CITY *of* ESCONDIDO

PUBLIC ART COMMISSION

November 09, 2026 at 5:00 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

Nathalie Martinez

Vice Chair

Patricia Spann

Commissioners

Jacqueline Kelleher
Carol Rogers
Mimi Ovanessoff
Terri Ryan
Leila Sackfield

City Clerk

Zack Beck

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

Meeting Agenda

FLAG SALUTE

ROLL CALL

ORAL COMMUNICATION

APPROVAL OF MINUTES

1. **REVIEW AND APPROVE THE SEPTEMBER 21, 2026 AND OCTOBER 12, 2026 MINUTES**

CURRENT BUSINESS

2. **PROJECT EXPANSION GRANTS: ESCO ALLEY ART**
   Request the Public Art Commission to approve funding in the amount of $7,755 for two 15'x10' aluminum murals to be located on the backside of the building at 457 North Elm Street, in a direction facing the Escondido Creek Trail, to ESCO Alley Art, a committee under the umbrella of the Escondido Downtown Business Association. This project is an extension of the existing ESCO Alley Art Outdoor Art Gallery.

   Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

   Presenter: Sandra Aguilar, Management Analyst, Economic Development

   RECOMMENDED ACTION: Approve $7,755 in funding (to recipient) for two murals along the Escondido Creek Trail.

3. **DEACCESSIONING: ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX**
   Request the Public Art Commission to approve the formal deaccessioning of *Ad Astra* by Juan Andres Marin, painted in 2026, on the City's traffic signal box located at the intersection of Centre City and El Norte Parkway. The artwork is part of the Escondido Expressions Program. The artwork was successfully installed and on display until a collision at the location deemed the traffic signal box damaged beyond repair.

   Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

   Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION: Request the Commission formally deaccession *Ad Astra* by Juan Andres Marin.

4. **ESCONDIDO CREEK TRAIL ART PROJECTS PROPOSALS**

Request the Public Art Commission approve the mural *A Place to Grow* by artists Guiallaume Ollivier and Adele Renault, to be located on the Neighborhood Health Care Building, located at 425 N. Date St for $150,000, the mural series *Invisible Creek* by Sasha Primo in the Escondido Creek Trail Channel Walls for $100,000, the sculpture *Creek Sentential* by Alex Gall to be located at along the Escondido Creek Trail for $30,000, and the control box artwork *Untitled* by Becca Dwyer located in Washington Park for $1,500.

Staff Recommendation: Approve (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

RECOMMENDED ACTION: Approve four art projects for the total amount of $281,500 to be located along the Escondido Creek Trail.

5. **2027 ARTS, CULTURE, AND CREATIVITY MONTH**

Request the Public Art Commission approve nine (9) projects proposals for the 2027 Arts, Culture, and Creativity Grant Opportunity which will offer a free component per the Commissioners rankings and staff review for a total of $56,858 in grant funding.

Request the Public Art Commission provide direction on eight (8) projects proposals for the 2027 Arts, Culture, and Creativity Grant Opportunity which will offer a free component per the Commissioners rankings and staff review for a total of $62,826 in grant funding.

Staff Recommendation: Approval and Provide Direction (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

RECOMMENDED ACTION: Approve nine projects for a total of $56,858 in funding for 2027 Arts, Culture, and Creativity month. Provide Direction on eight projects for a total of $62,826 in grant funding.

FUTURE AGENDA ITEMS

STAFF LIAISON REPORT

6. **STAFF LIAISON REPORT**

7. **QCMC STAFF REPORT**

CITY of ESCONDIDO

PUBLIC ART COMMISSION

COMMISSIONERS REPORT

ADJOURNMENT

How to Participate

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

In Person	In Writing
Fill out Speaker Slip and Submit to City Clerk	https://escondido-ca.municodemeetings.com/

Assistance Provided

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at (760) 839-4643. 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 MINUTES

PUBLIC ART COMMISSION
September 21, 2026 at 5:00 PM

CALL TO ODER

5:00 P.M.

FLAG SALUTE

Chair Martinez

ROLL CALL

Present: Chair Martinez, Vice Chair Spann, Commissioner Kelleher, Commissioner Rogers, Commissioner Ryan, Commissioner Sackfield, Commissioner Ovanessoff

ORAL COMMUNICATION

None

APPROVAL OF MINUTES

1. Review and Approve August 10, 2026 Minutes

Motion: Sackfield, Second: Martinez; Approved: 7-0

CURRENT BUSINESS

2. Permanent Art Collection Donation

Request the Public Art Commission approve the donation of the art piece Passageway to the Sun by William Sharer, an oil on canvas art piece, into the City's Permanent Art Collection and approve the loan of the piece to the California Center for the Arts.

Staff Recommendation: Approval (Sandra Aguilar, Management Analyst)

Motion: Sackfield; Second: Rogers; Approved: 7-0

3. Escondido Creek Trail Call for Artists Proposals

CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING MINUTES

Request the Public Art Commission provide direction on the 20 mural proposals for the Neighborhood Health Care Building, located at 425 N. Date St.

Staff Recommendation: Provide Direction (Sandra Aguilar, Management Analyst)

Leslie Kuhn - Expressed support for the proposal submitted by Anne-Sophie Gaudet

FUTURE AGENDA ITEMS

STAFF LIAISON REPORTS

4. Art Liaison Report

Updates provided

5. Queen Califia Report

Updates provided

ADJOURNMENT

Chair Martinez adjourned the meeting at 5:45 p.m.

_____ _____

CHAIR CITY CLERK

CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING MINUTES

PUBLIC ART COMMISSION
October 12, 2026 at 5:00 PM

CALL TO ODER

5:00 P.M.

FLAG SALUTE

Chair Martinez

ROLL CALL

Present: Chair Martinez, Vice Chair Spann, Commissioner Rogers, Commissioner Ryan, Commissioner Sackfield, Commissioner Ovanessoff

Absent: Commissioner Kelleher

ORAL COMMUNICATION

None

APPROVAL OF MINUTES

None

CURRENT BUSINESS

1. **ESCONDIDO CREEK TRAIL CALL FOR ARTISTS: RUBRIC UPDATE**
   Approve continuing the current Request for Proposals (RFP) process for the Escondido Creek Trail Art Projects. Changes to the approved RFP, to include updates to the rubric, would require a rejection of all proposals, a new draft of the RFP, approval of the process, and a call for proposals. Approve continuing the current Request for Proposals (RFP) process for the Creek Trail art projects.

   Staff Recommendation: Approval (Sandra Aguilar, Economic Development)

   Presenter: Sandra Aguilar, Economic Development, Management Analyst

RECOMMENDED ACTION: Approval of the continuation of the current RFP process for the Escondido Creek Trail Art Projects.

Motion to approve staff recommendation: Martinez; Second: Spann; Approved: 6-0 (Kelleher - Absent)

2. **FUNDING FOR ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX: CENTRE CITY HIGH SCHOOL**
Request the Public Art Commission deny the installation of the Centre City High School design, by artist Sean Flannery, on a City traffic signal box as part of the Escondido Expressions Program. Installation of additional artwork on traffic signal boxes is not part of the 2027/2026 Public Art Annual Work Plan, and no funding is available for this project. Request the Commission oppose the installation of artwork on a single traffic signal box.

Staff Recommendation: Deny (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION: Request the Commission deny further installations for Escondido Expressions. Staff recommends the Commission oppose the installation of the presented design on a city traffic signal box. Approval will require identification of a funding source, and location for installation. Funding for artwork previously installed on traffic signal boxes was part of the Escondido Expressions program. The Commission voted to not fund the program for the current fiscal year.

James Spann - Requested the Public Art Commission approve the Escondido Expressions Program proposal by Sean Flannery.

Motion to approve the Escondido Expressions Art Proposal from Sean Flannery and allocate $750 from the Art Installation Project Fund to pay for the proposal: Spann; Second: Ryan; Failed: 2-3 (Martinez, Rogers, Sackfield - No; Ovanessoff - Abstain)

FUTURE AGENDA ITEMS

Rogers / Sackfield: Review and develop a rubric and scoring system for future RFP's

STAFF LIAISON REPORT

3. **STAFF LIASION REPORT**

4. **QUEEN CALIFIA REPORT**

COMMISSIONERS REPORT

CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING MINUTES

ADJOURNMENT

Chair Martinez adjourned the meeting at 6:00 p.m.

_____ _____

CHAIR CITY CLERK

STAFF REPORT

November 09, 2026
Agenda Item No.02

SUBJECT:
PROJECT EXPANSION GRANTS: ESCO ALLEY ART

RECOMMENDATION:

Request the Public Art Commission to approve funding in the amount of $7,755 for two 15'x10' aluminum murals to be located on the backside of the building at 457 North Elm Street, in a direction facing the Escondido Creek Trail, to ESCO Alley Art, a committee under the umbrella of the Escondido Downtown Business Association. This project is an extension of the existing ESCO Alley Art Outdoor Art Gallery.

Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION:

Approve $7,755 in funding (to recipient) for two murals along the Escondido Creek Trail.

FISCAL IMPACT:

In the 2026/2027 Public Art Annual Work Plan, $18,000 was allocated for Project Expansion Grants.

BACKGROUND:

Project Expansion Grants ("Grant") provides an opportunity for community organizations to partner with the Public Art Commission to expand existing arts and cultural projects. Funding is intended to support projects already in development that would benefit from additional resources to enhance their scope, reach, or community impact. Eligible projects should demonstrate how additional funding would build upon existing efforts, increase public engagement, or create greater access to arts and cultural experiences at no cost to the community. The program encourages collaborative, community-driven projects that align with the City's public art goals and enrich the cultural life of Escondido.

ESCO Alley Art

Established in 2021, ESCO Alley Art is a committee under the umbrella of the Escondido Downtown Business Association. It is comprised of people who volunteer their time and are dedicated to promoting art and business in Escondido. The mission of ESCO Alley Art is to beautify Escondido by promoting art,

CITY of ESCONDIDO

STAFF REPORT

primarily by local artists. The art takes the form of murals presented to the public in outdoor art galleries throughout Escondido.

Since its inception, ESCO Alley Art has been a partner to the Public Art Commission on multiple projects with the backing of the Escondido Downtown Business Association. Most recently, partnership between ESCO Alley Art, Neighborhood Healthcare, and the Public Art Commission resulted in the addition of six mural along the Escondido Creek Trail that serves as an Outdoor Art Galley for users of the newly renovated Escondido Creek Trail walking and cycling paths. The proposed project would expand the current Outdoor Art Galley by two murals.

Staff Recommendation

Staff have reviewed the proposal and recommends the Public Art Commission approve the grant for this project for three reasons:

1. The budget aligns with the costs of the previous murals.
2. Expansion of the current gallery would be a benefit to the community and users of the trail.
3. ESCO Alley Art has demonstrated the ability to execute projects on this scale.

ATTACHMENTS

1. ESCO Alley Art Proposal

County Escondido Physical Therapy (NCEPT) Mural Project

Grant Application

Applicant Information

Organization:	ESCO Alley Art (Not-for-Profit) In association with The Escondido Escondido Downtown Business Association
Contact Name:	Suzanne Nicolaisen
Cell Phone:	760-500-7750
Land Line:	760-294-6255
Email:	snicolaisen@cox.net

Co-Applicant Information

Organization:	Escondido Downtown Business Association
Contact Name:	Louisa Magoon
Address:	243 S. Escondido Blvd, #701 Escondido, CA 92025
Phone:	760-207-6321

Organization Information

ESCO Alley Art was established in 2021 by a group of persons dedicated to promoting art and business in Escondido. It is currently being led by a committee of five persons with several other members participating on an as-needed basis.

The Mission of ESCO Alley Art is to beautify Escondido by promoting art, primarily by local artists. The art takes the form of murals presented to the public in outdoor art galleries throughout Escondido.

More than eighty murals have been produced since the inception of ESCO Alley Art. Building renovations have necessitated a degree of removal and relocation, for instance to The Center for the Arts, Escondido.

The latest project is a six-mural outdoor art gallery located on a building owned by Neighborhood Healthcare on the Escondido Creek Trail.

Project Information

Project Name:	NCEPT Mural Project
Location:	457 North Elm Street, Escondido
Description:	The project aims at placing two (2) murals, 10 feet by 15 feet, on the NCEPT building on the side facing the Escondido Creek Trail. The project is a natural extension of the six-mural outdoor art gallery located on the neighboring building owned by Neighborhood Healthcare continuing the theme with fauna and flora. Please see the attachments for more details.

Priorities:	Community Engagement Innovative Collaborations Enjoyment of Art in Unexpected Locations
Implementation Plan:	The art work will be chosen from a pool already available to ESCO Alley Art or produced specifically for the project. The final selections are subject to approval by the building owner. The art will be printed on panels of aluminum composite substrate. The murals can be installed 60 days after approval of funding.
Evaluation Plan:	The metrics for evaluation will be the response to the initiative among users of the Escondido Creek Trail. The response will be generated by short interviews.

Funding

Amount Requested: $7,755

~~Budget:~~ Please see the attached budget and the supporting mat[illegible]

SN

SN

SN

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

Escondido,
Authorized representative:

Suzanne Nicolaisen, Committee Chair
ESCO Alley Art

10/20/2026

Escondido,
Authorized representative:

Louisa Magoon

Louisa Magoon, Executive Board Member
Escondido Downtown Business Association

10/20/2026

ESCO ALLEY ART

NCEPT PROJECT, 2026/27

BUDGET PROPOSAL for26 murals, each 15' wide x 10' high

DESCRIPTION	QUANT.	PRICE	LINE TOTAL
Mural production and installation			
Art work:			
36 x 24 Canvases for artists	2	$ 35	$ 70
Mural production:			
Vectorizing of Artwork	2	$ 150	$ 300
Printing & purchase of 3mm Aluminum panels	6	$ 640	$ 3,840
Mural installation:			
Transportation & Installation of Murals on wall	6	$ 233	$ 1,398
Painting of Wall			$ 850
Taxes			$ 297
MURAL PRODUCTION AND INSTALLATION			**$ 6,755**
Publicity and unveiling:			
Awards	2	$ 200	$ 400
Publicity, Hard copy (Posters, flyers, QR codes)			$ 400
Celebration costs (Music/refreshments/decorations)			$ 200
PUBLICITY AND UNVEILING:			**$ 1,000**
TOTAL PROPOSED BUDGET:			**$ 7,755**

NOTES:

Each mural consists of 3 panels. Each panel is 5' wide x 10' long.

City of Escondido covered graffiti on the wall in an unsuitable dark color. Repaintiing is needed.

