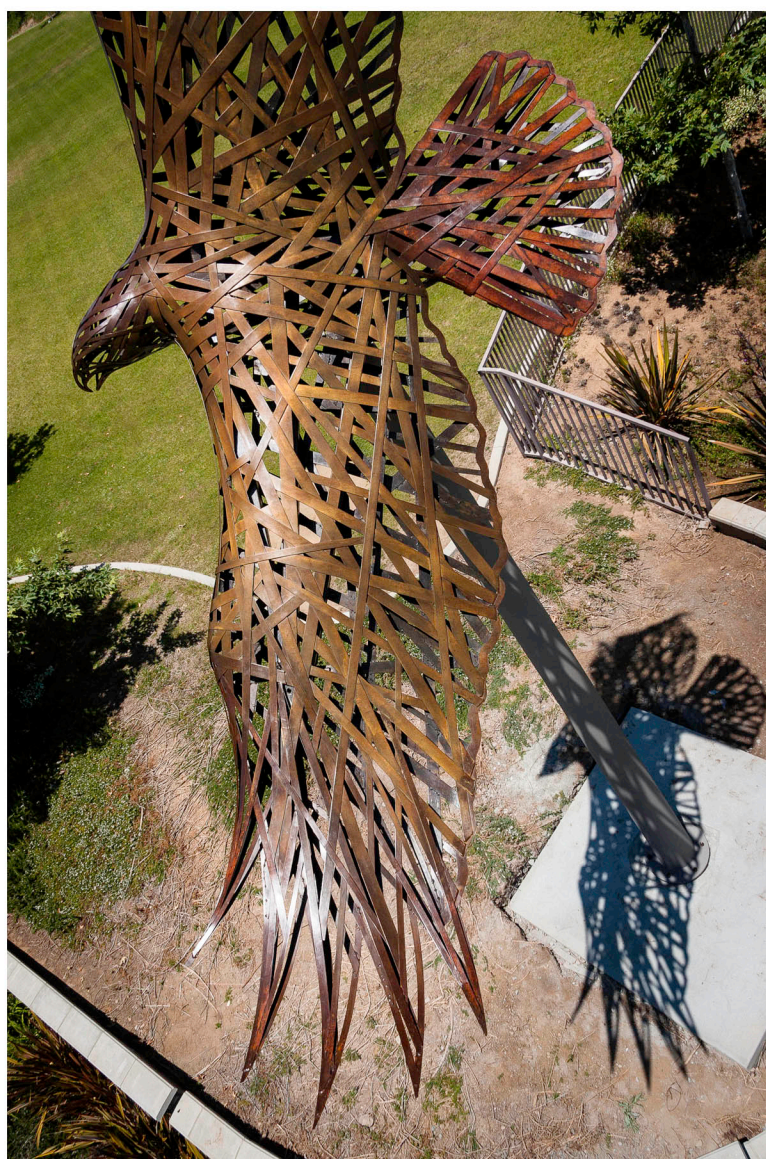
Golden Squirrel's Wondrous World

Sept, 2023 Location: Bend, Oregon

Steel, Bronze, Gold Leaf, Concrete

Dimensions: 28' x 11.5' x 7' Budget: \$130,000

Golden Squirrel is a striking presence above this active roundabout. The hamster wheel of daily routine, the circle of life- reflecting the lands and waters of the Cascade mountains, and the humorous squirrel, celebrate Bend as a place intricately connected to nature.



Item 4.



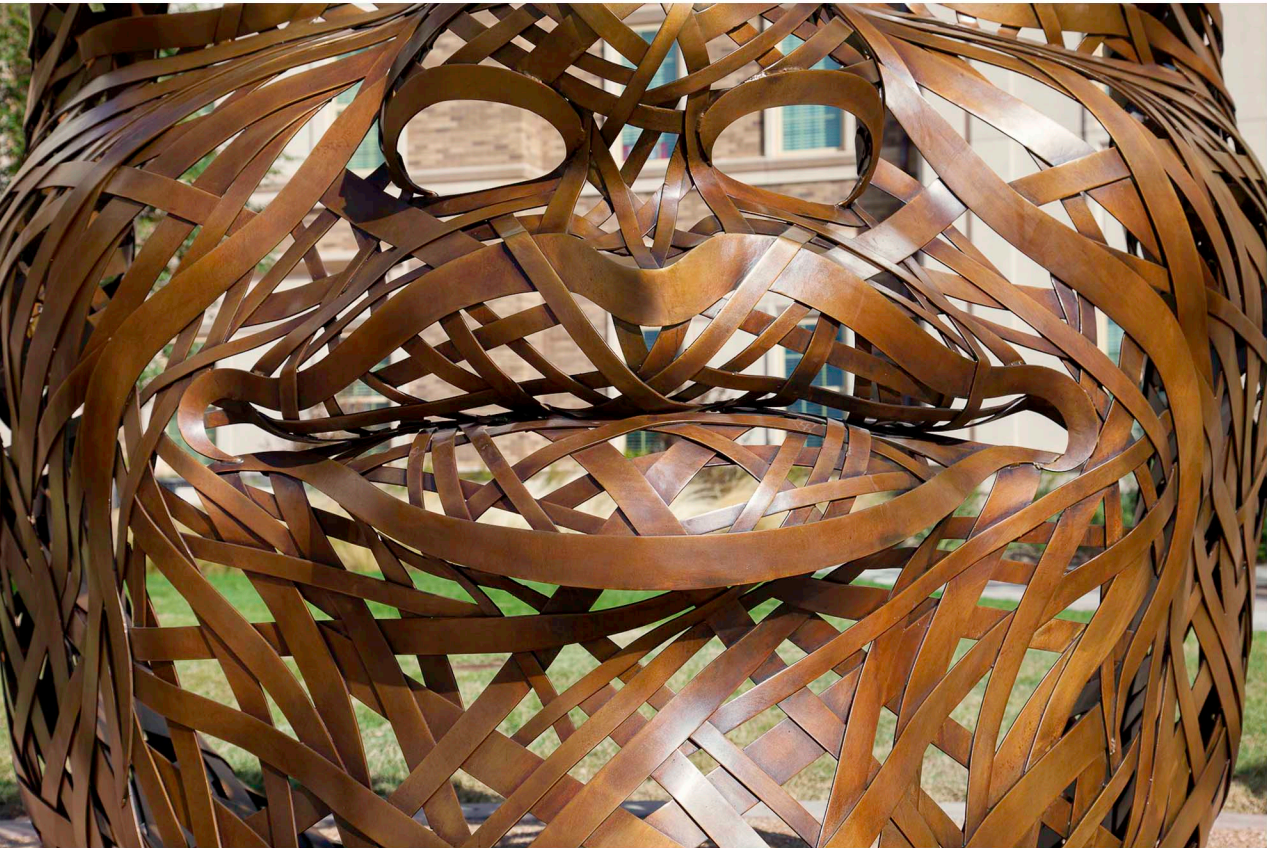
Redtail Hawk 2007 Brea, CA Bronze , Stainless teel, Steel
 32' x 20' x 12' \$200,000 Commissioned by City of Brea

An immediately recognized part of the local environment, the Red Tail is a majestic symbol of our close connection to the natural world, and a call to respect and protect the delicate balance with the earth that humans control.



Wolf Plaza North Carolina State Raleigh 2010
Medium: Bronze, Stainless Steel Dimensions: 5'- 8.5' x 3' x 9'- 12.5' \$350,000

The Wolf Plaza at North Carolina State University is amidst a bustling space, an intersection of student life. Three woven bronze wolf sculptures are seen walking in a steady procession across the plaza. These sculptures have become iconic presences at the campus, connecting with students and alumni who pass through the plaza and this time of life- as do the wolves themselves.



Four Faces 2013 Texas Tech University, Lubbock, TX
Bronze, landscape path 7' x 6.5' x 3.5' each \$350,000 Commissioned by Texas Tech

***4 woven bronze faces representing the diversity of the student population.
Installed as an event piece at the Talkington Hall Dormitory
Commissioned by the Texas Tech Public Art Program***



NightHawk Moving Over The Waters

Location: Sacramento, CA Installed: July 2020

Medium: Welded Silicon Bronze, Stainless Steel

Dimensions: 17.5' h x 8" w x 7' d

Commissioned by: Metro Arts Sacramento Budget \$99,000

Nighthawk Over the Waters is a tribute to the energy and natural surroundings of the Natomas Community and to the firefighters of Station 15. The central figure is a lesser Nighthawk – a native California bird that is an established presence in the Sacramento area. It is the mascot for the Fire Station 15 crew- known for being constantly on call. The nighthawk is a symbol of vigilance, protection, speed, and vision.