SpeedPro
Great. Big. Graphics.
Greater San Diego

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

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www.speedprosd.com

ESTIMA
EST-18299

Created Date: 7/11/2026

DESCRIPTION: ACM Art Murals - NCEPT Building

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: Suzanne Nicolaisen
Email: snicolaisen@cox.net

Salesperson: Max SpeedPro San Diego
Entered By: Max Tabaeian

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	CMYK UV Direct Print with Anti-Graffiti Gloss Laminate on 3mm White ACM - Router Cut to Size (58"x116") Anti Graffiti Laminate - DO NOT use an abrasive sponge. Any cleaning agents should be applied generously using a soft cloth with light pressure. Many staining agents including gasoline, rubber scuff marks, coffee, etc. can be wiped clean with either a wet or dry cloth. To remove stains such as ketchup, crayon, lipstick, etc. use a warm, full-strength solution of household detergent and rinse with water. To remove paint "graffiti", permanent marker, or any other stain with heavy oil or grease base, use a solvent such as acetone or lacquer thinner. Product Discount Applied: (15.00%) $677.80	6	$640.145	$3,840.87
2	Delivery & Installation Service	1	$1,400.00	$1,400.00

Subtotal:	$5,240.87
Taxes:	$297.01
Grand Total:	$5,537.88

Thank you for reaching out to SpeedPro of Greater San Diego. We're pleased to provide the following estimate.

This estimate is based on the information and computer renderings provided and is intended for budgetary purposes only. Once final artwork and installation details are received, adjustments to the estimated cost may be required.

To help cover credit card processing fees, a 3% fee will be applied to payments made via credit card. We're happy to accept alternative payment methods if preferred.

Artwork Notice:
This estimate is based on print-ready files. The first 15 minutes of file setup and proofing is included. If artwork requires logo recreation, resolution improvements, or vectorization, graphic design services will be billed at $125 per hour.

Approval of this estimate grants SpeedPro permission to use the completed project for marketing and promotional purposes, unless otherwise requested

in writing.

Vehicle Wrap Notice:
Vehicles must be washed prior to installation. A $50 car wash fee will apply if the vehicle arrives dirty. If the vehicle is not available the day prior to installation, or if the job is canceled within 24 hours of the scheduled install, a $100 cancellation fee will apply.

Manufacturer warranties covering adhesion and durability of adhesive films may apply. SpeedPro does not guarantee adhesion to substrates not supplied by SpeedPro and is not responsible for wear caused by external factors such as power washing or automated 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.

SANTA CRUZ CUSTOM PAINTING
Gerardo Ferrer
Contractor License #923684
145 Leslie Lane, Escondido, CA

PROPOSAL # 1701

Client: Sue

Address: 457 N. Elm St.

Scope of Work

- Power wash the designated areas.
- Cover and protect all areas that are not to be painted.
- Apply **2 coats of paint** to one wall on the **north side of the buildings**.
- Proposal includes labor and materials.

PROPOSAL TOTAL

$850.00.00

Thank you for the opportunity to provide this proposal.

October 22, 2026

Public Art Commission
City of Escondido

Re: North County Escondido Physical Therapy (NCEPT) Mural Project

Dear Commissioners:

We confirm that ESCO ALLEY ART works under the umbrella of the Escondido Downtown Business Association.

ESCO ALLEY ART has presented a project in connection with the North County Escondido Physical Therapy (NCEPT) to place two (2) 15 feet by 10 feet murals on its building. The total proposed budget for the project is $7,755.00. The funds are anticipated to be granted by the Public Arts Commission.

We confirm that the Escondido Downtown Business Association will administer the project and disperse funds to vendors in a timely manner, also, in cases where there is a time lag between availability of funds from the Public Art Commission and due dates from vendors.

The Escondido Downtown Business Association has approved the proposal as presented by ESCO ALLEY ART. Voting yes are board members Bob Carpenter, Heather Thelen, Adina Ondo and Louisa Magoon. None opposed. Thank you,

Sincerely,

Bob Carpenter
President
Escondido Downtown Business Association

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

AGREEMENT TO INSTALL MURALS

With this agreement between NCEPT, 457 North Elm Street, Escondido, CA, and ESCO Alley Art under the auspices of the Escondido Downtown Business Association, NCEPT agrees to have two (2) murals each measuring 10 feet by 15 feet installed on its building, subject to the following terms and conditions:

1. **Specifications.**
   The murals are printed on aluminum composite material. ESCO ALLEY ART will make the murals in question available and install them on the building. 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 art events. The mural artist will have the right to make reproductions of the artwork for sale or other purposes benefiting the artist. NCEPT 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 from both ESCO Alley Art and the artist.

3. **Installation, Display and Removal.**
   Should it be decided at a future date to remove the murals, ESCO Alley Art is responsible for removal of the murals.

For ESCO Alley Art:

_____, Date 10/20/2026

Suzanne Nicolaisen, Chair

For The Escondido Downtown Business Association:

Louisa Magoon _____, Date 10/20/2026

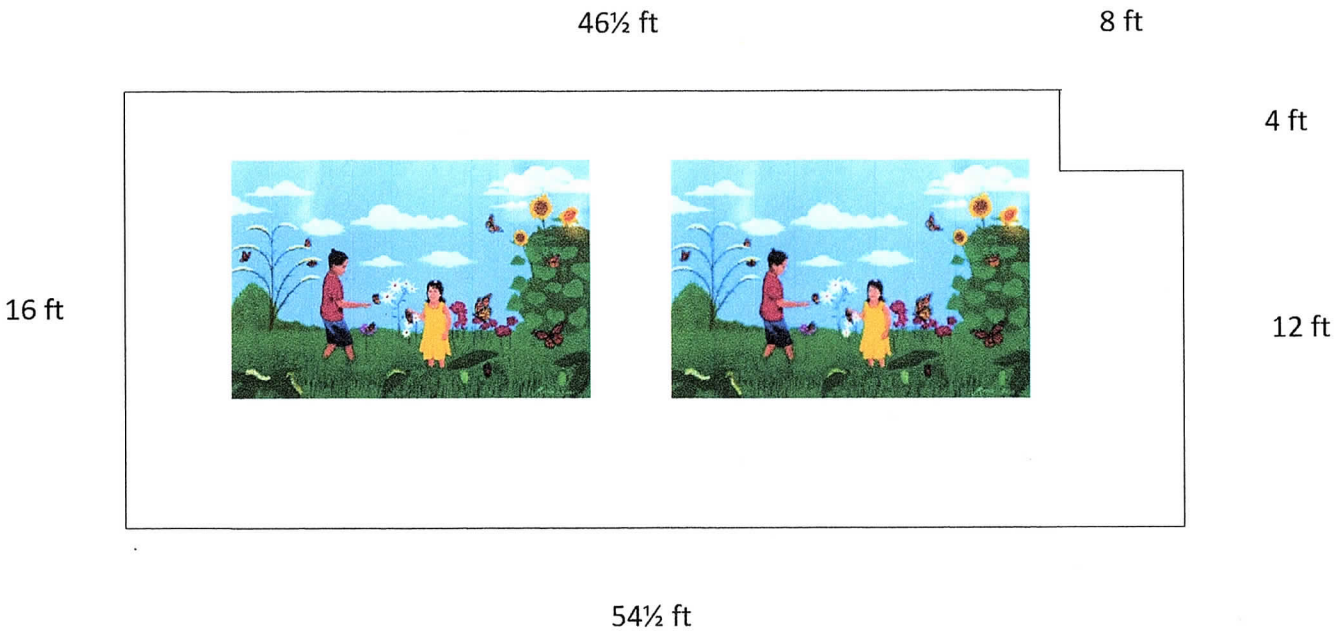
Louisa Magoon, Executive Board Member

For NCEPT:

Skye Grayson Owen _____, Date 10/14/2026

(Name and Title)

NCEPT Wall Measurements



Item 2.



Item 2.



STAFF REPORT

November 09, 2026
Agenda Item No.: 03

SUBJECT:
DEACCESSIONING: ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX

RECOMMENDATION:

Request the Public Art Commission to approve the formal deaccessioning of *Ad Astra* by Juan Andres Marin, painted in 2026, on the City's traffic signal box located at the intersection of Centre City and El Norte Parkway. The artwork is part of the Escondido Expressions Program. The artwork was successfully installed and on display until a collision at the location deemed the traffic signal box damaged beyond repair.

Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION:

Request the Commission formally deaccession *Ad Astra* by Juan Andres Marin.

FISCAL IMPACT:

In the 2026/2027 Public Art Annual Work Plan, no funding was allocated for the Escondido Expressions Program.

BACKGROUND:

The Escondido Expressions Program ("Program") was implemented to enhance the visual character of Escondido's neighborhoods and commercial districts by transforming traffic signal control boxes into public art installations. The Program was intended to showcase local artists, discourage graffiti, and expand the City's public art collection through artwork that reflects the unique identity, creativity, and diversity of the community.

Vehicle Collision

On Sunday, October 18, 2026, City staff drove by and noticed the traffic signal box at Centre City and El Norte was knocked over and caution tape secured the site. This box was painted with the artwork of Juan Andres Marin. Multiple artists, community members, and employees reached out with the news, reflecting the care the community has for this art piece. It was reported that a vehicle collided with the traffic signal box causing damage.

CITY of ESCONDIDO

STAFF REPORT

On Monday, October 19, 2026, Public Art staff reached out to Public Works staff and was informed the box was beyond repair and would be replaced. Public Works transferred the painted box to their facility. When boxes are deemed beyond repair, they are recycled. In this instance, due to the artwork, this process was paused. The box is being offered to the artist in case he would like to use the artwork in a different capacity. TIf the artist requests the box, it will require approval by the City Manager.

About the Artwork

The name of this art piece comes the latin: “per aspera, ad astra”, through hardships to the stars. Using the words of Andres, it “Is a reflection of my journey from pain to purpose. Growing up in a Chicano household steeped in machismo, I learned early to equate worth with performance and to silence my emotions. That unspoken hunger for validation led me to the streets, the military, and eventually prison. But it was in that isolation, stripped of everything that I discovered faith, art, and healing. The roses in this piece represent the beauty birthed from the struggle. This piece is for anyone who has ever been told that they weren't good enough or that they are too far gone as a reminder that our scars don’t define us and to always reach for the stars. In my darkest moment I found God, my purpose, and a reason to keep looking up. Ad Astra isn't just art, it's a reminder that no matter how difficult your circumstances may be you can still shine bright among the stars.”

Staff Recommendation

The artwork is deaccessioned by default due to the condition of the traffic signal box. Formal deaccessioning would allow staff to remove it from the public art map and add it to the legacy of public art page where information of deaccessioned public art is available to the community. Staff recommend considering funding to have the same design painted at the same location or other traffic signal box in fiscal year 2027/2028.

STAFF REPORT

November 09, 2026
Agenda Item No.: 04

SUBJECT:
ESCONDIDO CREEK TRAIL ART PROJECTS PROPOSALS

RECOMMENDATION:

Request the Public Art Commission approve the mural *A Place to Grow* by artists Guiallaume Ollivier and Adele Renault, to be located on the Neighborhood Health Care Building, located at 425 N. Date St for $150,000, the mural series *Invisible Creek* by Sasha Primo in the Escondido Creek Trail Channel Walls for $100,000, the sculpture *Creek Sentential* by Alex Gall to be located at along the Escondido Creek Trail for $30,000, and the control box artwork *Untitled* by Becca Dwyer located in Washington Park for $1,500.

Staff Recommendation: Approve (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

RECOMMENDED ACTION:

Approve four art projects for the total amount of $281,500 to be located along the Escondido Creek Trail.

FISCAL IMPACT:

As part of the 2026/2027 Public Art Annual Work Plan, the Public Art Commission has allocated $310,000 for The Escondido Creek Trail Art Projects. Of those funds, $285,000 are to be awarded to artists through the RFP process. The remaining funds, $25,000, may be available for unforeseen site preparation costs. Any unspent project funds will roll over to the next fiscal year and be available for allocation toward future public art projects.

BACKGROUND:

City Staff received 39 proposals from 29 artists by the submission deadline of September 8, 2026. All the proposals were provided to the Public Art Commissioners on September 11, 2026, and were also shared with Ellen Clark, the representative for Neighborhood Health Care (NHC).

As the building owner, NHC retains the right to veto any proposal it determines is not appropriate for the building. To maintain a collaborative process and ensure the selected artwork is a good fit for both the building and the community, NHC attended and reviewed the current proposals with the Commission and entertained discussion of all proposals before it ultimately vetoed six proposals.

CITY of ESCONDIDO

STAFF REPORT

Following this discussion, Commissioners independently scored the proposals that remain under consideration. Scores were due to staff by October 30, 2026, and were compiled by staff.

Staff Recommendation

Upon review of the scores, staff recommend the following proposals be awarded:

- NHC Mural: *A Place to Grow* by artists Guiallaume Ollivier and Adele Renault
- Mural Series: *Invisible Creek* by Sasha Primo
- Sculpture: *Creek Sentinel* by Alex Gall
- Control Box: *Untitled* by Becca Dwyer

ATTACHMENTS:

A. ETC Art Projects Score Summary
B. ETC Art Projects Top Proposals

Artist	Title	Proposal Type	Amount Requested	Grand Total	Average
Becca Dwyer	Untitled (at this time)	Control Box	$1,500	608	86.86
Lina Kimbap	Sun Diego Paradise	Control Box	$1,500	539	77.00
Helena Faitelson	California in Bloom	Control Box	$1,500	494	70.57
Alex Gall	Creek Sentinel	Sculpture	$30,000	609	87.00
Colin Jemmot & MJ Brovold	Today is an Auspicious Day	Sculpture	$30,000	564	80.57
Benjamin Stover	The Goldenstar	Sculpture	$30,000	544	77.71
Eric Nubbe	Reclamation	Sculpture	$30,000	489	69.86
Vojtech Blazejovsky	Growth	Sculpture	$30,000	452	64.57
Robin Riley	Untitled (at this time)	Sculpture	$30,000	450	64.29
Roberto Salas	Flora & Fauna For Escondido	Sculpture	$30,000	355	50.71
Sasha Reisin	Invisible Creek	ECT Murals	$100,000	563	80.43
Tim Toplov	River Resilient	ECT Murals	$100,000	505	72.14
Elisa Torres	Hidden Current: Five Lives of Escondido Creek	ECT Murals	$100,000	504	72.00
Jody Barrilleaux	Creek of Life: Escondido's Living Corridor	ECT Murals	$100,000	481	68.71
Becca Dwyer	Untitled (at this time)	ECT Murals	$100,000	468	66.86
Andres Marin	Survival	ECT Murals	$100,000	403	57.57
Roberto Salas	Flora & Fauna For Escondido	ECT Murals	$100,000	369	52.71
Riley Miller	Along the Current	ECT Murals	$85,000	342	48.86
Matthew Cavanagh	Wild Escondido	ECT Murals	$100,000	269	38.43
Guiallaume Ollivier, Adele Renault	A Place to Grow	NHC Mural	$150,000	673	96.14
Nargiza Dadabaeva	Where Life Flows	NHC Mural	$150,000	599	85.57
Sasha Reisin	Life Cycles	NHC Mural	$150,000	576	82.29
Kay Ray-Smith, Brad Smith	River of Wellness	NHC Mural	$150,000	557	79.57
Humberto Lahera	Renacer	NHC Mural	$148,000	531	75.86
Tim Toplov	Run with the River	NHC Mural	$130,000	523	74.71
Matthew Cavanagh	Rooted in Wellness	NHC Mural	$150,000	518	74.00
Jocelyn Galipeau	Echoes of the Creek: A Narrative of Movement & Care	NHC Mural	$145,000	503	71.86
Nolan Lee	Consider	NHC Mural	$95,000	449	64.14
Anne Sophie Gaudet	Morning Light	NHC Mural	$150,000	435	62.14
Olga Pavlova, German Zamana	Where Nature Meets Movement	NHC Mural	$150,000	406	58.00
Jody Barrilleaux	Creek of Life: Escondido's Living Corridor	NHC Mural	$150,000	398	56.86
Felipe Velazquez	Harmony	NHC Mural	$150,000	382	54.57
Thao Huynh French	Escondido Earth	NHC Mural	$150,000	373	53.29

GUILLAUME OLLIVIER + ADELE RENAULT

MURALISTS / ARTISTS

A PLACE TO GROW

ESCONDIDO CREEK TRAIL PUBLIC ART

NEIGHBORHOOD HEALTHCARE MURAL

RFP No. 26-33

ESCONDIDO, CALIFORNIA

OLLIVIERSTUDIO@GMAIL.COM 818.519.2952

PROJECT INTRODUCTION

A PLACE TO GROW

We are proposing a large, hand-painted façade mural built around the native plants, wildflowers and wildlife of the Escondido Creek landscape.