Request for Qualifications

Grand Avenue Roundabout Public Art Project

The City of Escondido

August 13, 2025

To the Selection Committee:

We are pleased to submit our qualifications for the current opportunity at the Grand Avenue Roundabout. Our public art practice focuses on helping communities make their environment more engaging and beautiful, instilling a sense of joy and playfulness into daily life, and celebrating the stories that make this place special. As frequent visitors to San Diego, with close family connections in the area, and strong artistic ties to Escondido, this project is one that is close to our hearts.

"Authentically Escondido" is a theme that resonates deeply for us. We are both great longtime fans of Nikki de Sant Phalle. She has been a primary influence on our approach to public art. We made our first pilgrimage to Kit Carson Park quite a few years ago- it would not be an overstatement to say that this visit was foundational for us, at a time we were just starting out in the public art field.

Our work takes much inspiration from Sant Phalle's sense of play and formal invention, her bold colors, and the joy that her work projects. We often use engaging, playful forms to tell local stories that illuminate a community's history. Our recent projects have celebrated subjects ranging from prehistoric camel species of the Sonoran Desert to the lost Camas Prairies of the Willamette Valley, to the largest mass UFO sighting in history (The Phoenix Lights). We recently completed a large project for Flagstaff (AZ) Pulliam airport that celebrates the unique, diverse cultural history of Coconino County, introducing the region to travelers visiting the Grand Canyon.

Since 2009, we've been awarded 30+ public commissions across the U.S. Projects include sculpture, wall reliefs, and murals, in a wide range of media, with budgets up to \$400K. Materials include metalwork (steel, stainless, aluminum), concrete, terrazzo, mosaic tilework, and other durable techniques suitable for exterior locations like Grand Avenue.

Initial thoughts about creating 'Authentically Escondido' artwork

We're tremendously excited about Escondido's artistic heritage. In this project, we see a wonderful opportunity to combine the joyously playful spirit of Nikki de Sant Phalle's work with the ornate metalwork of traditional Spanish architectural forms. We imagine artwork that conjures up Dr. Seuss-like sculptural forms embellished with colorful mosaic accents, paying tribute to the city's landmark sculpture garden. We would draw on stories from all periods of Escondido's rich history to tell the community's stories.

Our work often involves creating expansive installations composed of multiple art elements. Many feature seating, lighting, kinetics, sidewalk inlays, or other interactive features. Often our sculptural forms are richly embellished with surfaces composed of laser-cut metal and/or colorful mosaic elements. This approach could be a great fit for Escondido. We would love to explore the possibility of creating additional art elements that extend the visual themes of the roundabout sculpture to other areas of the city.

COMMUNITY ENGAGEMENT STATEMENT

Community collaboration is an essential part of our work as public artists. We understand the importance of listening closely to stakeholders and working cooperatively to discover Escondido's distinct needs for this project.

Learning from local stories is central to our work as visual storytellers. We love the challenge of making a complex story visually compelling and comprehensible to a wide audience of all ages. We especially value projects where the community seeks to uncover and celebrate a wider cross-section of its own deep history and culture. Our passion for historical research and our playful, imagery-rich approach lend themselves to projects that prioritize inclusivity and broad representation.

Our community leadership backgrounds

As parents and teachers, we love taking any opportunity to involve kids and other community members in our public art projects. We've both been actively engaged, over many years, in helping to create educational and arts opportunities for kids and adults, within our own community of Eugene, Oregon, and elsewhere.

Prior to relocating to the northwest, Pete served as Executive Director of Central School Project, a regional arts nonprofit in the underserved border region of southeastern Arizona with a focus on youth arts programming. Melanie founded and programmed an arts-based summer camp for local kids. She has taught both art and music to elementary and middle school students here in Eugene. We were both co-founders of the first licensed Montessori preschool in our region of Arizona.

We would certainly be open to the possibility of working with local Escondido schools or other community groups to integrate hands-on learning experiences and provide input into the design process for the roundabout artwork.

Our approach to community collaboration

During the planning stages of a project, we work directly with people who will use the space, conducting research into the cultural, historic and environmental background of the site. As a project progresses, we enjoy the constructive dialog with architects, engineers, and administrators. We are gratified to have established lasting, constructive, collaborative relationships among the partners on our public art projects.

One recent project example

"The Coconino Scroll" was commissioned by The City of Flagstaff (AZ) for the entry to Pulliam Airport. The "Scroll" is a densely illustrated steel and glass fence, composed of interwoven images that celebrate the history, environment, and culture of Flagstaff and its surroundings. The artwork emphasizes surprising, little-known stories, representing the rich cultural diversity of the area. An accompanying series of 23 cast bronze informational plaques, "Footnotes", are embedded in the sidewalk next to the fence. These provide background texts about the fence images and stories.

The Flagstaff community had many different groups that wanted to have input into the project. The design phase happened to be right at the height of Covid, so face-to-face meetings weren't possible. We worked with the administrator to find other ways to connect. We hosted a series of online meetings with representatives of different groups, community leaders, etc. We solicited input via online surveys and email. We vetted every piece of text and imagery with relevant community members and groups, and we were gratified by the positive response we got from throughout the community, and the broad sense of ownership these various groups have expressed about the project since its completion.

Thank you

We strive to make work that warms and humanizes public spaces, that is inspired directly from local stories and is visually rich enough to engage viewers' interest, across repeated encounters with the work. We would be delighted to work with the residents of Escondido to create a distinctive, welcoming series of artworks that explores the web of relationships between the people, history, and environment of Authentic Escondido. Thank you for your consideration.

Sincerely,
Pete Goldlust & Melanie Germond

Education

- 2001 **The School of the Art Institute of Chicago** Master of Fine Arts • John Quincy Adams Fellowship
1991 **Syracuse University** Bachelor of Fine Arts (Cum Laude) in Painting

Public Art Commissions

- | | |
|------|---|
| 2024 | University of Oregon Intl. Zebrafish Research Center / mosaic reliefs (w/ <i>Melanie Germond</i>) |
| | Tucson/Pima County (AZ) Santa Cruz River Pathway / sculpture (w/ <i>Melanie Germond</i> ; in process) |
| 2023 | Valley Metro Rail (Phoenix, AZ) 25 th & Dunlap light rail station / sculpture group and shade screens |
| | Flagstaff Pulliam Airport (AZ) Sculptural stained-glass fence, bronze plaques (w/ <i>Melanie Germond</i>) |
| 2022 | The City of Eugene (OR) Echo Hollow Pool / sculpture, seating, wall reliefs (w/ <i>Melanie Germond</i>) |
| | UNK Plambeck Early Childhood Education Ctr (NE) Kinetics, reliefs, etched glass (w/ <i>M. Germond</i>) |
| | Arts Commission of Gr. Toledo (OH) Glass City Convention Ctr / project management (w/ <i>Yusuf Lateef</i>) |
| 2021 | The City of Redmond (WA) Redmond Pool / relief sculpture for building facade (w/ <i>M. Germond</i>) |
| | The City of Eugene (OR) Campbell Community Center / kinetics, reliefs, sidewalk inlays (w/ <i>M. Germond</i>) |
| | The City of Corvallis (OR) Corvallis Community Center / stained glass, wall reliefs (w/ <i>M. Germond</i>) |
| | The City of Washington DC Kimball Elementary School / kinetic sculpture, wall reliefs |
| | Downtown Santa Monica (CA) Printed mural |
| | Louise Hopkins Underwood Ctr for the Arts (Lubbock, TX) Exterior painted mural (w/ <i>Bayne Gardner</i>) |
| 2020 | Toledo ProMedica Hospital (OH) Painted murals throughout Generations Tower (w/ <i>M. Germond</i>) |
| 2019 | Garfield Station (Eugene, OR) Exterior painted mural (w/ <i>Melanie Germond</i>) |
| | Art Walk Edmonds (Edmonds, WA) Exterior painted mural (w/ <i>Melanie Germond</i>) |
| | The City of Glendale (AZ) Heroes Regional Park Branch Library / terrazzo, glass, reliefs, and mural |
| | Municipality of Anchorage (AK) Mural/installation built from recycled plasticware (w/ <i>M. Germond</i>) |
| | The City of Chandler (AZ) In Flux project / water jet-cut aluminum sculpture (w/ <i>Melanie Germond</i>) |
| 2018 | The City of Auburn (WA) Painted storefront mural and installation |
| | The City of Washington DC MacFarland Middle School / laser-cut steel privacy screen |
| 2017 | Tacoma-Pierce County Chamber (WA) Painted storefront mural/installation |
| 2014 | Chiricahua Community Health Centers (AZ) Installation constructed from recycled plasticware |
| 2013 | Scottsdale Public Art (AZ) Canal Convergence project / soft sculpture installation |
| | The City of Tempe (AZ) Tempe Transportation Center facade / printed mural |
| 2012 | Wickiup Hill Learning Center (IA) Soft sculpture installation and interactive tactile mural |
| | Tucson Modern Streetcar Line (AZ) Fourth Avenue Station / shade structures, furniture (w/ <i>Mary Lucking</i>) |
| 2011 | Children's Museum of Phoenix (AZ) Interactive soft sculpture exhibit with architecture and activities |
| 2010 | Scottsdale Public Art (AZ) Installation of window murals and polymer sculptures |
| | Walnut Creek Library (CA) Installation of polymer sculptures |
| | City of Loveland (CO) Cast concrete relief mural for bike trail and underpass (w/ <i>Mary Lucking</i>) |
| 2009 | New Mexico Arts, Las Cruces (NM) Soft sculpture installation using recycled textiles (w/ <i>M. Lucking</i>) |