Both of us have spent years painting murals at a very large scale. This is what we do. We are interested in taking things people normally pass without noticing, a leaf, a flower, the surface of a cactus, and blowing them up until they become something completely different.

This wall is being designed around harmony, between the artwork, the architecture and the surrounding environment. Rather than placing an image on the building, we want the mural to feel like it grew into it.

We both have strong connections to Southern California, community work and public art, and this project feels like a natural meeting point between our practices.

ARTIST STATEMENT

CONCEPT AND INSPIRATION

We designed the mural to move across the building as one landscape, but we intentionally did not want to cover every inch with repeating plants. We wanted certain areas to breathe, other areas to feel dense, and for the architecture itself to create pauses. That separation gives the wall a loose story and a more conceptual hand.

On the left, the agave is pushed far beyond its normal scale. It becomes almost architectural. The leaves can feel sharp and defensive at first, but when enlarged you start seeing the softness, color and movement inside them.

The flowering yucca sits directly beneath the peak of the building and becomes the quiet center of the piece. Its placement gives it an almost altar-like presence, towering upward while the surrounding wall falls away. There is a subtle spiritual echo there, but it comes from the plant and the architecture rather than adding any outside symbol to it.

There are also small easter eggs hidden inside the landscape, including a ground-level Southwestern pond turtle and a Least Bell’s vireo tucked into the agave section. These quiet details are native, local and easy to miss, meant for people who slow down and look closely.

More than anything, we want the finished wall to feel in harmony with the building and the landscape around it. Not cluttered, not overly explained, just something that makes you look a little closer at what was already there.

ORIGINAL DESIGN

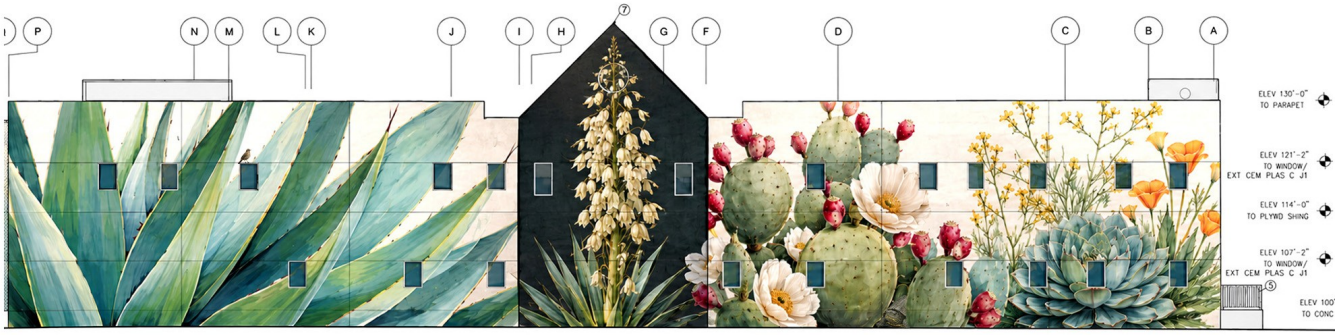
STRAIGHT-ON SITE VIEW



Straight-on site rendering

ORIGINAL DESIGN

PROPOSED ARTWORK ELEVATION



Elevation view

ORIGINAL DESIGN

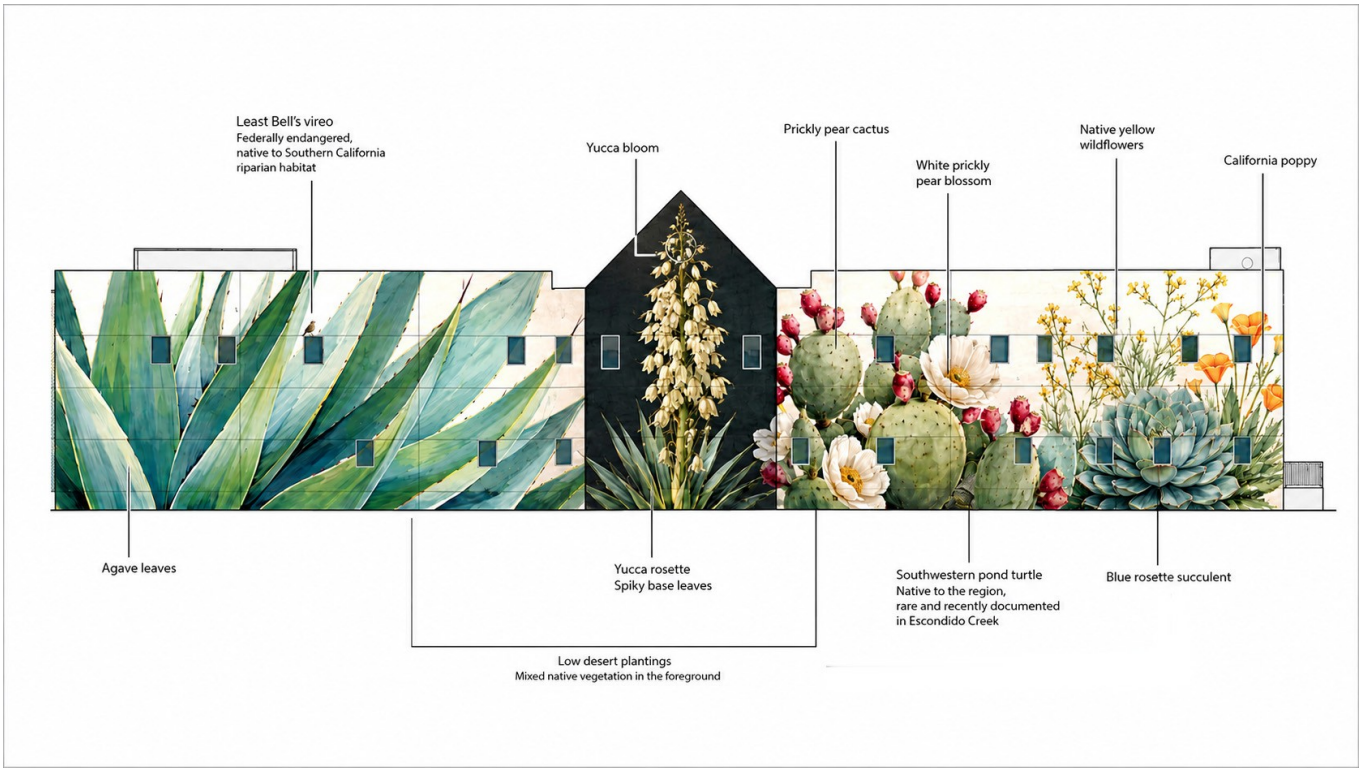
ANGLED PEDESTRIAN VIEW



Pedestrian view along Escondido Creek Trail

ARTWORK LEGEND

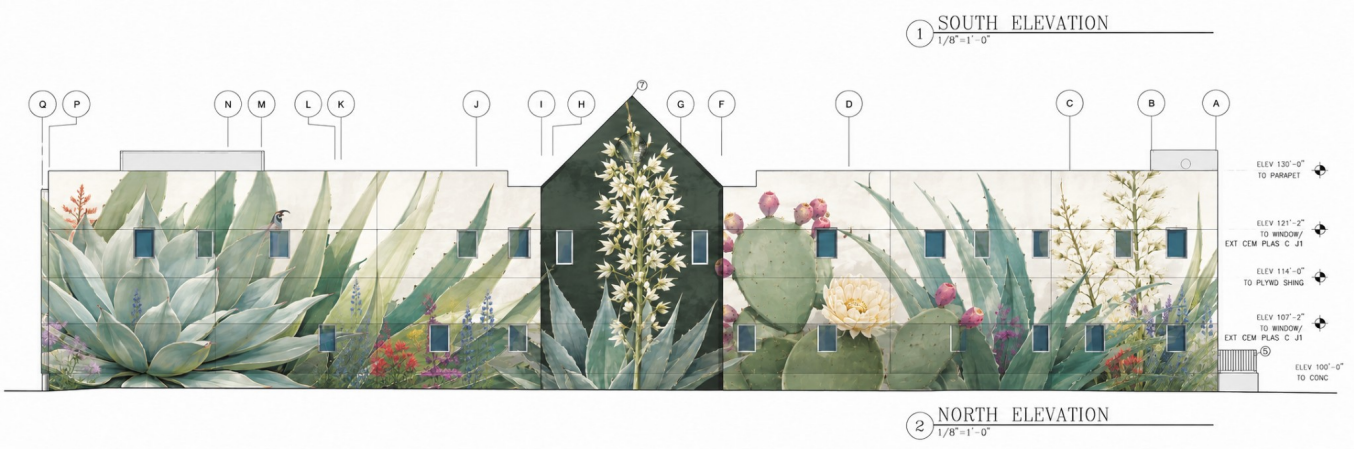
NATIVE SPECIES AND HIDDEN DETAILS



Labeled composition overview. Sources: Escondido Creek Conservancy and U.S. Fish & Wildlife Service.

ALTERNATE OPTION 01

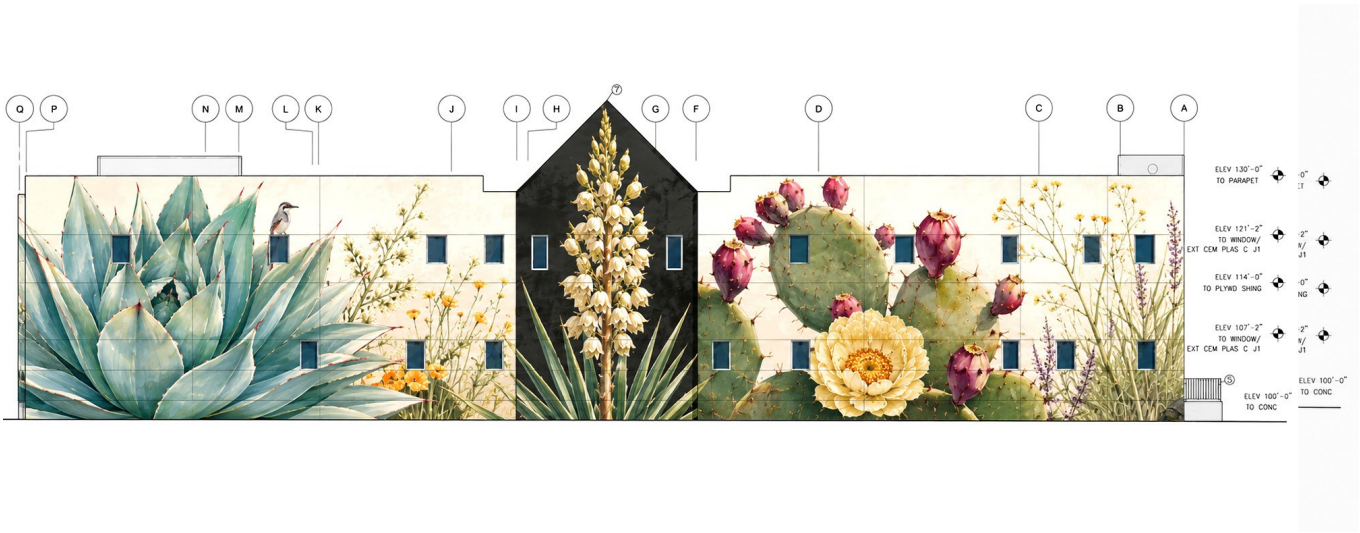
OPTIONAL DESIGN VARIATION



Straight-on elevation

ALTERNATE OPTION 02

OPTIONAL DESIGN VARIATION



Straight-on elevation

ALTERNATE OPTION 02

ANGLED SITE MOCKUP



Pedestrian view

HAND PAINTED ON SITE

EXECUTION APPROACH

We approach murals as paintings first. The final artwork will be hand painted directly onto the building using professional exterior acrylic and enamel paint systems, allowing us to build more depth, texture and variation than the digital mockup can show.

• Extensive experience executing large-scale exterior murals, including projects requiring boom lifts, scissor lifts, scaffolding and complex site access.
• Our team carries the appropriate lift certifications, insurance and professional safety experience needed for large public-facing installations.
• Artwork will be transferred using full-scale pattern systems and traditional pouncing methods, allowing the composition to be placed directly onto the architecture accurately and efficiently.

• Pre-production begins roughly two weeks before we arrive on site. During that period we prepare patterns, organize equipment, mix and label colors, test paint, color match the approved artwork and build the full production plan.
• On site, we work with a small experienced mural crew and maintain a clean, controlled and professional work area throughout production.
• With two weeks of proper pre-production, we anticipate completing the mural installation in less than two weeks on site, weather and site conditions permitting.

Final work will be documented, inspected and protected with the specified UV and graffiti-resistant coating.

DURABILITY + MAINTENANCE

PERMANENT EXTERIOR ARTWORK

The mural is being designed as a permanent exterior artwork, so durability is built into the process from the beginning.

• We will use a combination of professional exterior acrylic and oil enamel paint systems selected for strong adhesion, UV resistance and long-term color stability.
• These materials are made to hold up under direct sun, heat, weather exposure and normal exterior wear.
• Once the mural is complete, we will apply a professional UV-resistant protective coating to help reduce fading and provide an additional layer of protection against graffiti and surface damage.

• All final colors, paint formulas and material specifications will be documented so future touch-ups can be matched accurately.
• During the required five-year maintenance period, we will remain available for reasonable repairs related to fading, graffiti or localized damage.

Our goal is to build the mural correctly from the beginning, using durable materials and proper preparation, so long-term maintenance stays simple and the artwork continues to look strong for years.

PROJECT BUDGET

NEIGHBORHOOD HEALTHCARE MURAL / ESCONDIDO CREEK TRAIL

ALL-INCLUSIVE, NOT-TO-EXCEED BUDGET

$150,000

TOTAL PROJECT COST

The budget covers design, pre-production, hand-painted execution, equipment, professional exterior paint systems, protective coating, insurance and the required five-year maintenance period.