Solo Exhibitions

- 2019 **Pete Goldlust: Crowd Scenes and Questionable Hybrids** Lane Community College, Eugene, OR
The Art of Being an Artist The Arts Center, Corvallis, OR (two-person show)
- 2012 **Pete Goldlust: Recent Work** Sam-Poe Gallery, Bisbee, AZ
- 2007 **Malflourished** Gallery Revisited, Los Angeles (collaboration w/Julie Hughes)
- 2005 **Turned Out / Doubled Over** Gallery 825, Bergamot Station, Santa Monica (w/ Julie Hughes)
Plotters, Patsies, and Plankwalkers DiRT Gallery, West Hollywood
- 2002 **Weenieland Adventures** Carl Hammer Gallery, Chicago

Selected Group Exhibitions

- 2020 **2020 Eugene Biennial** Karin Clarke Gallery, Eugene (OR)
- 2017 **Microbiomes: To See the Unseen** The Arts Center, Corvallis (OR) Curator: Hester Coucke, TAC
- 2009 **20 x 20 x 20 Compact Competition** Louisiana State University, Union Art Gallery, Baton Rouge
- Sweetness** Moorpark College Gallery (CA) Curator: Julie Hughes
- 2008 **Mass Consumption** Mesa Arts Center (AZ) Juror: Greg Escalante, Juxtapoz Magazine
- 2007 **Here / Now** Ghost Gallery, Phoenix Curators: Sherrie Medina and Erin Kane
- How People Make Things** Children's Museum of Pittsburgh
- 2006 **Flow Charting** Raid Projects, Los Angeles
- Surface Tension (2006 Juried Exhibition)** Korean Cultural Center, Los Angeles
- Parts to the Whole** Vox Populi, Philadelphia Curator: Elizabeth Grady, Whitney Museum of American Art
- 2005 **Enter / Exit: The Uncommon Landscape** Bamboo Lane / Gallery Revisited, Los Angeles
- 2004 **Environmental Excursions** Subspace Gallery, Berlin (Germany)
- 14th Biennial Small Print Exhibition** Purdue University Galleries (IN) Juror: Jeanine Coupe-Ryding
- Time Travel: Truth, Beauty, and Justice** Carl Hammer Gallery, Chicago
- Pareidolia** Orange County Center for Contemporary Art, Santa Ana (CA) Juror: Eleanor Antin
- Gigantic: Ceramic Figurines** Kirkland Arts Center Gallery (WA) Juror: Patti Warashina
- 2003 **Small Works 2003** Attleboro Museum (MA) Juror: Nick Capasso, Curator of the DeCordova Museum
- 2002 **Pasted On: A Survey of Collage Strategies** Carl Hammer Gallery, Chicago
- Group Exhibition** Claire Oliver Fine Art, New York
- 2000 **Harare International Festival of the Arts** The National Gallery of Zimbabwe, Harare
- Evanston + Vicinity 15th Biennial Exhibition** Evanston Art Center (IL)

Awards and Grants

- 2014 **Community Catalyst Grant** Arizona Commission on the Arts
- 2013 **Artist Research and Development Grant** Arizona Commission on the Arts
- 2006 **2006 Juried Exhibition / Juror's Award (First Place)** Korean Cultural Center, Los Angeles
- 2001 **John Quincy Adams Fellowship** The School of the Art Institute of Chicago
- 1995 **Jerome Fellowship** Minnesota Council for Book Arts

Selected Bibliography

- 2021 **Jeremy Schneider, ProMedica unveils mural honoring pandemic frontline workers**, MSN.com, April 7
- 2020 **Mikael Krummel, Intricate Whimsy: Pete Goldlust Smiles on Public Art**, Eugene Magazine, December
- 2019 **Ester Barkai, Crowd Scenes and Questionable Hybrids**, Eugene Weekly, March 7
- 2016 **Lorraine Bell, The Art of Crayon**, Rockport Publishers, Beverly, MA
- Heather Sellers, The Practice of Creative Writing** (Cover Image), Macmillan Publishers, New York
- 2014 **Kathy Allen, Sun Link Streetcar Artwork Goes With the 'Flow'**, Arizona Daily Star, April 24
- Material Crush: 30 Makers in Love with Unusual Mediums**, American Craft, Bonus Issue
- 2011 **Ripley's Believe it or Not!: Prepare to Be Shocked**, Ripley Publishing, Ltd., Hertfordshire, UK
- Monica Moses, Pete Goldlust's Sculptural Crayons**, American Craft (Blog), Minneapolis, Oct. 28
- 2007 **Takaharu Makiura, Carved Crayons by Pete Goldlust**, Watch Me! News (Web TV), Japan, May 9
- 2005 **David Pagel, Reality Shakes Hands with Fiction**, Los Angeles Times, August 26
- 2001 **David Ebony, Art Fairs Hit New York**, Art in America, April

Item 4.



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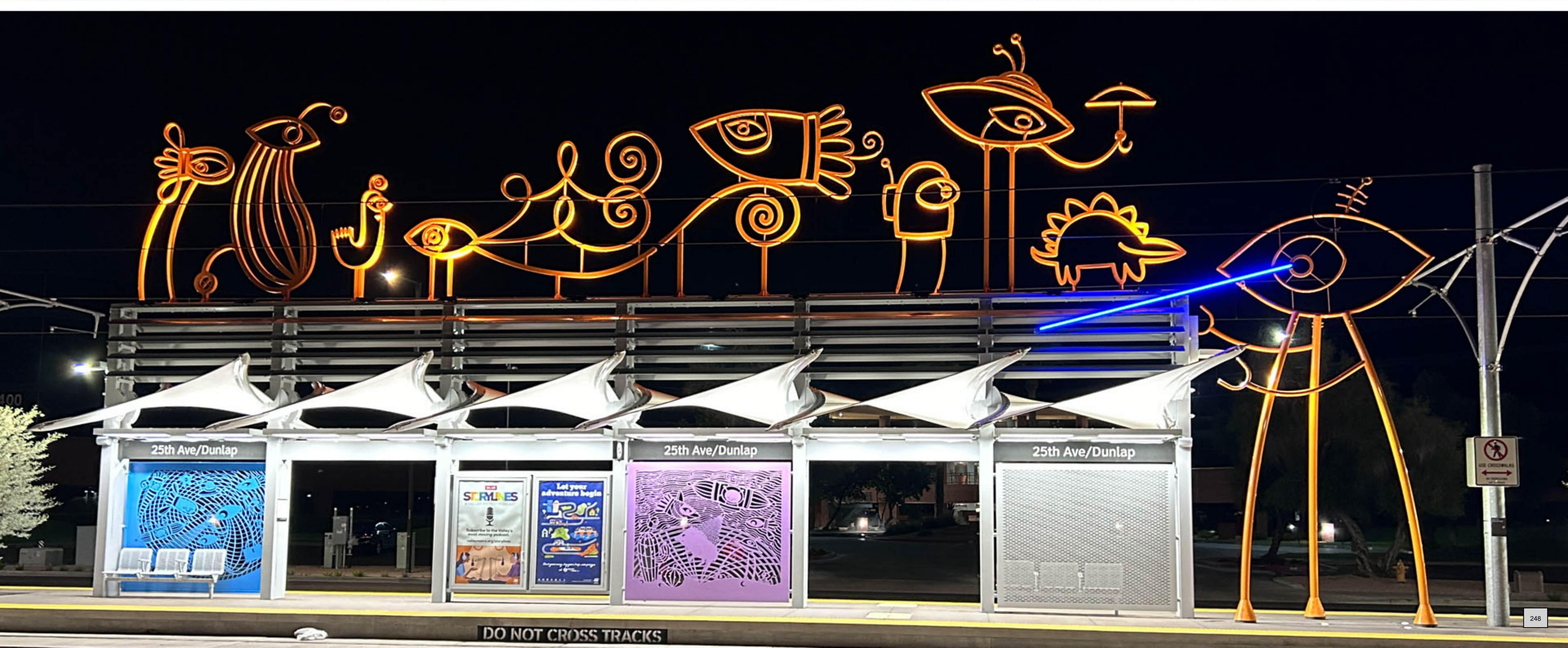




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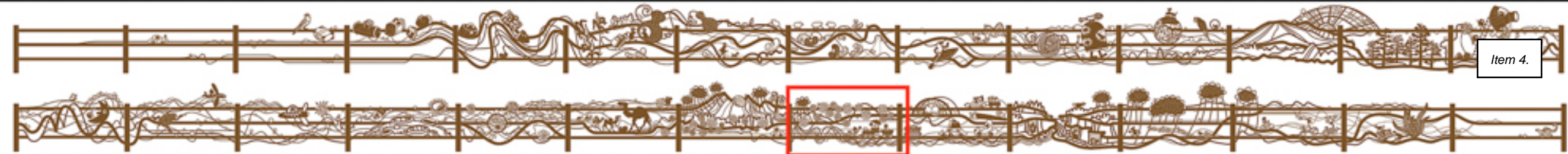
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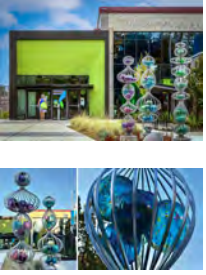

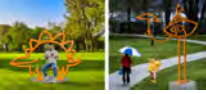




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Image List (page 1 of 2)

 	<p>1. Title: Neighborhood Roots / Exterior wall-mounted sculpture Medium: Waterjet-cut stainless steel on Corten steel Dimensions: 17.5' x 9' Year Completed: 2019 Description: Commissioned by The City of Glendale (AZ) for Heroes Regional Park Library. The waterjet-cut stainless steel work is mounted to the Corten steel cladding of the building. It is one of several artist-designed elements that explore iconography of the historical theme, "Neighborhood Roots: Sugar Beets to Cotton and Beyond". Budget: \$203,000 (includes terrazzo floor, exterior wall-mounted stainless steel relief sculpture, sandblasted glass, and architectural mural)</p>
 	<p>2 / 3. Title: Hester the Explorer (mockups of work in progress) Medium: Steel, powder coat, concrete, manipulable interactive elements, internal solar lighting Dimensions: 10' h x 8' w x 2' d Year Completed: 2025 (projected) Description: Commissioned by the Arts Foundation of Tucson and Southern Arizona. The artwork celebrates the surprising and far-reaching history of camels in AZ and North America, from prehistory through the 20th century. Intricate laser-cut surface illustrations, manipulable interactive elements, and a solar powered lighting feature combine to tell nearly two dozen stories. Budget: \$35,000</p>
	<p>4. Title: The Nature of Wonder / Five kinetic sculptures Media: Kinetic sculptures / stainless steel, powder coat Dimensions: variable Year Completed: 2022 Commissioning Agency: University of Nebraska Kearney Installation Site: Plambeck Early Childhood Education Center, UNK Description: Kinetics are one of three interrelated art elements that celebrate the natural environment of central Nebraska, while also nurturing an atmosphere of creative exploration, wonder, and imaginative play throughout the public entry area of the Center. Budget: \$63,000</p>
	<p>5. Title: Camas Kaleidoscope (Details: kinetic sculptures) Medium: Stainless steel Dimensions: Approx. 12' x 3' x 1' (ea.) Year Completed: 2021 Description: Commissioned by the City of Eugene (OR) for Campbell Community Center. A collaboration with Melanie Germond. Artworks celebrate Campbell's location on a rare plot of preserved camas prairie. Images of local flora and fauna intermingle with references to both the day-to-day activity of the community center, and Eugene's free-spirited artistic and cultural heritage. Budget: \$66,000</p>

Image List (page 2 of 2)

	<p>6.</p> <p>Title: The Shapes of Water / Raindrop Columns (sculpture, seating)</p> <p>Medium: Stainless steel, blown glass</p> <p>Dimensions: 10' x 15' x 8' Year Completed: 2020</p> <p>Description: Commissioned by the City of Eugene (OR) for Echo Hollow Pool. From a larger multi-work installation. Sculpture and integrated seating are parts of a larger installation. Raindrops, wave forms and illustrative imagery weave into a joyful field of play for a menagerie of regional wildlife and aquatic humans. Integrated informal seating elements suggest water droplets that have splashed and fallen away from the columnar sculptures. Budget: \$63,400</p>
	<p>7.</p> <p>Title: The Travelers (details: sculptures, shade screens)</p> <p>Medium: aluminum, steel, paint, powdercoat</p> <p>Dimensions: 28' h x 200' w x 4' d (full installation) Year Completed: 2023</p> <p>Description: Commissioned by Valley Metro Rail. The work celebrates The Phoenix Lights, the largest reported mass UFO sighting in history. Installation includes sixteen sculptures mounted on station structures and six laser-cut steel shade screens. Budget: \$250,000</p>
	<p>8.</p> <p>Title: The Travelers (detail/mockups of two sculptures, placed in park context)</p> <p>Medium: aluminum, powdercoat</p> <p>Dimensions: 28' h x 70' w x 4' d (full installation) Year Completed: 2023</p> <p>Description: Commissioned by Valley Metro Rail. The work celebrates The Phoenix Lights, the largest reported mass UFO sighting in history. Artwork includes 6 water-jet cut steel panels and 16 aluminum & steel sculptures mounted to the top of station structures. Budget: \$250,000</p>
	<p>9 / 10 / 11.</p> <p>Title: The Coconino Scroll (fence; sidewalk "Footnotes" plaques)</p> <p>Medium: Fence: weathering steel, stained glass / Plaques: cast bronze, patina</p> <p>Dimensions: 7'h x 280' w</p> <p>Year Completed: 2023</p> <p>Description: A collaboration with Melanie Germond, commissioned by The City of Flagstaff (AZ) for the entrance to Flagstaff Pulliam Airport. The <i>Scroll</i> is a densely illustrated steel and glass fence, composed of interwoven images that celebrate the history, environment, and culture of Flagstaff and its surroundings. The artwork places an emphasis on sharing surprising and little-known stories, representing the rich cultural diversity of the area. An accompanying series of 23 cast bronze informational plaques, <i>Footnotes</i>, are embedded within the sidewalk next to the fence. These provide brief background text about the adjacent fence section's images and stories. Budget: \$130,000</p>
	<p>12.</p> <p>Title: Family Portrait as Fruit Arrangement (with Jellyfish)</p> <p>Medium: Mosaic: laser-cut steel, auto body paint, glass tiles</p> <p>Dimensions: 3' x 11' Year Completed: 2024</p> <p>Description: A collaboration with Melanie Germond. The piece is created using a unique grout-free mosaic technique, in which all tiles are locked in place by a mechanical fastening system, cushioned in silicone, to guard against damage by thermal expansion/contraction.</p>

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REFERENCES

Mojgan Vahabzadeh / Senior Public Art Project Manager, City of Phoenix, AZ
602.534.7302
mojgan.vahabzadeh@phoenix.gov
Project: Neighborhood Roots: From Sugar Beets to Cotton and Beyond (2019)
Budget: \$203,000

MB Finnerty / Public Arts Administrator, Valley Metro, Phoenix, AZ
602.322.4471
mfinnerty@valleymetro.org
Project: The Travelers (2023)
Budget: \$250,000

Jana Weldon / Program Manager, / Beautification, Arts & Sciences, City of Flagstaff, AZ
928.863.4298
Jana.Weldon@flagstaffaz.gov
Project: The Coconino Scroll (2023)
Budget: \$130,000

Chris Weber / Cultural Arts Administrator, City of Redmond, WA
425.556.2316
cweber@redmond.gov
Project: Go Fish. Go! (2021)
Budget: \$45,000

RFQ submission for

Grand Avenue Roundabout Public Art Project

Ride Art Studio

www.rideartstudio.com

Saori Ide & Jonathan Russell
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Introduction Letter

We believe that we are an ideal match for this project. With many of our past commissions, we have consistently captured the theme of honoring the past while looking forward to a thriving future. For downtown Escondido, we will incorporate historical, cultural and geographically relevant imagery using durable materials, playful colors, and modern aesthetics, to create a narrative that recognizes, celebrates and preserves this rich and vibrant community. The aim is to maintain a small-town atmosphere while introducing new energy into downtown Escondido.