CATEGORY	SCOPE	BUDGET
ARTIST + DESIGN FEES	Concept development, design refinement, coordination + project management	$24,000
LEAD ARTIST LABOR	Guillaume Ollivier + Adele Renault, on-site painting and final detail work	$30,000
MURAL CREW LABOR	Experienced mural assistants for layout, painting, masking + production support	$24,000
PRE-PRODUCTION	Full-scale patterns, pouncing prep, color matching, paint mixing + material organization	$12,000
PAINT + MATERIALS	Professional exterior acrylic + oil enamel systems, consumables + specialty materials	$13,500
SURFACE PREPARATION	Cleaning, localized prep, primer, masking + protection of adjacent surfaces	$7,500
LIFT + EQUIPMENT	Boom/scissor lift rental, delivery, fuel, access equipment + site safety supplies	$10,000
INSURANCE + COMPLIANCE	Project insurance, certificates, safety documentation + administrative compliance	$4,500
TRAVEL + MOBILIZATION	Crew mobilization, transportation, deliveries + local project logistics	$4,500
PROTECTIVE COATING	UV-resistant and graffiti-resistant final protective coating	$6,000
5-YEAR MAINTENANCE	Allowance for reasonable fading, graffiti or localized repair during required period	$6,000
DOCUMENTATION	Final photography, color/specification record + project closeout materials	$2,000
CONTINGENCY	Reserved for field conditions, minor scope adjustments + unforeseen production needs	$6,000
TOTAL PROJECT COST		**$150,000**

PRODUCTION SCHEDULE

02 WEEKS
PRE-PRODUCTION

< 02 WEEKS
ON-SITE EXECUTION

WEATHER + SITE CONDITIONS PERMITTING

OLLIVIERSTUDIO@GMAIL.COM 818.519.2952

‘Invisible Creek’

Artist: Sasha Primo
Project Proposal – Escondido Creek Mural



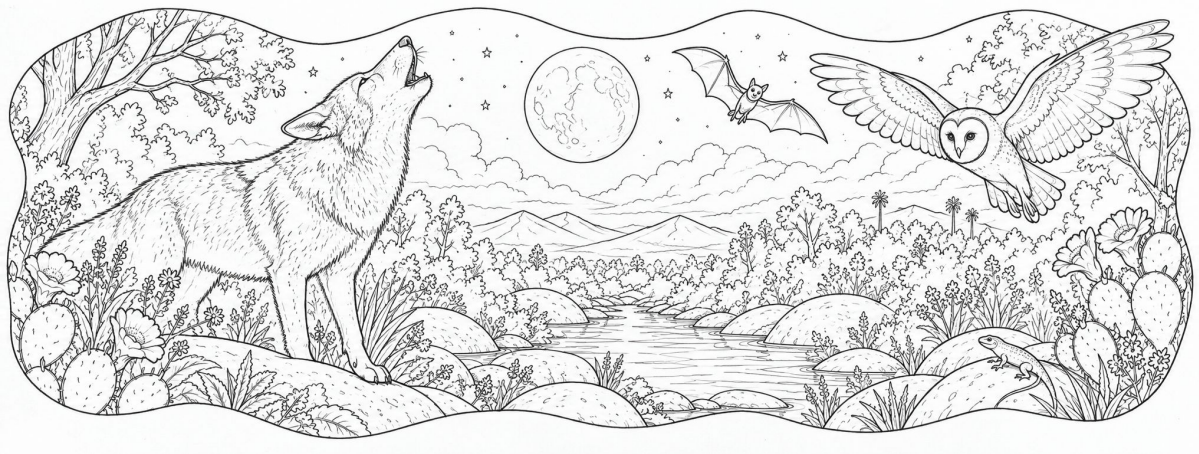
SASHA*PRIMO

ESCONDIDO

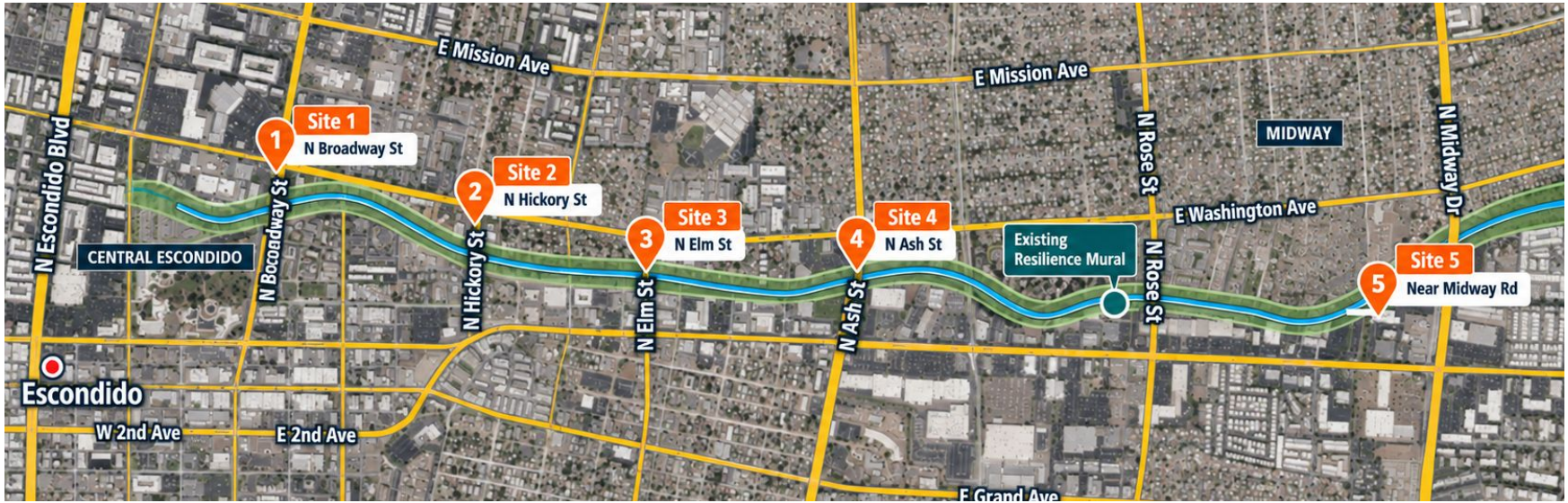
concept

Invisible Creek is a series of **five interconnected murals** that invites the community to discover the ecosystems of Escondido Creek beyond what is immediately visible. The project explores the creek through **five ecological layers: Underground, Underwater, Riparian, Night and Canopy**, revealing the wildlife, vegetation, and natural relationships that exist above, beside, within, beneath, and after dark.

Using **large-scale native wildlife and local vegetation**, each mural creates an immediate visual impact while smaller species and hidden ecological details reward closer observation. The five interventions are interconnected, encouraging visitors to search, explore, and learn as they move along the trail. Together, the murals transform the creek into a journey through its visible and invisible biodiversity.



sites proposal



A series of five murals, **each located in response to its theme and informed by a site-specific assessment** of the creek corridor. The placement considers urban connections, built form, visibility, circulation, existing landscape conditions, and the **relationship between each mural and its immediate surroundings.**

Together, **the five locations create a cohesive sequence along the trail while complementing existing public art** projects and the Escondido Creek Master Plan.

site #1 – underground



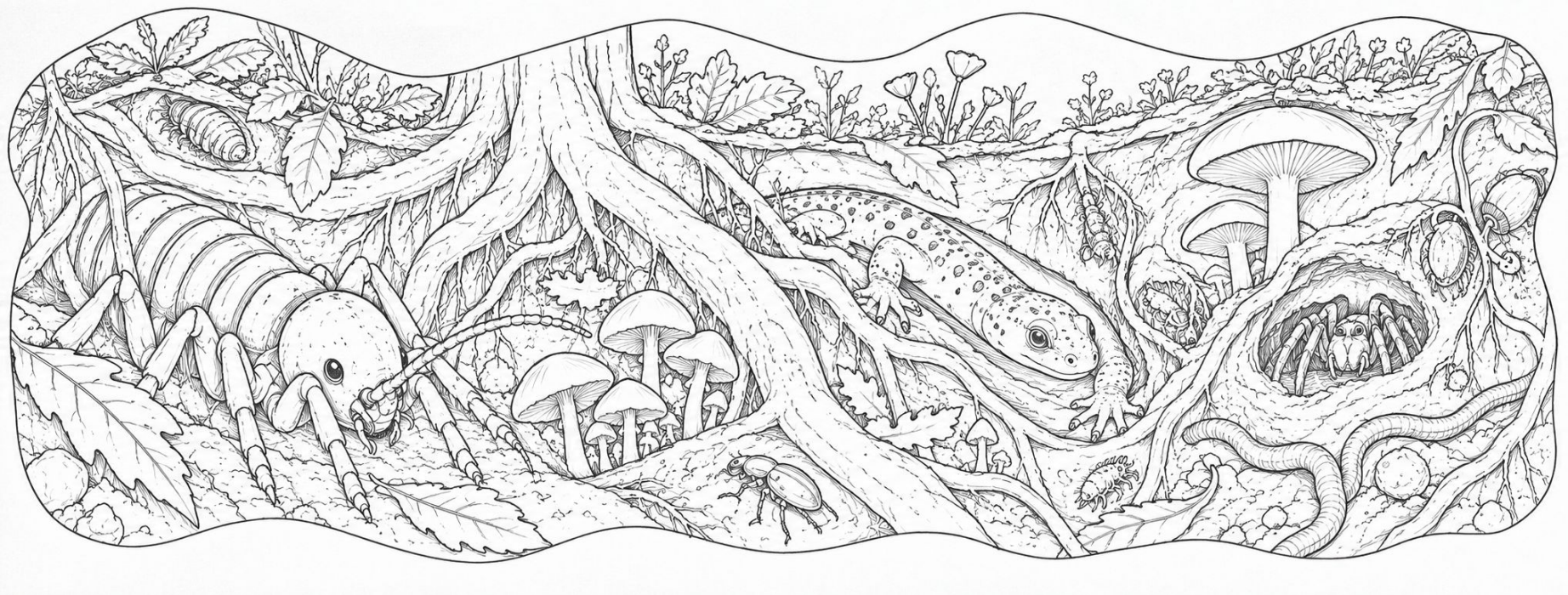


Location: North Broadway St.

Theme assigned: Underground

Explanation: Located near City Hall and the Center for the Arts, this site acts as a gateway to the mural sequence. The series begins beneath our feet, revealing the creek's hidden underground network of roots, fungi, insects and small organisms—a world of **connection, support, and transformation** that sustains the visible ecosystem above.

site #1 – underground – sketch



Key elements included: Jerusalem cricket, garden slender salamander, trapdoor spider, beetles, earthworms, mushrooms and fungi.

Dimensions: Approximately 30’w x 10’h

site #1 – underground – mockup



site #2 – underwater



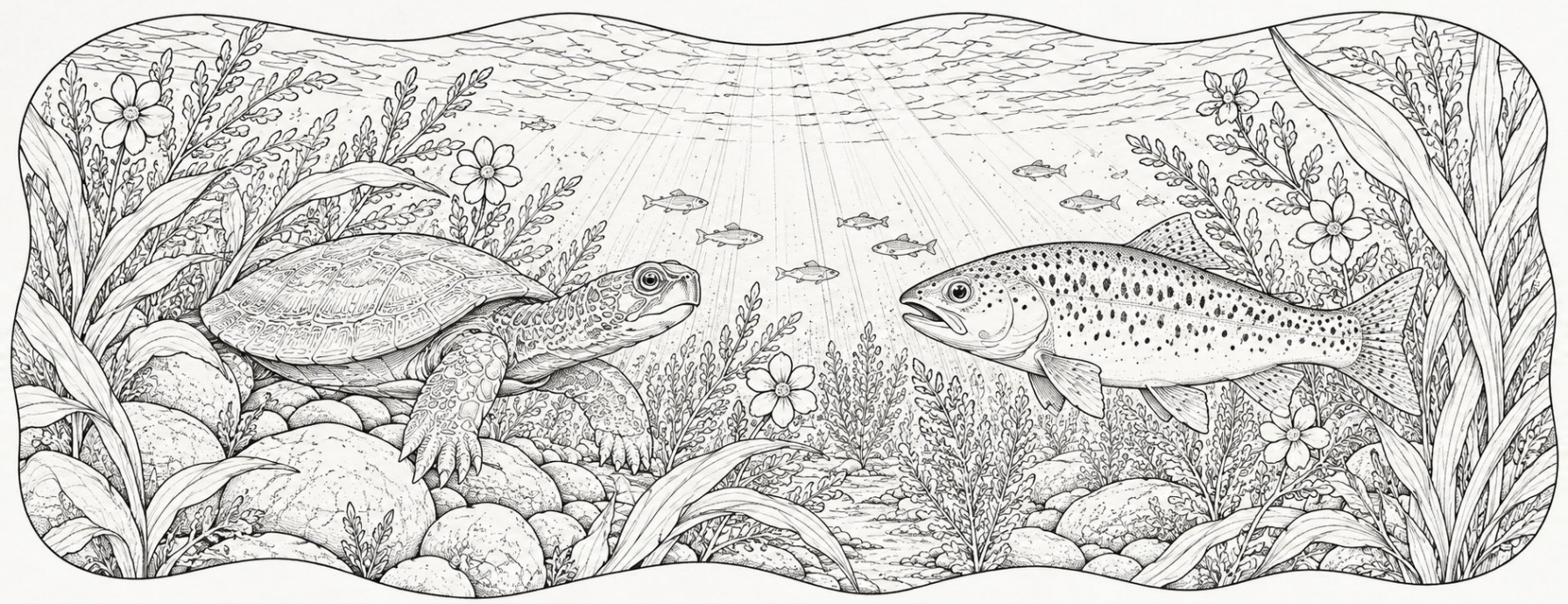


Location: North Hickory St.

Theme assigned: Underwater

Rationale: At the bridge, the creek briefly disappears beneath the city, creating a natural moment to reveal what normally remains unseen below the surface. The mural transforms the wall into a window onto the underwater ecosystem, expressing calm, movement, and mystery through aquatic plants and native fauna.

site #2 – underwater – sketch



Key elements included: Southwestern Pond Turtle, Southern steelhead/rainbow trout.

Dimensions: Approximately 30’w x 10’h

site #2 – underwater – mockup



site #3 - riparian





Location: North Elm St.

Theme assigned: Riparian

Rationale: As one of the few points where the trail physically approaches and accesses the creek, this site strengthens the connection with the water's edge. The mural reveals the riparian zone as a place of refuge, transition, and abundance, where water, vegetation, and wildlife come together.

site #3 – riparian – sketch

SASHA PRIMO



Key elements included: Key elements included: Raccoon, Great Blue Heron, Cattails and wildflowers.