The Grand Avenue Roundabout project presents us with a unique opportunity to integrate both a large sculpture and smaller companion pieces around the town. This will create a more cohesive and welcoming street and consequently contribute to a more walkable and family friendly downtown.

We are a artist team, living and working in Berkeley, CA. Together we have completed 25 large scale public art projects around the country in the last 15 years. Our interest in public art lies in our belief that, using the symbols and aesthetics of our time and culture, we can establish a conduit thru which a community can identify and express itself. We accomplish this by using a combination of contemporary forms, new technologies, and when appropriate, the use of kinetic movement to create a multi layered impact.

We've designed many large signature pieces for cities that celebrate their history. For the city of Brighton, CO, we installed a 22' high sculpture, titled "Passages" in the Downtown Historic District. The sculpture tells the story of Brighton's agricultural history and importance of the local river and the railroad that helped the city flourish as well as celebrating the beautiful Colorado landscape.

For the city hall plaza in Morgan Hill, CA, we fabricated a 20' high sculpture titled "Harmony Tree". It honors city's past and looks to the future reflecting their vibrant growing culture. We incorporated recognizable elements that signify the city's accomplishments, providing a sense of place and pride for the community.

RIDE ART STUDIO

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Our streetscape projects, on the other hand, include multiple smaller sculptures. For Port Everglades in Florida, we designed 8 kinetic wind sculptures mounted on streetlight poles depicting colorful birds from that region. For the city of Boise, Idaho, we installed four 13' stand-alone sculptures on medians along the major route from the airport to the downtown city center. These four colorful sculptures represent each of the four seasons and welcomes visitors and residents as they drive by. Last year, we installed six 13' tall wind sculptures in the medians of the main street in King City, CA. These depict vegetables that are grown in the region as King City is known as the "Salad bowl of the nation."

Community feedback has been central to the success of our projects. For the Grand Avenue Roundabout project, we will collaborate with the project manager to engage the community through hands-on workshops, meetings, and distributing public surveys to ensure meaningful participation and gather valuable community insights. For example, possible workshops could include working directly with community members, inviting them to join us in our design process. Together we could review images, motifs and shapes that are important to this site and community. These will then be included as part of the sculpture.

We fabricate our sculptures to be vandal and graffiti proof, as well as weather resistant. For kinetic sculptures, we place all moving parts high above the ground. This ensures that elements do not block drivers view and are out of any pedestrian's reach. Special attention is paid to ADA requirements and public safety. We use materials that are low maintenance and suitable for outdoor use (predominantly stainless steel). Our fully equipped studio allows us to fabricate all our pieces and to closely manage and meet project deadlines and budget.

With our experience and expertise in creating large scale artwork in public settings, we look to design a unique artwork that invites locals and visitors to downtown Escondido. We aim to cultivate a sense of belonging while fostering and encouraging curiosity, exploration and discovery.

We look forward to discovering more about the City of Escondido.

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After reviewing the scope of services and Contract Management Expectations stated in the RFQ, we would like to share our thoughts regarding the budget for 1 large and 4 small footings. With our experiences working with both structural engineers and the general contractors, we foresee that the footing costs have the potential to be substantial. Structural engineering fees may cost \$2,000 for each small pieces and \$5,000 – \$6,000 for larger footings. The construction of these footings can run anywhere between \$4,000 each for a small footing and up to \$20,000 - \$30,000 for the large footing. We're happy to work within the proposed budget but are worried that this could be a limiting factor.

To allocate as much money as possible to the design and the fabrication of a total of five sculptures, we feel that it makes more sense for the footing cost to be either part of the street-scape construction budget or added on to the \$500,000 project budget. In the past, we've worked with many cities where the city provides and prepares the footing and electrical conduit running to the footing, which can be part of the street-scape construction budget.

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Jonathan Russell:

jr@rideartstudio.com**Proposed Budget**

Structural Engineering Fee	Roundabout Sculpture	\$6,000
	4 Companion Pieces	\$8,000
Footing	Roundabout Sculpture	\$30,000
	4 Companion Pieces	\$16,000
	SUBTOTAL	\$60,000
Design Fee		\$50,000
Materials	All materials / Lighting	\$110,000
Fabrication		\$220,000
	SUBTOTAL	\$380,000
Transportation	Crating and Shipping	\$10,000
Installation	Equipment Rental / Labor / Travel Expenses	\$20,000
Public Participation / Workshop	Workshop / Travel / Materials	\$5,000
Incidental Expenses	Insurance / Office Expenses / Studio Rental / Travel Expenses / Permits	\$15,000
Artists' Fee	(14%)	\$70,000
	TOTAL	\$560,000
Allocation of Design / Materials / Fabrication fees per sculpture		
Cost per sculpture	Roundabout / Main Sculpture	\$160,000
	Companion Piece 1	\$55,000
	Companion Piece 2	\$55,000
	Companion Piece 3	\$55,000
	Companion Piece 4	\$55,000
	SUBTOTAL	\$380,000

RIDE ART STUDIO TEAM RESUME

PUBLIC AND PRIVATE ART COMMISSIONS

- 2025 **Crossing Paths:** kinetic wind sculpture – Dublin Village Gateway Art, Dublin, CA - **AWARDED**
- 2025 **Roots of Knowledge:** Lakewood Library and Learning Center, Sunnyvale, CA – **IN PROGRESS**
- 2025 **Nurture and Harvest:** kinetic wind sculptures – City Plaza and Broadway Street Streetscape: King City, CA (\$250,000)
- 2024 **Strands of Knowledge:** Odessa College, Odessa, TX (Budget: \$100,000)
- 2024 **Inspire:** kinetic wind sculpture – SSF Caltrain Station West Plaza: South San Francisco, CA (\$460,000) (<https://youtu.be/v5CtQJV4QwM>)
- 2023 **Allium:** kinetic wind sculpture – Plaza Allium: Gilroy, CA (\$120,000) (<https://youtu.be/n4WH4g8BR4c>)
- 2022 **Dialogue:** kinetic wind sculpture – Bay Oaks Park: Norfolk, VA (\$225,000) (<https://youtu.be/H9NpbBJICZ4>)
- 2021 **Cultivation:** kinetic wind sculpture – District56 Nature Area, Elk Grove, CA (\$150,000) (<https://youtu.be/QOhDLTdFRIY>)
- 2021 **Lanterns:** kinetic wind sculpture – Age-Well Center, Fremont, CA (\$125,000) (<https://youtu.be/1xe5SbYPKAU>)
- 2021 **Elementals:** kinetic wind sculpture – Sonoma Clean Power Headquarters: Santa Rosa, CA (\$150,000) (<https://youtu.be/ESCnaqt9MOM>)
- 2021 **Transitions:** series of 4 kinetic wind sculptures – City of Boise Vista Avenue Gateway Project: Boise, ID (\$265,000) (<https://youtu.be/IBqbBDi5itI>)
- 2021 **Diamonds in the Wind:** kinetic wind sculpture – Sean Diamond Park, Dublin, CA
- 2020 **Checkerspot:** kinetic wind sculpture – Evergreen Village Roundabout: Morgan Hill, CA
- 2019 **Energy Tree:** kinetic wind sculpture - Marriot Hotel & Conference Center: Odessa, TX (<https://youtu.be/gZlnC77Vkyg>)
- 2018 **Guiding Light:** kinetic wind sculpture - RTD Westminster Station Plaza: Westminster, CO (<https://youtu.be/mvUWSIf-gu0>)
- 2017 **Harmony Tree:** kinetic wind sculpture - City Hall Plaza: Morgan Hill, CA (<https://youtu.be/J-mqfGirYM>)
- 2017 **Passages:** kinetic wind sculpture - Downtown Art Project: Brighton, CO (<https://youtu.be/FZGXik30s34>)
- 2016 **Songs of the Everglades:** series of 8 kinetic wind sculptures - Port Everglades Cruise Terminal 4: Fort Lauderdale, FL (<https://youtu.be/iHKY1TwUB6g>)
- 2015 **Synthesis:** kinetic wind sculpture - S. Delaware Street Project: San Mateo, CA (<https://youtu.be/dJ38IBAMWWw>)
- 2014 **Circles of Life:** Union City Sports Center: Union City, CA (<https://youtu.be/OcPjRkjqPU>)
- 2014 **Reflections:** kinetic wind sculpture - Lincoln Ave. Project: San Jose, CA
- 2013 **San Pablo Avenue Streetscape:** series of 12 kinetic wind sculptures - San Pablo Ave. Streetscape Project: El Cerrito, CA (<https://youtu.be/OX2KFO1e8lo>)
- 2012 **Unity:** memorial and recognition sculpture – San Bruno City Park: San Bruno, CA
- 2002 **Artists Chair – Red:** Palos Verdes Center for the Arts, Rancho Palos Verdes, CA
- 2001 **Bodies in Progress:** Yerba Buena Center for the Arts, San Francisco, CA – Jonathan Russell
- 2001 **Artists Chair:** Yerba Buena Center for the Arts, San Francisco, CA
- 2000 **Bodies in Progress:** Tacheles, Berlin Germany – Jonathan Russell
- 1999 **Cod in the Wind:** Commonwealth of Massachusetts Tetlow Park, Boston, MA – Jonathan Russell

RIDE ART STUDIO

2410 Valley Street, Berkeley, CA 94702

Saori Ide: (415) 902-0343

saori@rideartstudio.com

Jonathan Russell: (415) 902-4350

jr@rideartstudio.comwww.rideartstudio.com**PUBLIC ART SKILLS AND EXPERIENCE**

- Working with architects, landscape designers, and structural engineers
- Ability to adhere to local and state building codes including ADA and other safety requirements
- Reading blueprints, visiting sites, preparing the conceptual drawings in CAD 3D rendering (Rhino 3d, Fusion 360, SketchUp), and preparing presentation materials
- Creating to-scale maquettes
- Estimating budget and timeline
- Designing artwork with mechanical, electrical and structural drawings
- Metal fabrication
- Project management / Overseeing subcontractors /Administrative work

TEAM MEMBERS**Saori Ide – Lead Artist****EDUCATION**

1996 BFA, University of New Mexico, Albuquerque, NM

WORK EXPERIENCE

2009 – present Founder and Creative Manager of Ride Art Studio, Berkeley, CA

2003 - present Saori Russell Fine Art – Int'l Art Consulting, San Francisco, CA

1998- 2003 Art Consultant – Chroma Art Design, San Francisco, CA

**Jonathan Russell – Lead Artist****EDUCATION**

1991 Massachusetts College of Art, Boston MA

WORK EXPERIENCE

2009 – present Founder of Ride Art Studio, Berkeley, CA

1998 – present Founder of Red Metal Arts Studio, Berkeley, CA

1996 – 2015 Founder and owner of JR Casting, San Francisco, CA

TEACHING EXPERIENCE

1999 - present Academy of Art University, SF, CA

1998-99 College of Creative Studies, UC Santa Barbara

1991-92 MA College of Art - Welding and Foundry



VIDEO LINK: <https://youtu.be/v5ClQJV4QwM>

Description: INSPIRE celebrates the City of South San Francisco as the birthplace of biotechnology as well as highlighting its reputation as “the industrial city.” It is located at the gateway to the city and entrance to the CalTrain station. INSPIRE greets visitors and locals everyday and activates an ongoing dialogue with viewers. Gear motif benches nearby invite people to sit and enjoy the artwork.

Karyl Matsumoto Plaza

Medium: Stainless Steel, Powder Coated
Stainless Steel, LED, Concrete
Dimensions: 20' x 20' x 25' tall
Completion Date: September 2024
Location: South San Francisco, CA
Budget: \$460,000

INSPIRE: a kinetic wind sculpture

Item 4.





Time Frame

Design: 4 months

Fabrication: 7 months

Installation: 2 days

Artists Role

- Concept design
- Work w/ structural engineer
- Provide permit ready plans to the city
- Fabrication of all aspect of sculpture
- Supervise on-site installation
- Prepare maintenance and construction documents
- Attend bi-weekly zoom meeting
- Project management

Budget

Design: \$60,000

Structural Engineer: \$8,000

Materials: \$100,000

Fabrication: \$180,000

Installation: \$12,000

Insidental: \$25,000

Artist's Fee: \$75,000

HARMONY TREE: a kinetic wind sculpture

Item 4.



VIDEO LINK: <https://youtu.be/JBjtWfQm2gM>

Description: This monumental sculpture represents the growing community of Morgan Hill. Nine woven copper harvesting baskets contain an object or icon (the "fruit") that symbolizes the growth of city. Each object moves with the wind and each basket is individually illuminated with LED lights at night.

Morgan Hill Civic Center

Medium: Stainless Steel, Copper, LED

Dimensions: 9' x 9' x 20' tall

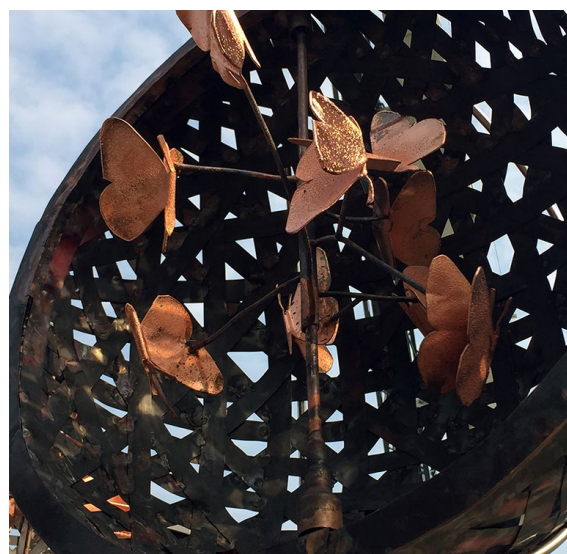
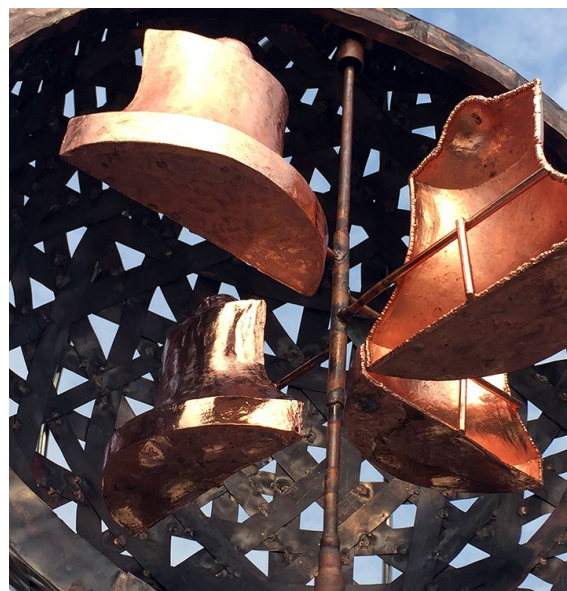
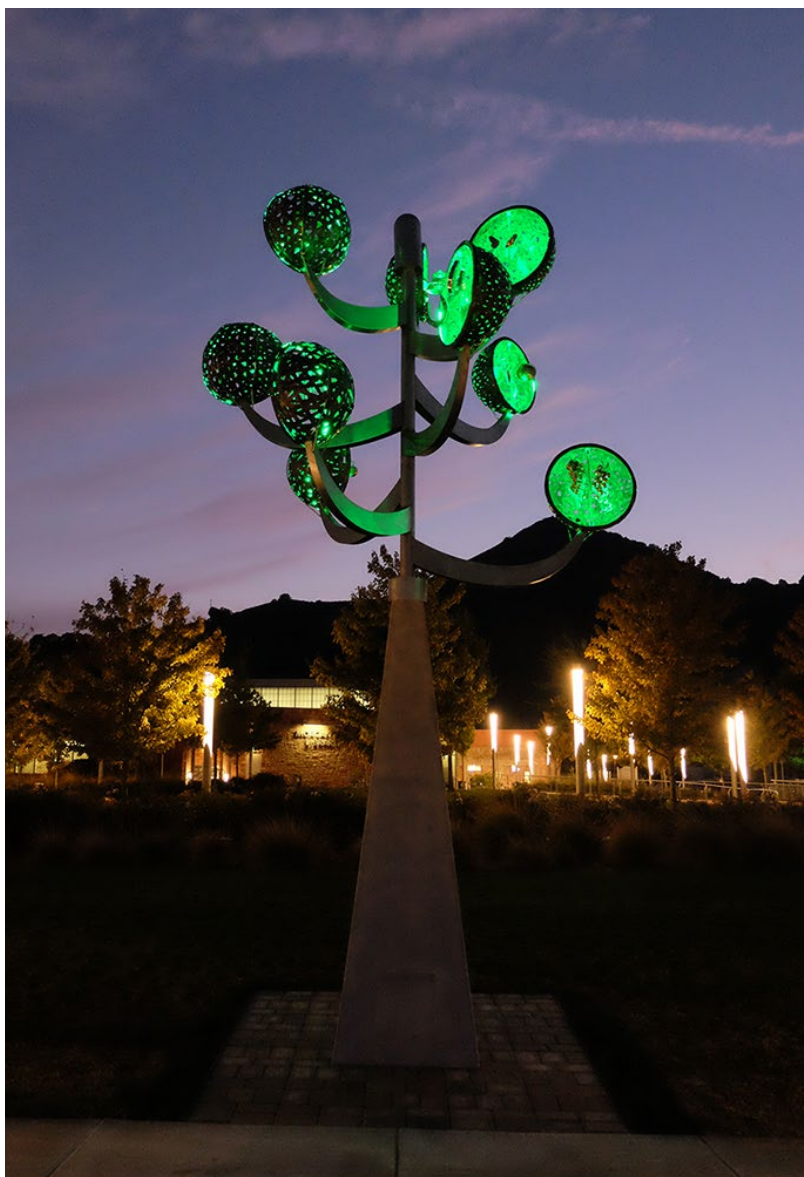
Completion Date: October, 2017