Dimensions: Approximately 30’w x 10’h

site #3 – riparian – mockup



site #4 - the night



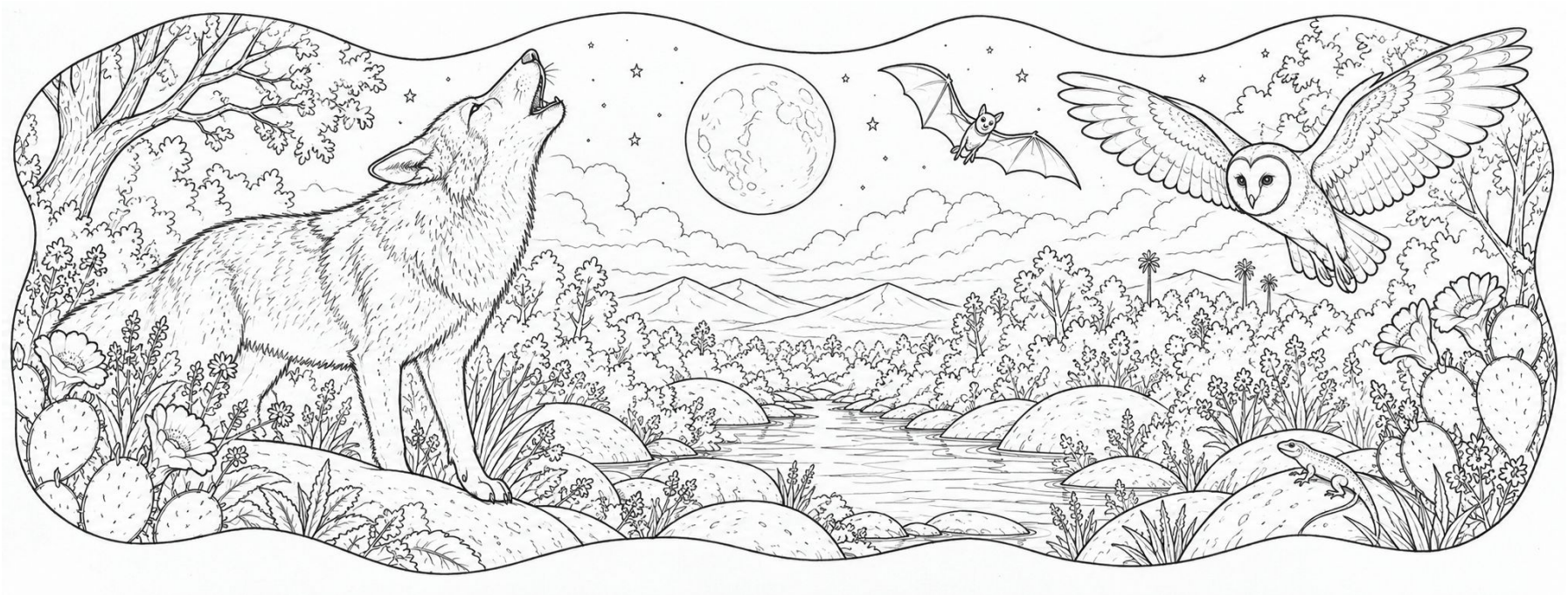


Location: North Ash St.

Theme assigned: The Night

Rationale: The trail descends beneath Ash Street into a shaded, enclosed passage, creating a natural transition from daylight into darkness. This change in light and atmosphere introduces the nocturnal layer of the creek, revealing a world shaped by silence, adaptation, and natural cycles, where owls, bats, coyotes, and other species become active after sunset.

site #4 – the night – sketch



Key elements included: howling coyote, flying Barn Owl, bat, full moon, flowering prickly pear cactus.

Dimensions: Approximately 18’w x 5’h

site #4 – the night – mockup



site #5 - canopy





Location: Midway Road *(Near High School as possible trail connection stated in Escondido Creek Master Plan p.17)*

Theme assigned: Canopy

Rationale: The open character of this stretch and the presence of mature vegetation invite the viewer's attention upward, look, toward the layer of the ecosystem that exists above the trail. The mural celebrates the canopy as a space of connection, openness, and flight, revealing the birds and wildlife that move through the trees and across the creek corridor, all framed by the mountains in the back.

site #5 – canopy – sketch

SASHA PRIMO



Key elements included: Osprey, Summer Tanager, oak tree.

Dimensions: Approximately 30’w x 12’h

site #5 – canopy – mockup



proposal letter of interest

Dear Selection Committee,

I am very interested in the opportunity to return to Escondido Creek and continue contributing to a place that has become meaningful to my practice. Having previously completed large-scale murals along the creek, I have developed a personal connection to the site and to the community that uses the trail every day. Seeing people encounter the murals, hearing their reactions to the wildlife represented, and watching the work become part of the landscape made this a particularly rewarding public art experience for me.

My previous experience at Escondido Creek gives me a strong understanding of the site. I already understand the unusual scale and geometry of the channel, the inclined concrete surfaces, environmental exposure, access considerations, and how the artwork is perceived from different distances and while moving along the trail. The previous murals also taught me which visual strategies work particularly well in this setting: large recognizable animals, strong color relationships, clear compositions, and details that reveal themselves as viewers get closer.

For this new project, I propose Invisible Creek, a sequence of five murals exploring the Canopy, Riparian, Underwater, Underground, and Night layers of the creek ecosystem. While each mural can stand on its own, the five works are designed as a continuous experience along the trail. This format allows me to expand upon the visual language of my existing Escondido murals while introducing a stronger sense of movement, discovery, and connection between locations.

I am especially interested in returning because this project offers the opportunity to build upon work that already has a relationship with its surroundings rather than simply starting over. The new murals would complement the existing pieces while expanding the ecological story of the creek and giving residents another reason to explore the trail. I would bring to the project not only my experience as a muralist, but also an existing understanding of the site, a proven ability to execute work at this scale, and a genuine investment in continuing what has already become an important collaboration for me.

Thank you for considering my application. I would be honored to return to Escondido and continue developing this growing body of public artwork along the creek.

Sincerely,
Sasha Primo – Public Artist

budget

SASHA PRIMO

Grand total: $100,000

- **Materials and Supplies ($20,000):** This includes high-quality exterior paints and supplies needed to withstand environmental factors and maintain the mural's vibrancy. Includes three layers of anti-graffiti coating.
- **Mural Production & Installation ($24,000):** On-site mural production, including surface preparation, layout, painting, three layers of anti-graffiti coating, and assistant labor.
- **Administration ($6,000):** This covers the time spent on non-creative aspects such as project planning, insurances, coordination, scheduling, and overall project management.
- **Artist's Fee ($15,000):** Compensation for the artist's creative design.
- **Professional Services ($4,000):** These funds are allocated for communications, press, social media, photo and video recording and editing.
- **Travel Expenses ($7,000):** Facilitates necessary site visits, airfare, ground transportation, per diem, and accommodation for the project supervision and implementation.
- **Maintenance ($10,000):** Reserved funding for 5–year maintenance.
- **Surface preparation & Equipment Rental ($9,000):** Boom lift, spray machine for priming and coating, transportation and storage.
- **Contingency ($5,000)**

maintenance proposal

Estimated Maintenance Plan

The murals will be created as permanent exterior artworks using professional-grade exterior paints and finished with three layers of UV-resistant, anti-graffiti protective coating. With proper surface preparation and routine maintenance, their expected lifespan is **15 years or longer**.

A dedicated maintenance reserve is included for the required **five-year maintenance period**, covering:

- Annual visual inspection for fading, peeling, cracking, moisture damage, or vandalism.
- Paint repairs and touch-ups as needed.
- Reapplication of protective coating in repaired areas when necessary.
- Documentation of paint colors, materials, and coating specifications to ensure accurate future repairs.

After the five-year period, inspection every 1–2 years and periodic renewal of the protective coating are recommended to maximize the mural's lifespan.

Cleaning and Graffiti Removal

The protective coating will allow most dirt and graffiti to be removed without affecting the painted surface beneath. Cleaning should use methods compatible with the coating manufacturer's recommendations. Abrasive cleaning, pressure washing at close range, or aggressive chemical solvents should be avoided unless specifically approved for the coating system.

Proposed Timeline

timeline

proposal

Contract, Site Review & Coordination: Weeks 1–2

Research & Further Concept Development (if applicable): Weeks 2–4

Design Development – Five Murals: Weeks 4–7

Community / Stakeholder Review & Final Design Approvals: Weeks 7–9

Materials Procurement & Production Planning: Weeks 9–10

Surface Preparation & Site Setup: Weeks 11–12

Mural Installation – Five Locations: Weeks 12–17

Protective Coating & Final Touch-ups: Week 18

Documentation & Project Completion: Week 19

Maintenance Period: 5 years following completion

Estimated project duration: approximately **4–5 months from contract to completion**, followed by the five-year maintenance period.



thank you!

SASHA PRIMO

https://sashaprimo.com/ sashaprimo.studio@gmail.com @sasha_primo Sasha (Primo) Reisin

Creek Sentinel - Artist statement

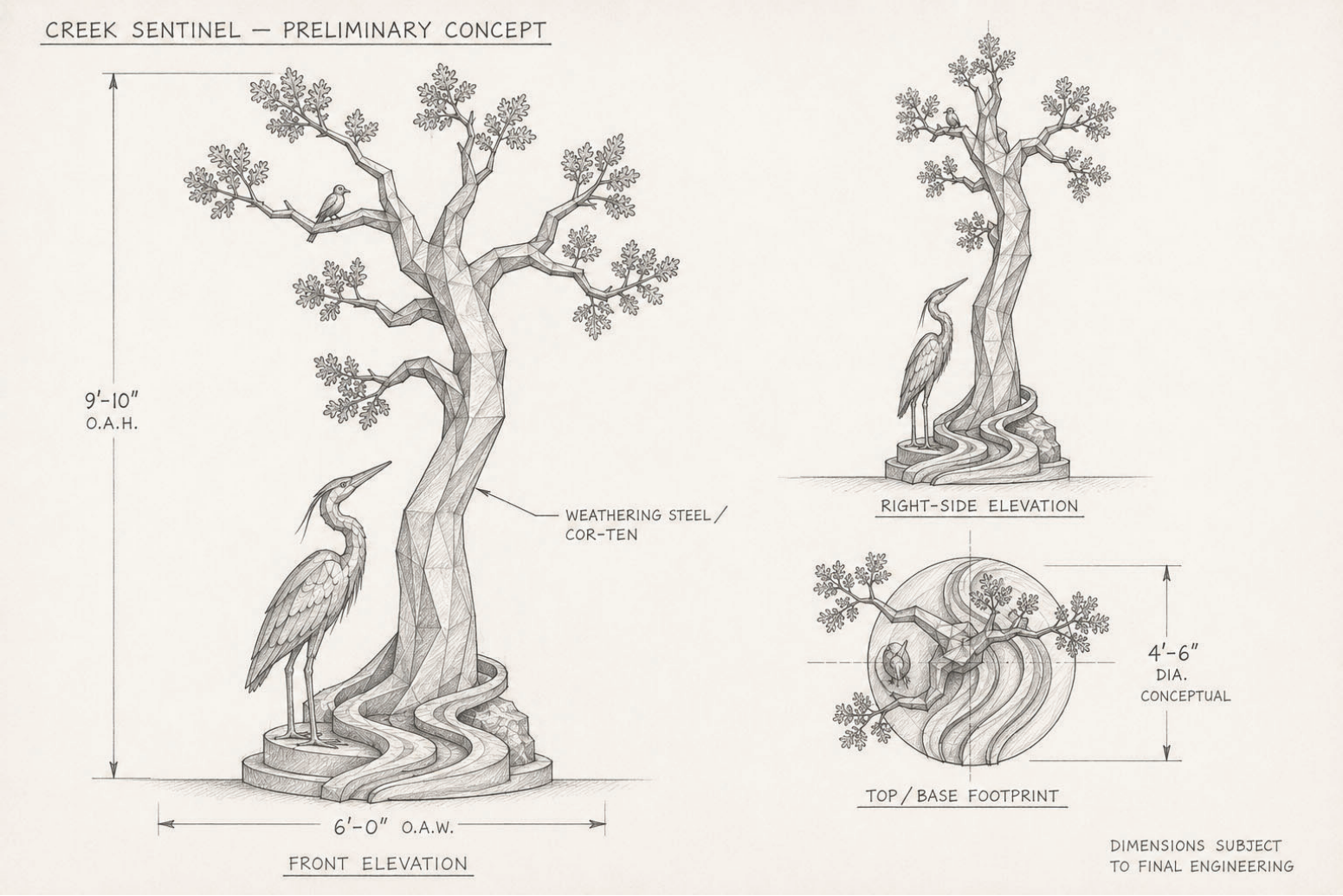
Creek Sentinel is inspired by the native landscape surrounding Escondido Creek Trail and the relationship between its plants, wildlife, and flowing water. At the center of the sculpture stands an Engelmann oak, a rare native tree found in Escondido's remaining oak woodlands. Its weathered, reaching branches symbolize resilience, shelter, and the quiet strength of a landscape that continues to endure alongside a growing city.

At the base, a great blue heron stands beside layered ribbons of steel representing the movement of Escondido Creek. The heron acts as a patient observer and guardian of the waterway, while a smaller bird perched within the canopy represents the many species that depend upon these connected habitats.

The sculpture will be fabricated from cor-ten steel, a material that naturally changes as it is exposed to the elements. Its evolving rusted surface reflects the passage of time and allows the work to age alongside the surrounding landscape. The faceted construction gives the familiar forms of the tree and birds a contemporary, sculptural character while honoring their natural shapes.

Creek Sentinel is intended as a reminder that the creek is more than a path through the city it is a living corridor connecting water, land, wildlife, and community.

Creek Sentinel — Dimensions and Preliminary Drawings



Overall dimensions: 9′-10″ H × 6′-0″ W × approximately 4′-6″ D
Conceptual base: 4′-6″ diameter
Heron: approximately 4′-0″ tall
Material - Cor-Ten Steel





Renderings

Control Box Mural

As a public artist, I have had the pleasure of painting approximately 20 utility boxes throughout Southern California, from Newport Beach to downtown San Diego near Petco Park. Two of my most recent designs were painted in North County this year as part of the city's Escondido Expressions program! I see these pieces of infrastructure as small opportunities to transform something ordinary into something that adds beauty, personality, and a sense of place to a neighborhood. Flora and fauna have naturally become a recurring source of inspiration in this work because they let me connect each box directly to its surroundings.

For this control box, I wanted to create a design that celebrates the plants and animals that make up the ecosystem around Escondido Creek. The composition features local wildlife including the red-shouldered hawk, deer, coyote, bobcat, snake, frog, roadrunner, heron, ducks, and Southwestern pond turtle. The pond turtle is especially meaningful to this location after learning about the Escondido Creek Conservancy's Turtle Project and its work protecting the native Southwestern pond turtle. I would feature this panel on whichever gets the most visibility.

The unusual shape of this control box will become an important part of the final design. Rather than treating the box as a flat rectangle, I would use its various surfaces and raised elements to influence the placement of the animals, allowing the composition to wrap naturally around the structure and remain engaging from every side. This is an important part of my approach to public art: I want the artwork to feel as though it belongs to the object and the place it exists.