Location: Morgan Hill, CA

Budget: \$150,000

HARMONY TREE: a kinetic wind sculpture

Item 4.





Time Frame

Design: 3 months

Fabrication: 7 months

Installation: 1 day

Artists Role

- Concept design
- Work w/ structural engineer
- Provide permit ready plans to the city
- Fabrication of all aspect of sculpture
- Delivery of artwork
- Supervise on-site installation
- Prepare maintenance and construction documents
- Project management

Budget

Design: \$17,000

Structural Engineer: \$3,000

Materials: \$40,000

Fabrication: \$40,000

Installation: \$6,000

Insidental: \$4,000

Artist's Fee: \$40,000

TRANSITIONS: *four kinetic wind sculptures*

Item 4.



VIDEO LINK: <https://youtu.be/lBqbBDi5itI>

Description: a series of four wind sculptures are installed on the median strip on Vista Avenue. Each 13' tall tree-like sculpture, represents one of four seasons conveying the regions distinct and beautiful changing landscape. The top part of each sculpture moves with the wind to welcome visitors to the city and send them on their way.

Vista Avenue Streetscape
Medium: Stainless Steel, LED
Dimensions: 5' x 5' x 13' tall each
Completion Date: June 2021
Location: Boise, ID
Budget: \$265,000





Time Frame

Design: 3 months

Fabrication: 7 months

Installation: 1 day

Artists Role

- Concept design
- Work w/ structural engineer
- Provide permit ready plans to the city
- Fabrication of all aspects of sculpture
- Crating and shipping
- Supervise on-site installation
- Prepare maintenance and construction documents
- Project management

Budget

Design: \$40,000

Structural Engineer: \$8,000

Materials: \$64,000

Fabrication: \$90,000

Installation: \$10,000

Insidental: \$8,000

Artist's Fee: \$45,000



VIDEO LINK: <https://youtu.be/FZGXik30s34>

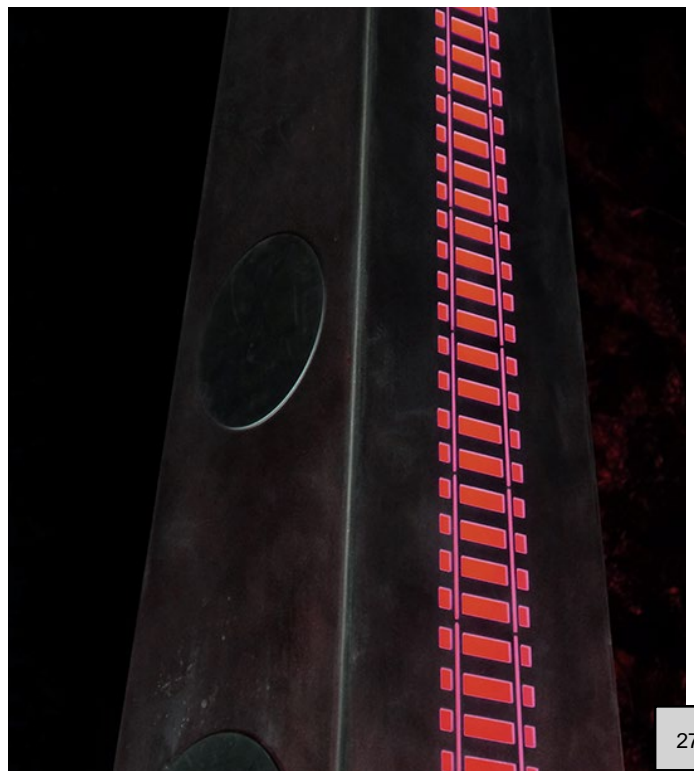
Description: Celebrating the beautiful landscape that surrounds the community, it tells the story of Brighton's agricultural history. Each layer moves with the wind in opposite directions. The colorful layers describe the Colorado landscape as it rises from the rich soil of the valleys to the bright summits of the Rocky Mountains. Historical icons are etched on each of the medallions.

Brighton Old Town

Medium: Stainless Steel, LED
Dimensions: 9' x 9' x 21' tall
Completion Date: May 2017
Location: Brighton, CO
Budget: \$150,000

PASSAGES: a kinetic wind sculpture

Item 4.





Time Frame

Design: 2 months

Fabrication: 6 months

Installation: 1 day

Artists Role

- Concept design
- Work w/ structural engineer
- Provide permit ready plans to the city
- Fabrication of all aspect of sculpture
- Crating and shipping
- Supervise on-site installation
- Prepare maintenance and construction documents
- Project management

Budget

Design: \$10,000

Structural Engineer: \$3,000

Materials: \$38,000

Fabrication: \$55,000

Installation: \$5,000

Insidental: \$4,000

Artist's Fee: \$35,000

NURTURE & HARVEST - a sculpture installation

Item 4.



NURTURE



HARVEST

VIDEO LINK: <https://youtu.be/sAfO4ADrjbg>

NURTURE and HARVEST

City Plaza / Broadway Street Medians

NURTURE

Medium: Stainless Steel, Powder-coated Stainless, LED

Dimensions: 11' x 11' x 20' tall

Completion Date: March, 2025

HARVEST

Medium: Powder-coated Steel, TNEMEC paint

Dimensions: 4' x 4' x 13' tall each

Completion Date: March, 2024

Location: King City, CA

Total Budget: \$250,000



NURTURE & HARVEST a sculpture installation

Item 4.

NURTURE

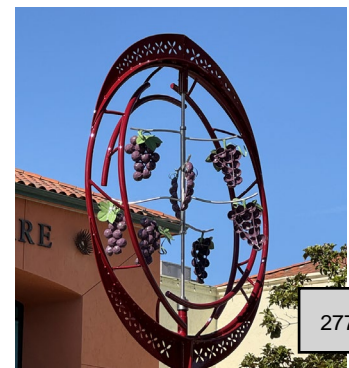


Description: This sculpture installation, consisting of one central piece and 6 companion sculptures, celebrates King City's reputation as the salad bowl of the nation; nurturing and harvesting the vegetables we find everyday on our dinner table. These sculptures link together the new city plaza with the downtown commercial district.

NURTURE embodies the city's diverse community while symbolizing growth and the act of planting seeds for future generations. The large stainless-steel petals, adorned with open cutout patterns, interact gracefully with sunlight, turning with the wind while casting intricate patterns on the pavement below. At night, the edges of the petals are illuminated, creating a striking and luminous presence.