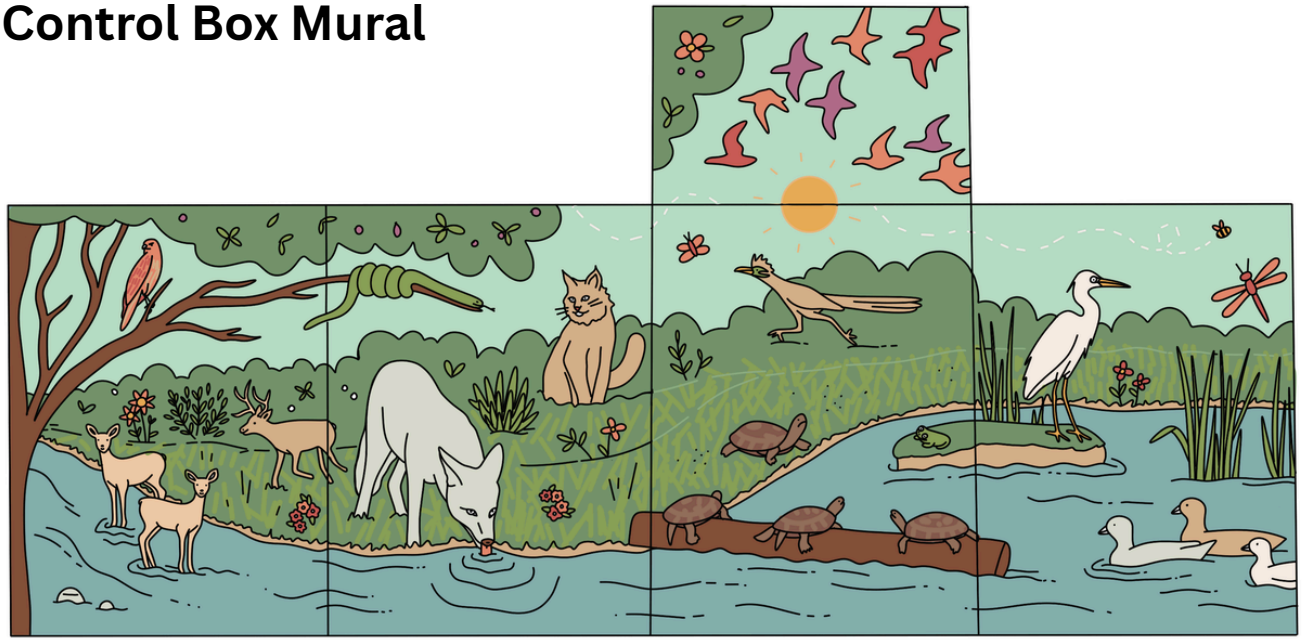
I intentionally kept the palette light and bright in response to the project's requirements while still creating enough contrast and visual interest for people passing along the trail. If interested, I could also explore incorporating small, educational labels identifying the animals, similar to the way species might be presented in a field guide or science textbook. The larger imagery would catch the eye of someone passing by, while these smaller details would reward anyone who takes a moment to look more closely.

My goal is for this control box to feel like a small celebration of Escondido Creek: colorful, approachable, educational, and rooted in the natural environment that surrounds it! As with any of my painting projects, I would also film and share the entire experience on social media to spread awareness about the importance of public art.

Control Box Mural

Expense	Cost
Artist design, preparation & painting labor	$850
Primer & paint	$150
UV protective varnish/coating	$100
Art Supplies	$50
Insurance/project administration	$100
Five-year maintenance & repair allowance	$250
TOTAL	**$1,500**

Control Box Mural

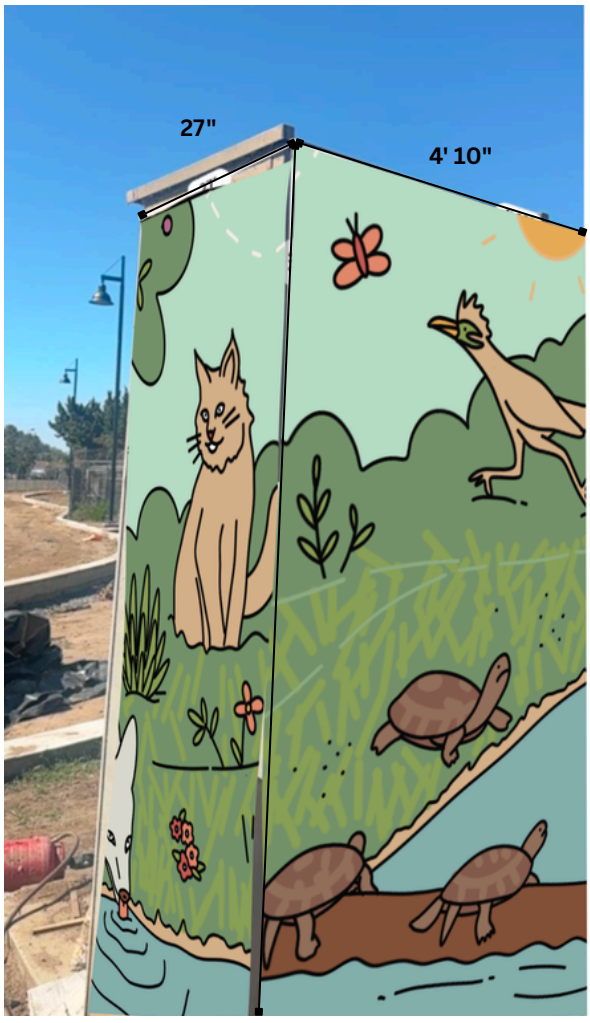


RED SHOULDERED HAWK, DEER, WILDFLOWERS

SNAKE, COYOTE, BOBCAT

BUTTERFLY, ROAD RUNNER, FROG, SOUTHWESTERN POND TURTLE

HERON, BEE, DRAGONFLY, DUCKS, REEDS



7' 5"



STAFF REPORT

November 09, 2026
Agenda Item No.: 05

SUBJECT:
2027 ARTS, CULTURE, AND CREATIVITY MONTH

RECOMMENDATION:

Request the Public Art Commission approve nine (9) projects proposals for the 2027 Arts, Culture, and Creativity Grant Opportunity which will offer a free component per the Commissioners rankings and staff review for a total of $56,858 in grant funding.

Request the Public Art Commission provide direction on eight (8) projects proposals for the 2027 Arts, Culture, and Creativity Grant Opportunity which will offer a free component per the Commissioners rankings and staff review for a total of $62,826 in grant funding.

Staff Recommendation: Approval and Provide Direction (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

RECOMMENDED ACTION:

Approve nine projects for a total of $56,858 in funding for 2027 Arts, Culture, and Creativity month. Provide Direction on eight projects for a total of $62,826 in grant funding.

FISCAL IMPACT:

In the 2027/2026 Public Art Annual Work Plan, the Public Art Commission recommended funding in the amount of $100,000. Of the total funding, $85,000 will be awarded through the 2027 Arts, Culture, and Creativity Grant Opportunity. The remaining $15,000 is to be used for marketing and the Artist Showcase event.

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 act 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 provide free programming to the community. In the following year, the Public Art Commission renewed their commitment and invest in 12 projects in Escondido for the month of April 2026.

CITY of ESCONDIDO

STAFF REPORT

To continue promoting and celebrating the arts throughout the community, the Public Art Commission has expressed its interest in offering grant funding for the third year of Arts, Culture, and Creativity Month in April 2027. The FY 2026/2027 Public Art Annual Work Plan allocates $100,000 to support this initiative. At the August meeting, the Commission approved the Grant Opportunity Packet and designated $85,000 for grants to artists, businesses, and organizations, with the remaining $15,000 allocated for marketing and a kickoff event to celebrate the launch of Arts, Culture, and Creativity Month.

April 2027 Grant Opportunity

The grant opportunity is designed to enhance community engagement, increase access to the arts, support artists, creative workers, and culture bearers, and foster creativity across diverse audiences. Project proposals ranging from $1,000 to $7,000 are evaluated based on project scope, community benefit, and anticipated impact. Projects that provide more than five days of free public programming are eligible for up to $10,000.

All applicants were asked to submit for one category to allow more diverse project pool:

- Performing Arts
- Visual Arts and Exhibits
- Arts Education and Creative Experiences
- Cultural Heritage and Traditions
- Escondido Artist Showcase

The grant opportunity was released to the public via the City website on Monday, August 17, 2026. The digital link was sent to all commissioners to distribute via their professional networks. Staff published it in the Econ Dev Newsletter and shared it on professional networks. Applications were due October 23, 2026 at 5 p.m. Staff received 37 applications for a total of $281,677 requested.

Evaluation

Commissioners were presented with all the applications in a printed form and asked to mark applications with Yes, Maybe, or No which translated to a 2, 1, or a 0 point score respectively in order to help sort the top applicants. Commissioners were also asked to select their top choice in each category to help create the score cut off points.

Staff reviewed the scoring and recommend the following projects be approved for funding:

CITY of ESCONDIDO

STAFF REPORT

Project	Applicant	Category	Grant
Uniendo: Stories That Connect Us	Mosaic Theatricals	Art Education & Creative Experiences	$10,000.00
Flight on Grand	FLOW&FORM STUDIOS	Visual Arts & Exhibitions, Art Education & Creative Experiences	$10,000.00
The Cypress: Old Rugs, New Stories	Maryam Bayat, Artist	Visual Arts & Exhibitions	$10,000.00
Hot Glass Cold Beer	James Stone, Artist	Escondido Artist Showcase	$7,000.00
WATER/EARTH/SKY: Our Precious Environment and Our Commitment to Community	Photographer's Eye	Visual Arts & Exhibitions	$5,700.00
Zine Workshops	Able ARTS Work	Art Education & Creative Experiences	$4,058.00
Hands of the Hidden Artisans: a Documentary	Escondido Arts Partnership	Cultural Heritage & Traditions	$3,750.00
Art Without Borders: Escondido-Guadalajara International Art Exchange	Escondido DBA	Visual Arts & Exhibitions	$3,750.00
Poetry Reading, Workshop and Open Mic	Katie Temple, Poet	Performing Arts	$2,600.00
Total			$56,858.00
Total Available			$85,000.00
Total Requested			$56,858.00
Balance			**$28,142.00**

Staff reviewed the scoring and request that the Commission provide direction on the following:

<u>Staff Recommended Projects for Fund</u>

- Escondido Makes Art by CoLab Crafts
    - This project provides a variety of ages and skill levels of access to free classes. The business had a project funded in year 1. They have taken the lessons learned and reworked their project. This project has the potential for high increase in impact. All impact is interactive, hands-on learning, and attendees receive tangible goods to take home.
- Music Meets Queen Califia by West Wind Brass

  - This project would bring music to nine elementary schools, making a major impact. The organizer secured a willing partner with EUSD. Bringing music to Queen Calfia's Magical Circle will allow the public to also enjoy the music at no cost.
- Recorrido por Oaxaca: A tour of Oaxaca Culture by Activist San Diego
  - This project will bring free culture and art opportunities to a historically underserved section of Escondido. While the program will be hosted at a Lutheran church, the organization is renting the facility solely as a venue for its proposed community programming and costs are minimal. The program is secular in nature and is not intended to support or promote religious activities. The location provides an important gathering space in a historically underserved area of Escondido, where opportunities for accessible community programming are limited. Its proximity to a frequently utilized public park further enhances accessibility for neighborhood residents. The bilingual programming will help reduce participation barriers, while the minimal cost per participant allows the organization to serve the community efficiently and maximize the impact of the grant's investment. Staff recognizes that this venue differs from those typically associated with previously funded programs. However, the proposed use, accessibility, affordability, and anticipated community benefit present a compelling case for funding.

Funding for these three projects will total $29,000. Staff recommend the overage, which is $858, comes from the marketing budget.

Additional Considerations

- April Arts Showcase: Spring in SoCal by Art Hatch
  - Staff Recommendation: Not Fund
  - Last year's impact report shows funding of $5,500 resulted in 652 attendees. Though significant, increased funding may not equate to increased attendance based on the changes proposed.
- Family STREAM Night: "Night at the Museum" by Children's Museum of Discovery
  - Staff Recommendation: Not Fund
  - The proposed cost per participant is $88.40, based on an anticipated participation of 68 individuals. However, the organization indicated in its application that it regularly hosts similar events with attendance exceeding 300 participants. Additionally, the organization's website lists regular admission at $17 per person and discounted admission at $3 for EBT/SNAP or CalFresh/WIC cardholders (up to four individuals) at these STREAM events. Given the organization's established attendance levels and existing admission pricing, the requested funding appears disproportionately high relative to the anticipated number of beneficiaries.
- Street Mirage by Edgar Yudkevich
  - Staff Recommendation: Not Fund
  - Application was not complete as there was no letter of support. Staff called the Escondido Public Library to confirm the ability to host in the space and was unable to get an answer. No

funds were requested for room rentals, yet other projects taking place at the library have included these funds in their application. Therefore, at this time, this project is not deemed plausible until these concerns are resolved.

Staff have no additional recommendations or considerations for Raices de Oaxaca by Caliztlan Academy or Music in the Magical Circle: An April Chamber Music Series by Left Coast Music.

ATTACHMENTS:

1. ACCM Total Votes
2. ACCM Recommended Project Applications

No.	Lead Applicant	Organization	Category	Funding Requested	Yes	To be Discussed	No	Abstain	Votes	Average	Subtotal
34	Chrisanne Moats	Escondido Arts Partnership	Cultural Heritage & Traditions	$ 3,750	7	0	0		7	2	
35	Carol Rogers	Escondido DBA	Visual Arts & Exhibitions	$ 3,750	6	0	0	Rogers	6	2	
25	Tom Abruzzo	CCAE Theatricals	Art Education & Creative Experiences	$ 10,000	6	1	0		7	1.86	
22	Kathy	Able ARTS Work	Art Education & Creative Experiences	$ 4,058	5	1	0	Sackfield	6	1.83	
4	Donna Cosentino	Photographer's Eye	Visual Arts & Exhibitions	$ 5,700	5	2	0		7	1.71	
12	James Stone	Individual Artist	Escondido Artist Showcase	$ 7,000	4	2	0	Rogers	6	1.67	
9	Katie Kemple	Individual Poet	Performing Arts	$ 2,600	4	3	0		7	1.57	
20	Tim Topalov	FLOW&FORM STUDIOS	Visual Arts & Exhibitions, Art Education & Creative Experiences	$ 10,000	4	3	0		7	1.57	
26	Maryam Bayat	Individual Artist	Visual Arts & Exhibitions	$ 10,000	2	4	0	Sackfield	6	1.33	$ 56,858
1	Melissa Inez Walker	ArtHatch	Art Education & Creative Experiences	$ 10,000	3	3	1		7	1.29	
8	Heather Disher	Children's Museum of Discovery	Art Education & Creative Experiences	$ 6,000	4	1	2		7	1.29	
15	Tatiana Tesch	CoLab Crafts	Art Education & Creative Experiences	$ 9,200	3	3	1		7	1.29	
16	Barry Toombs	WestWind Brass	Performing Arts	$ 9,800	4	1	2		7	1.29	
27	Maricela Sauceda	Caliztlan Academy	Cultural Heritage & Traditions	$ 7,000	2	5	0		7	1.29	
37	Edgar Yudkevich	Street Mirage	Art Education & Creative Experiences	$ 868	4	1	2		7	1.29	
3	Dan Weiss	Left Coast Music	Performing Arts	$ 10,000	3	2	2		7	1.14	
19	Cuez G. Rodriguez	Activist San Diego	Cultural Heritage & Traditions	$ 10,000	4	0	3		7	1.14	$ 62,868
13	Gabriel Eltaeb	Big Man Comics	Art Education & Creative Experiences	$ 10,000	1	5	1		7	1	
11	Sofia Han-Hermand	UNCI	Cultural Heritage & Traditions	$ 10,000	2	2	3		7	0.86	
17	Dante Farenga	San Diego Archeological Center	Cultural Heritage & Traditions	$ 10,000	1	4	2		7	0.86	
18	Cathy Carey	Individual Artist	Visual Arts & Exhibitions	$ 5,000	2	2	3		7	0.86	
21	Darin Balaban	Individual Artist	Visual Arts & Exhibitions	$ 10,000	2	2	3		7	0.86	
23	Michael Howard	San Diego Streaming Film Festival	Community Engagement	$ 7,000	1	4	2		7	0.86	
31	Lisa Lipsey	Don't Dream It, Be It	Visual Arts & Exhibitions, Art Education & Creative Experiences	$ 10,000	2	2	3		7	0.86	
36	Nancy Shirley	Christian Children's Chorus	Performing Arts	$ 9,000	2	2	3		7	0.86	
5	Adrian Stewart	Escondido Art Association	Escondido Artist Showcase	$ 10,000	1	3	3		7	0.71	
2	Colin Jemmott	Glass House Arts	Visual Arts & Exhibitions	$ 4,000	1	2	3	Sackfield	6	0.67	
33	Kristianne Kurner	New Village Arts	Cultural Heritage & Traditions; Visual Arts & Exhibitions; Performing Arts	$ 7,000	1	2	3	Sackfield	6	0.67	
30	Patrick Fennell	Individual Artist	Visual Arts & Exhibitions	$ 7,638	1	2	4		7	0.57	
10	Sam Ayad	Individual Artist	Visual Arts & Exhibitions	$ 7,000	0	3	3	Sackfield	6	0.5	
29	Rokhsane Hovaida	CCAE, Escondido Foundation	Visual Arts & Exhibitions	$ 10,000	0	3	3	Sackfield	6	0.5	
7	David Schmidt	Storytellers of San Diego	Performing Arts	$ 9,000	0	3	4		7	0.43	
6	Catherine Chiu	Teach Public Art LLC	Art Education & Creative Experiences	$ 10,000	0	2	5		7	0.29	
28	James Wright	A Step Beyond	Art Education & Creative Experiences	$ 7,000	0	2	5		7	0.29	
14	Angel Aguilar	USA Multicultural	Art Education & Creative Experiences	$ 7,000	0	0	7		7	0	
24	Christopher Saulsman	Individual Artist	Escondido Artist Showcase	$ 2,314	0	0	7		7	0	
32	Kevin Capacia	Escondido Music & Art Co.	Art Education & Creative Experiences	$ 10,000	0	0	7		7	0	

Arts, Culture & Creativity Month

GRANT OPPORTUNITY

Grants for April 2027 Events



ESCONDIDO

City of Escondido
Public Art Commission

201 N Broadway
Escondido, CA 92025

760-839-4692
publicart@escondido.gov

The Opportunity

The City of Escondido ("City") is announcing a funding opportunity for Arts, Culture, and Creativity Month 2027 (“Program”) to support events and activities that celebrate and showcase the arts in the community (“Project”). Grants are available to individuals, nonprofits, organizations, and businesses (“Applicant”) to provide free programs and activities that raise awareness of Arts, Culture, and Creativity Month during April 2027 in Escondido. This funding opportunity represents the Public Art Commission's third consecutive year of supporting community arts initiatives through grant funding.

The Program provides grants ranging from $1,000 to $10,000 to eligible Applicants proposing free events, activities, resources, or outreach efforts that promote awareness of the value and impact of arts and culture in the Escondido community (“Grant Proposal”). Applicants that are selected by the Public Art Commission to receive funding become grantees (“Grantees”).

Grant Information

Program Categories

Grant Proposals should align with **one** of the following categories:

Category	Purpose	Examples
Performing Arts	Live artistic performances	Music, dance, theater, spoken word, poetry, storytelling, opera, cultural performances
Visual Arts & Exhibitions	Creation or exhibition of visual artwork	Murals, sculpture, photography, gallery exhibits, live painting, digital art, installations
Art Education & Creative Experiences	Hands-on participation by the public	Painting classes, ceramics, printmaking, crafts, mosaics, family art activities, workshops
Cultural Heritage & Traditions	Celebrate diverse cultures through the arts	Native American, Filipino, Black, Asian, Pacific Islander, or Latino, cultural demonstrations, arts, storytelling or traditional crafts
Escondido Artist Showcase	Support local artists living or working in Escondido	Artist-led exhibits, performances, demonstrations, pop-up studios, community projects by local artists

All Grant Proposals 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.

Advertising Support

Grantees will receive additional advertising support via Visit Escondido community calendar, social media channels, and more. To maximize advertising opportunities, grantees will be asked to submit advertising materials in January 2027 in preparation.

Eligibility

All proposed projects must occur in April 2027 and focus on arts, culture, and creativity, must have a free component, and take place within the City of Escondido. Applicants do not have to be Escondido based unless applying for the Escondido Artist Showcase category.

Complete Grant Proposals will include the following:

1. Application: Must complete the application detailing their proposed Project.
2. Budget: A detailed budget outlining how grant funds will be used, including any matching funds or in-kind contributions.
3. Letters of Support: A letter of support from each community partner that is proposed to be involved in the Project.
4. Proof of Location Permission: If using an external location, provide proof of availability and approval to host event.

All documents must be submitted via email (publicart@escondido.gov) by the application deadline. Subject line should be: ACCM 2027- (Applicant Name). Staff will respond confirming

Grant Proposal Evaluation Criteria

Grant Proposals will be evaluated on the following:

1. Complete Proposal: Applicant submitted a complete application containing all required items (See **Eligibility** section).
2. Community Impact: Consideration will be given to projects that demonstrate efficient use of resources and offer the greatest community impact per dollar spent.
3. Innovation: Projects that bring new or innovative forms of art or programming are favored.

Evaluation Methodology

Commissioners will review each Grant Proposal and deem it approved, to be discussed, or denied. Ratings will be compiled and published in the Public Art Commission agenda. On November 9, 2026, the Public Art Commission will review the compiled ratings and make a final decision.

Conflicts of Interest

Individuals involved in the selection, review, or approval process for this Grant Opportunity, 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 submit a Grant Proposal 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 Grant

Grantee Requirements

To receive the entire grant award, Grantees must submit all documents required for the agreement, have representation during the Kick-Off Event, and submit an impact report.

Kick-Off Event

To bring additional publicity and community engagement to April 2027, a kick-off celebration will take place with on April 3, 2027. All grantees will be provided a booth in a grantee showcase section to advertise their Project and may advertise or sell additional goods and services.

Impact Report

At the end of a Project, Grantees shall submit a final impact report that includes three things:

1. The results of their established goals and outcomes set by Grantee
2. The impact numbers set by the Program
3. At minimum 5 high-quality images or videos of activities to be used for City purposes that include but are not limited to City Council presentations and advertising. Flyers and advertising materials do not satisfy this requirement.

Impact reports are due no later than 14 days after the conclusion of the Project. Once the

impact report has been received and reviewed for completion, the final portion of the funding will be released.

Grantee Goals and Outcomes

Each Grant Proposal must establish clear, measurable goals and outcomes. Implement processes to gather qualitative 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. Grantees are expected to include their findings in the impact report.

Program Impact Numbers

The following must be included in the final impact report from grantees:

- Total attendance during free activities
- Total attendance of any paid portions
- Number of artists, creative workers, and culture bearers that received monetary compensation
- Number of artists, creative workers, and/or culture bearers that volunteered their services
- Total sales made
- Total donations received
- Number of days free activities were offered
- Organization or businesses that received benefit from the project

Funding

Total allocated funding is up to $85,000. The number of grant awards will be dependent on the requests received, and funding amounts approved by the Public Art Commission. Organizations may request $1,000 to $10,000 based on project scope. Matching funds are encouraged but not required. Projects that offer four or less days of free activities are eligible for up to $7,000 in funding. Projects that offer five or more days of free activities are eligible for up to $10,000 in funding.

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
- 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.

Any fees that would incur regardless of funding are considered indirect cost. Monthly rent or utilities for a business or organization under a lease are considered indirect costs. Rental of a venue that is specific to the project is considered a direct cost.

Disbursement of Funds

Upon approval, City staff will prepare an agreement with the City. Disbursement will take place in two parts. 70% of the funding amount issues to assist with project startup costs. In order to be eligible to receive the funds, the grantee must send staff the following by January 29, 2027:

- Active Escondido Business License
- Up to date W-9
- Electronic Funds Transfer Form (Optional)
- Signature Authority or names and emails of President and Secretary (If applying as a non-profit)

Please note that all documents must have the same name. More details and options can be given on case-by-case basis.

Final Payment: The remaining 30% will be released upon attendance of the Kick Off Event, successful completion of the Project, and submission of the impact report.

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 - $10,000 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., dba Mosaic Theatricals, Inc.

Contact Name and Title: Dr. Tom Abruzzo, Executive Artistic Director

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

Organization Information (use additional sheets of paper as needed)

Description of Organization:

Mosaic Theatricals is a North County San Diego nonprofit theatre organization whose work encompasses three pillars: Theatrical Excellence, Creative Youth Development, and Career Pathways. Mosaic brings stories to life through professional productions, school-based arts education, and community programs that foster creativity and connection. Its productions have activated venues including the Ritz Grand Theatre, Patio Playhouse, Vintana Wine and Dine, and California Center for the Arts in Escondido, and the Bornemann Theatre in San Marcos. Mosaic's arts education programming serves 17 elementary schools in Escondido. For the past two years, its Uniendo program has brought community members together through theatre, storytelling, and creative expression in collaboration with Neighborhood Healthcare, Park Avenue Community Center, A Step Beyond, and TuYo Theatre.

Organization Mission:

The mission of Mosaic Theatricals is to celebrate the human connection through theatre and education by sharing stories that illuminate the individual experience and cultivate a collective voice.

Project Information

Project/Initiative Name: Uniendo: Stories That Connect Us

Location of the Project/Initiative: YMCA in Escondido through Neighborhood Healthcare Partnership

Dates of Project: Workshops: April 2nd, April 9th, April 16th, April 23rd, April 30th (am) Showcase: April 30th (pm)

Description of the Project/initiative:

Uniendo: Stories That Connect Us is a free, bilingual Spanish/English theatre and storytelling program designed to reduce social isolation and strengthen connection among older adults in Escondido. Presented by Mosaic Theatricals in partnership with Neighborhood Healthcare, the project builds on two years of Uniendo programming and compelling participant stories that provide a local proof of concept for using creative engagement to bring seniors together.

The project draws on the principles of social prescribing: connecting people with community-based, nonclinical activities that support well-being. Through regular opportunities to create, share experiences, and develop relationships, Uniendo addresses the need for meaningful social participation among older adults. The partnership brings arts engagement into a familiar healthcare setting, while bilingual delivery and free enrollment help remove language and financial barriers.

The program will serve seniors at Neighborhood Healthcare and welcome additional older adults from the community, with enrollment open to a total of 30 participants. Professional teaching artists will facilitate five workshops on April 2, 9, 16, 23, and the morning of April 30, 2027. Through theatre games, guided storytelling, and collaborative creation in Spanish and English, participants will explore their memories, cultural traditions, and lived experiences, shaping their contributions into an original theatrical presentation. No prior theatre experience is required, and activities will accommodate varying abilities and levels of comfort.

A free community showcase on the afternoon of April 30 will invite families, friends, and community members to celebrate the participants' work. By centering seniors as artists and storytellers, Uniendo aims to build belonging, strengthen social relationships, and affirm older adults' contributions to Escondido's cultural life.

Grant Category: Art Education & Creative Experiences

Objective(s):

Objective 1: Expand access to the arts by enrolling up to 30 older adults in five free, bilingual Spanish/English theatre and storytelling workshops at Neighborhood Healthcare in Escondido during April 2027.

Objective 2: Reduce feelings of social isolation and strengthen belonging through recurring creative activities, with a goal that at least 80% of final survey respondents report feeling more connected to others through the program.

Objective 3: Build participants' confidence in expressing their ideas and sharing their experiences, with at least 80% of final survey respondents reporting increased confidence in creative self-expression.

Objective 4: Honor older adults' lived experiences and cultural perspectives by collaboratively developing an original theatrical presentation shaped by participants' stories and creative choices.

Objective 5: Connect participants with the wider community through a free public showcase on April 30, 2027, inviting families, friends, and community members to celebrate seniors' voices and contributions.

Implementation Plan:

Planning and Preparation: Space and scheduling are confirmed with Neighborhood Healthcare in Escondido. Mosaic will use its established bilingual Spanish/English Uniendo curriculum, developed and refined through two years of programming. Teaching artists will continue improving activities through reflection on past sessions, participant feedback, and observations of participants' interests and needs. Mosaic and Neighborhood Healthcare will coordinate recruitment, accessibility accommodations, and food service. Project publicity will be prepared in January 2027, and Mosaic will participate in the City's April 3 kick-off event.

Outreach and Enrollment: Neighborhood Healthcare and Mosaic will promote the program to seniors already connected to the healthcare site and additional older adults in Escondido. Enrollment will be free, with capacity for up to 30 participants. Outreach and enrollment information will be available in Spanish and English. Participants will be invited to identify language preferences, accommodation needs, and dietary restrictions before the workshops begin.

Workshop Delivery: Five workshops will take place on April 2, 9, 16, 23, and the morning of April 30, 2027. Professional teaching artists will guide participants from relationship-building and theatre games to storytelling, collaborative creation, and rehearsal. Participants will explore memories, cultural traditions, and personal experiences, choosing how their contributions are shared. Activities will offer flexible ways to participate, including seated engagement, narration, group performance, and supported storytelling. Teaching artists will reflect after each session and adjust subsequent activities to support engagement and connection.

Hospitality and Connection: Light breakfast items will be provided at each workshop, creating a welcoming environment and time for informal conversation and relationship-building. A full meal will be provided on showcase day, extending opportunities for participants to connect and celebrate together. Food will be offered at no cost, with dietary needs accommodated.

Community Showcase: On the afternoon of April 30, participants will share their collaboratively developed work in a free showcase for families, friends, and the community. The presentation will celebrate participants' creative accomplishments, honor their stories, and extend social connections beyond the workshop group.

Evaluation Plan:

Mosaic will use attendance records, brief bilingual surveys, teaching artist reflections, and participant stories to evaluate access, social connection, and creative confidence.

Participation: Staff will track enrollment of up to 30 older adults, attendance at each of the five workshops, repeat participation, and audience attendance at the free community showcase.

Social Connection and Creative Confidence: Participants will complete a brief opening survey and a final survey in Spanish or English, with verbal assistance available as needed. Questions will explore feelings of belonging, connection to others, comfort sharing personal experiences, and confidence in creative expression. Mosaic's targets are for at least 80% of final survey respondents to report feeling more connected to others and at least 80% to report increased confidence in creative self-expression. Findings will describe participants' self-reported experiences rather than clinical health outcomes.