HARVEST, installed along the main street, celebrates this vibrant city with 6 wind sculptures that depict crops that are grown in this region. Grapes, Broccoli, Onions, Lettuce, Cauliflower, and Spinach. Each vegetable is mounted within an enclosed frame with various geometric and organic cutout patterns, symbolizing sun, energy, and the vibrant culture that is quintessential King City.





Time Frame

Design: 4 months

Fabrication: 8 months

Installation: 1 day each

Artists Role

- Concept design
- Work w/ structural engineer
- Provide permit ready plans to the city
- Fabrication of all aspect of sculpture
- Supervise on-site installation
- Prepare maintenance and construction documents
- Project management

Budget

Design: \$40,000

Structural Engineer: \$10,000

Materials: \$50,000

Fabrication: \$90,000

Installation: \$2,000

Insidental: \$8,000

Artist's Fee: \$50,000

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REFERENCES

PHILIP VITALE

Deputy Director: Capital Projects
City of South San Francisco
33 Arroyo Drive
South San Francisco, CA 94080
(650) 877-8548
Philip.Vitale@ssf.net
Public Art Project: "INSPIRE"
Location: SSF Caltrain Station West Plaza

KAREN RUDD

Manager Norfolk Arts
Office of Communications
810 Union Street #409
Norfolk, VA 23510
(757) 664-6883
Karen.Rudd@norfolk.gov
Public Art Project: "DIALOGUE"
Location: Bay Oaks Park, Norfolk, VA

NAOMI NUSSBAUM

Naomi Nussbaum Art & Design
(858) 204 2058
nnartd1@gmail.com
Public Art Project: "HARVEST" & "NURTURE"
Location: Broadway Street Medians & City Plaza, King City, CA



Queen Calafia's Magical Circle Data Report and Updates

Item 5.

September Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
10	753	769	1

October Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
13	1,794	1,094	0

Docent Information

Active Docents	New Docents	YTD Docent Hours	Private Tour Fees Collected
30	3	123.5	\$50.00

Queen Calafia's Magical Circle Updates

Visit to Niki Charitable Art Foundation

Commissioners Spann and Rogers, Jennifer Schoeneck, Sandra Aguilar, and Nikolina Katanic met with the Niki Charitable Art Foundation (NCAF) on October 2, 2025. We discussed our anniversary celebration plans, changes in our docent onboarding process, our new website, and our quarterly docent gatherings. Overall, the meeting went well as the NCAF board members were pleased to see so much attention on Queen Calafia's Magical Circle.

Queen Calafia's Anniversary Celebration

We celebrated Queen Calafia's 22nd Anniversary Celebration Week publicly from October 20 to October 26, 2025. Along with keeping the doors open each day, we had several free events such as Silent Disco, a drawing event, a children's book reading, and an acoustic concert. Over the week, we generated over 1,131 visitors into the sculpture garden. Wednesday, October 29, concluded our celebrations with a closed event for our docents and public art commissioners virtually featuring author Nicole Rudick who discussed her book on artist Niki de Saint Phalle, "What Is Now Known Was Once Only Imagined." In honor of Saint Phalle's birthday, a cake was served and enjoyed by attendees.

Keepers of the Queen



Queen Califia's Magical Circle

Data Report and Updates

Item 5.

The Keepers of the Queen group leads have successfully completed their livescans and held their first cleaning event on November 5, 2025, for one hour. Volunteers from TERI, Campus of Life will be cleaning the sculpture garden twice a week along with their caregivers and staff. TERI is a nonprofit organization dedicated to providing lifelong learning, specialized services, and family support for the special needs community.

Church of RB Serve Day

On Saturday, November 8, the Church of RB had their annual Serve Day where they take on projects throughout the City of Escondido. This year, staff worked with the Volunteer Program and identified Queen Califia as a space that needed assistance. Volunteers came to clean up all the leaves inside the gate as there was quite a buildup. They collected 131 bags of leaves! Volunteers also removed all the fallen branches out of the garden so they could be hauled away by public works. They painted the handrail and the bench, both of which needed a fresh coat of paint. Staff will continue to work with the Volunteer Program on any upcoming changes.

Queen Califia's Magical Circle Visitor Center

Staff have chosen a vendor and are working with Engineering to submit the required plot plan. We should have a delivery date in the coming week. City Staff has already contacted the approved merchandise vendor for St. Phalle items and has spoken to local business about potential Escondido merchandise. City Staff are beginning plans for the decals and signage that will be applied to the Visitor Center.

Extended Holiday Hours

Extended holiday hours are coming to the sculpture garden. Due to an increase in docents and staff, we can open the sculpture garden during peak demand times from out-of-town visitors and families in Escondido who are enjoying Kit Carson Park. Holiday hours for 2025 are as follows:

- Thanksgiving Weekend 2025: Thursday, November 27, through Saturday, November 29, operating hours will be 9 a.m. - 12 p.m. (noon) on all three days.
- Christmas Weekend 2025: Thursday, December 25, through Saturday, December 27, operating hours will be 9 a.m. - 12 p.m. (noon) on all three days.
- New Year's Eve 2025 and New Year's Day 2026: Wednesday, December 31 and Thursday, January 1, operating hours will be 9 a.m. - 12 p.m. (noon) on both days.



Economic Development Department
 201 North Broadway, Escondido, CA 92025
 Phone: 760-839-4522 publicart@escondido.gov

Public Art Commission Staff Liaison Report November 17, 2025

SB 456 Update

In 2023, public notices began being issued to municipalities indicating that muralists fall within the definition of a “contractor” under the Business and Professions Code, section 7026. As a result, muralists must have a painting contractor’s license unless they fall within an exempt/compliant category.

Due to the requirements needed to obtain a commercial painter’s license, many muralists were unable to obtain the certification. For that reason, [Senate Bill \(“SB”\) 456](#) was written to exempt muralists from this licensing requirement, and it commenced going through the proper reviews. Mayor White submitted a letter of support for SB456 to the Senate Business, Professions, and Economic Development Committee in advance of the hearing. While SB456 moved through the legislative process, staff paused all mural projects until the law changed or there was a viable alternative solution.

The Bill moved through the review process with little opposition. On October 13, 2025, SB 456 was signed into law by Governor Newsom and will take effect on January 1, 2026. Staff are preparing to restart all projects that have been halted due to the law.

Patio Playhouse at Kit Carson Amphitheater

In early October, multiple social media posts from the Patio Playhouse regarding their occupancy at the Kit Carson Park Amphitheater. Please be assured that City staff have not revoked the current Occupancy License Agreement, which remains in effect through April 30, 2026. The organization has been a great partner, and the City has no plans to end that partnership. City Staff have reached out to their board chair directly to address these posts and to make sure there is no confusion.

Art Speaks, Escondido Community Foundation

All projects are continuing to move along.

Escondido Creek Trail Murals: The mural has been installed, making this the first mural in the Escondido Creek Trail. On October 20, a mural dedication event was hosted at the site which had a great attendance and included Mayor White, Deputy Mayor Martinez, Councilmembers Christina Garcia and Joseph Garcia.

On October 22, staff were alerted that the mural had been defaced. The City Manager was alerted as were multiple departments to coordinate an effort to investigate the incident, quickly clean up the paint, and implement additional security measures. The artist was also alerted and will be

Public Art Commission
Staff Liaison Report
Page 2

making minor repairs as needed. The Escondido Community Foundation was debrief on the situation as well.

Threshold Five, sculpture located in Kit Carson Park: The City and the artist, ArtBuilds Inc, have now entered into an agreement. The project is currently being reviewed by the Building Department. The artist has met with Park staff on site to discuss logistics. The sculpture is complete and ready for installation. Plans are finalizing review and we will have an install date by the end of the calendar year.

Kummeyaay Creation, Mural at Escondido Library: The City, the fiscal sponsor, CCAE, and the artist, Tim Toplov, have now entered into an agreement. City Staff is coordinating with the project manager with the goal of installation of the mural between November and March, prior to the re-opening of the library.

Decommissioned Artwork

City Staff spoke to the Escondido History Center staff who are interested in painting of the Battle of San Pasqual. They will be bring this up to their board so they can fund the adjustments and repairs needed to the wall prior to putting up the artwork.

Public Art Commission Meetings for 2026

- Friday, January 16, 2026 at 4:30 p.m. (adjusted)
- March 9, 2026
- May 11, 2026
- July 13, 2026
- September 14, 2026
- November 9, 2026

Next Meeting Agenda (Tentative)

The following item(s) are anticipated to be on the next meeting agenda.

- Art, Culture, and Creativity Month (2026)
- Grand Avenue Roundabout Art Project
- Decommission Artwork