Ongoing Reflection: After each workshop, teaching artists will document engagement, collaboration, emerging relationships, and barriers to participation. These reflections, alongside informal participant feedback, will guide adjustments to subsequent sessions and improvements to the established curriculum.

Participant Stories: With permission, Mosaic will gather brief testimonials illustrating what participants valued, relationships they developed, and how the experience affected their sense of connection and belonging. Participants will also be invited to suggest improvements.

Reporting: Mosaic will summarize results against each objective, noting survey response numbers and any limitations. The final report will include the City's required impact measures and at least five high-quality photographs or videos collected with appropriate consent, and will be submitted within 14 days of project completion.

Funding

Amount Requested ($1,000 - $10,000): $ $10,000

What is the free component of your Project?

The entire project is free. Up to 30 older adults may enroll in five bilingual Spanish/English theatre and storytelling workshops at Neighborhood Healthcare in Escondido on April 2, 9, 16, 23, and the morning of April 30, 2027. All instruction, materials, and light breakfast items are provided at no cost, along with a full meal on showcase day. The culminating community showcase on the afternoon of April 30 is also free for families, friends, and the public. No purchase or donation is required to participate or attend.

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

This April program is contingent on receiving funding. While Mosaic and Neighborhood Healthcare have an established partnership, confirmed space, and a developed curriculum, dedicated funding is needed to compensate professional teaching artists, provide bilingual instruction and materials, support accessibility, and offer meals that encourage connection among participants. Mosaic does not currently have sufficient unrestricted resources to deliver the proposed five workshops and community showcase without this support. If funding is not awarded, we would explore a smaller program or alternative funding, but could not guarantee this project's April schedule, scope, or capacity.

Submission Information

Please initial that you have read an 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 agreement.

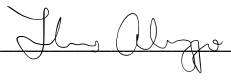
TA I have reviewed and understand the grant timeline listed below.

Applications Available	Thursday, August 28, 2026
Questions Deadline	Tuesday, September 8, 2026
Question Answers Posted	Friday, September 18, 2026
Application Deadline	October 23, 2026 at 5 p.m. PDT
Commissioners Scoring	October 26 - November 4, 2026
Funding Decision by Public Art Commission	November 9, 2026
Funding Notifications	By November 16, 2026
Estimated Funds Received (1st payment)	January 30, 2027
Grant Activity	April 1 – 30, 2027
Final Report Deadline	May 14, 2027
Final Payment	Expected by May 31, 2027

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, Executive Artistic Director

Authorized Representative Signature 

Uniendo: Stories That Connect Us

Arts, Culture & Creativity Month 2027 | Project Budget

CCAE Theatricals Inc. dba Mosaic Theatricals
Community partner: Neighborhood Healthcare
Location: YMCA, Escondido
Workshops: April 2, 9, 16, 23, and April 30 (AM), 2027
Free community showcase: April 30 (PM), 2027 | Enrollment: up to 30 older adults

Budget item	Calculation / purpose	Cost
Teaching artists - workshop delivery	4 artists x 5 sessions x 2 hours x $62	$2,480.00
Teaching artists - showcase	4 artists x 3 hours x $62	$744.00
Teaching artists - planning	4 artists x 8 hours x $30	$960.00
Education Manager	30 hours x $30; program oversight and coordination	$900.00
Operations Manager	10 hours x $30; project logistics and supplies	$300.00
Marketing & Community Relations Specialist	10 hours x $28; recruitment and showcase promotion	$280.00
Employer payroll costs	Approximately 15% of $5,664 in project wages	$850.00
Neighborhood Healthcare partnership fee	Project-specific recruitment, participant assistance, and onsite hosting	$1,000.00
Workshop breakfasts	30 participants x 5 sessions x $3	$450.00
Showcase-day meal	30 participants x $15	$450.00
Workshop and showcase materials	Supplies, printed scripts, and simple presentation materials	$192.00
Recruitment printing	Bilingual flyers, enrollment forms, and promotional materials	$194.00
Photography and documentation	Workshop and showcase documentation	$200.00
Showcase technical support	Sound equipment and technical assistance	$1,000.00
Project-specific insurance	Estimated additional premium or endorsement	$500.00
Direct costs subtotal		$10,500.00
Administration and overhead	10% of grant request	$1,000.00
TOTAL PROJECT COST		$11,500.00
City grant request		$10,000.00
Confirmed anonymous donor pledge	Committed project support	$1,500.00

neighborhood HEALTHCARE

October 23, 2026

Tom Abruzzo, PHD
Executive Artistic Director
Mosaic Theatricals
1276 Auto Park Way D 402
Escondido, CA 92029

Dear Tom,

We are writing to express our support for your City of Escondido Arts, Culture, and Creativity Month grant proposal supporting your Uniendo program for older adults. For members of our Senior Club who participated in Uniendo last year, the results were increased confidence, self-expression, and storytelling ability while bringing them great joy. With this grant, Mosaic Theatricals will bring the program directly to our Senior Club, which is open to any community members aged 55 and older.

Mosaic Theatricals celebrates the human connection through theatre and education by sharing stories that illuminate the individual experience and cultivate a collective voice. It began with an idea: theatre should be more accessible to the full diversity of our community- both for audiences and professionals. This is achieved by removing barriers to participation. Mosaic's three interconnected pillars strengthen individual voices, expand belonging and build a more connected community. The proposed program, Uniendo, is an intergenerational storytelling and theatre-making program that encourages creativity.

Neighborhood Healthcare envisions a community where everyone is healthy and happy and aims to serve medically vulnerable communities across their lifespans. We provide more than 500,000 medical, dental, and behavioral health visits annually to over 103,000 people across 32 locations in San Diego and Riverside counties. Neighborhood also provides social service referrals and support that promote the health and well-being of those we serve, including assistance with insurance and CalFresh enrollment, as well as programs that address the unique needs of our patients and the communities we serve. The Senior Social program is one of these programs, addressing the impact of social isolation by providing engaging, meaningful activities and health and wellness information that support healthy aging.

Neighborhood Healthcare supports this program and is pleased to be a host site.

Sincerely,

Rakesh Patel, MD, MBA, FACHE, CPE
Chief Executive Officer

CITY OF ESCONDIDO

Arts, Culture & Creativity Month 2027 Grant Application

Project Name: **Flight On Grand**

1. Lead Applicant Information

Organization: FLOW&FORM STUDIOS

Contact Name and Title: Tim Topalov, Lead Artist and Project Coordinator

Type of Entity: Individual

Address: 268 Marquette Ave, San Marcos, CA 92078

Phone: 858-243-8942

Email: timtopalov3@gmail.com

2. Organization Information

Description of Organization

FLOW&FORM is a San Diego North County based, artist-led collective focused on public art and design. Our mission is to create accessible public art experiences that strengthen community connections, support local businesses, and inspire appreciation for the natural world.

3. Project Information

Project/Initiative Name: Flight On Grand

Location of Project: Twelve participating businesses along Grand Avenue. Please see the signed endorsement below.

Dates of Project: March 1 - April 30, 2027. All murals will be completed before April.

Grant Category: Visual Arts & Exhibitions. Secondary alignment: Art Education & Creative Experiences.

Description of the Project

Flight On Grand is a public art and community engagement project that will transform 12 Grand Avenue businesses into an interactive bird mural trail celebrating local wildlife in downtown Escondido.

Three artists (Tim Topalov, Parker Munoz, Marcos Solorio) will collaborate to create 12 original bird murals at participating businesses. Each mural will have a corresponding collectible sticker, with 150 copies printed per design, for a total of 1,800 stickers.

A free brochure with 12 empty sticker slots and a riddle under each will guide the participants to each business housing one of the 12 murals. After a riddle is solved, the participants will use the Grand Ave map on the back of the brochure to locate the business, visit it to see the unique bird mural, then collect a free sticker and move one to the next one. In the end the participant will have a completed bird mural brochure, as well as increased knowledge of Escondido's businesses and native birds.

Throughout April 2027, the lead artist will conduct five free guided tours, each accommodating up to 20 participants. The tours will introduce visitors to the artwork, local bird species, environmental themes, and participating businesses.

By combining public art, environmental education, exploration, and playful interaction, Flight On Grand aims to bring new energy to Grand Avenue while creating meaningful connections between artists, businesses, residents, and visitors.

4. Project Objectives

1. **Strengthen business-community connections** by encouraging residents and visitors to discover and engage with 12 local businesses.
2. **Bring Grand Avenue to life** by creating an interconnected public art experience that encourages exploration of downtown Escondido.
3. **Raise awareness of local ecology** by introducing participants to local bird species and their place in the surrounding environment.
4. **Increase engagement with public art** through accessible murals, collectible stickers, riddles, and guided tours.
5. **Build community connections** by bringing people together through shared discovery, guided experiences, and conversations about art, wildlife, and local heritage.

5. Implementation Plan

January - February 2027

Mural designs are completed in collaboration with local businesses. Scavenger hunt brochure is designed.

March 2027

Murals are painted, stickers and brochures are printed and distributed.

April 2027

The free, self-guided scavenger hunt will be available throughout the month. Participants will visit the businesses, solve riddles, view the murals, and collect stickers.

The lead artist will conduct five free guided tours, each with a maximum of 20 participants, for a total capacity of 100 guided-tour participants.

The project will be promoted through participating businesses, social media, and available City of Escondido Arts, Culture & Creativity Month promotional channels. The project will also be represented at the City's April 3 kickoff event.

May - June 2027

The team will submit a final impact report to the City, including the required program impact numbers and findings, as well as documentation in the form of photos and videos.

6. Evaluation Plan

The project's impact will be evaluated through participation counts, community feedback in video format, and feedback from participating businesses.

The team will track the number of participating businesses, brochures distributed, guided tours conducted, tour attendance, and completed scavenger hunts where measurable.

Participants will be invited to provide brief feedback about their experience, including whether the project increased their awareness of local bird species, engagement with public art, and discovery of Grand Avenue businesses.

Participating businesses will be invited to share observations about visitor engagement and the project's contribution to their connection with the community.

7. Funding

Amount Requested: $10,000

Proposed Budget

Expense	Amount
Artistic design: 12 bird designs, riddles, map and brochure layout	$2,200
Artist labor: three artists producing 12 murals	$4,500
Sticker printing: 1,800 stickers across 12 designs	$1,200
Brochure printing	$700
Art supplies and mural materials	$1,400
Total	**$10,000**

All proposed expenses are direct project costs. Amounts are preliminary estimates to be refined against actual production quotes.

What is the free component of your project?

All public-facing components of Flight On Grand will be free. Residents and visitors may participate in the scavenger hunt, visit the murals inside participating businesses, collect the bird stickers, and attend any of the five guided tours without paying an admission or participation fee.

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

The project depends on funding to compensate the participating artists and cover the costs of mural materials, sticker production, and brochure printing. Without grant funding, the full 12-mural project and its associated public activities would be difficult to deliver at the proposed scale. The grant would make it possible to provide the complete experience to the public free of charge.

* As of November 22nd we've onboarded 11 of the 12 businesses, with 5 more on the waitlist. We will select the final upon project approval. We will provide the City of Escondido with additional written consent by the participating businesses if requested. We hope you like our proposal!

LETTER OF SUPPORT

FLIGHT ON GRAND — Arts, Culture & Creativity Month 2027

To: City of Escondido Public Art Commission

Re: Arts, Culture & Creativity Month 2027 Grant Application

We, the undersigned Grand Avenue business owners and representatives, are pleased to express our support for *Flight On Grand*, a community art project proposed for April 2027.

The project will feature 12 original bird murals inside participating local businesses. A free, interactive scavenger hunt will invite residents and visitors to explore Grand Avenue by solving riddles, visiting participating businesses, and collecting a unique bird sticker at each location. A printed brochure will include the riddles and a map to help participants find each stop.

We believe *Flight On Grand* offers a creative way to bring art into everyday public life, raise awareness of local bird species, encourage community participation, and introduce visitors to the independent businesses that make downtown Escondido special.

As participating businesses, we support the project's goals and are willing to collaborate with the artist on hosting a mural and participating in the scavenger hunt, subject to mutually agreed arrangements and final project details.

We respectfully encourage the City of Escondido Public Art Commission to consider this proposal for funding through Arts, Culture & Creativity Month 2027.

PARTICIPATING BUSINESS ENDORSEMENTS

#	Business Name	Owner / Representative (Print)	Signature
1	The Prism + Pendulum	Loretta Scott	Loretta Scott
2	The Barktorium	Janae Lessnau	Janae Lessnau
3	CoLabCrafts	Tatiana Tesch	Tatiana Tesch
4	Helen's Book Bar	[illegible] Boyd	[illegible] Hummingbird
5	Upper East on Grand	Julian Lapicz	Julian Lapicz
6	Saab (Fivangi)	Sarabjit Singh	[illegible]

Date: 10/21/26

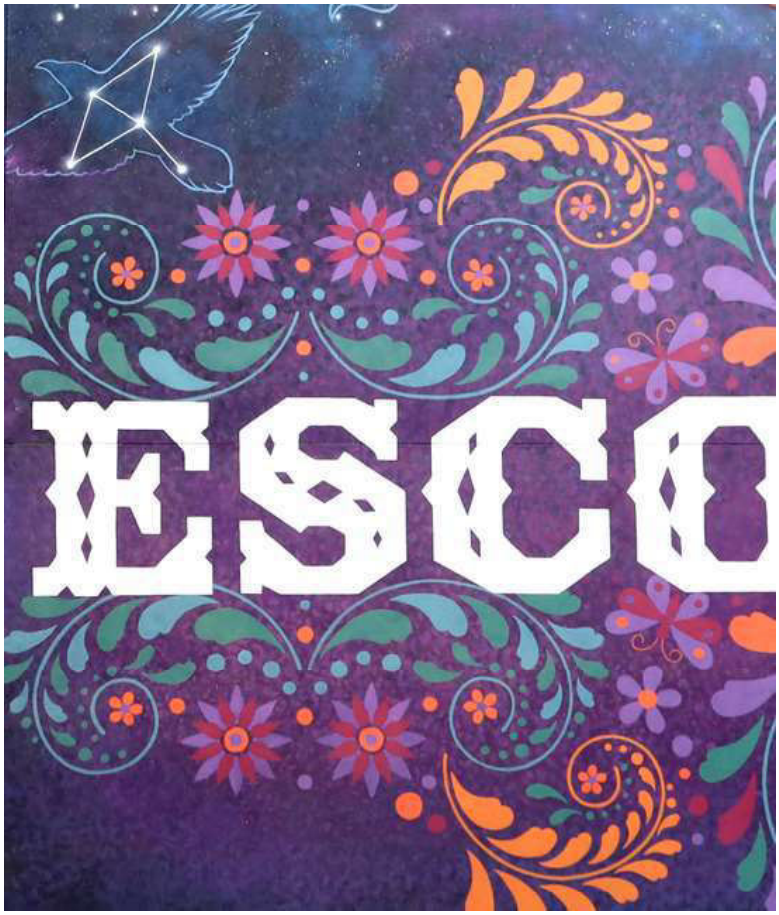
FLIGHT ON GRAND

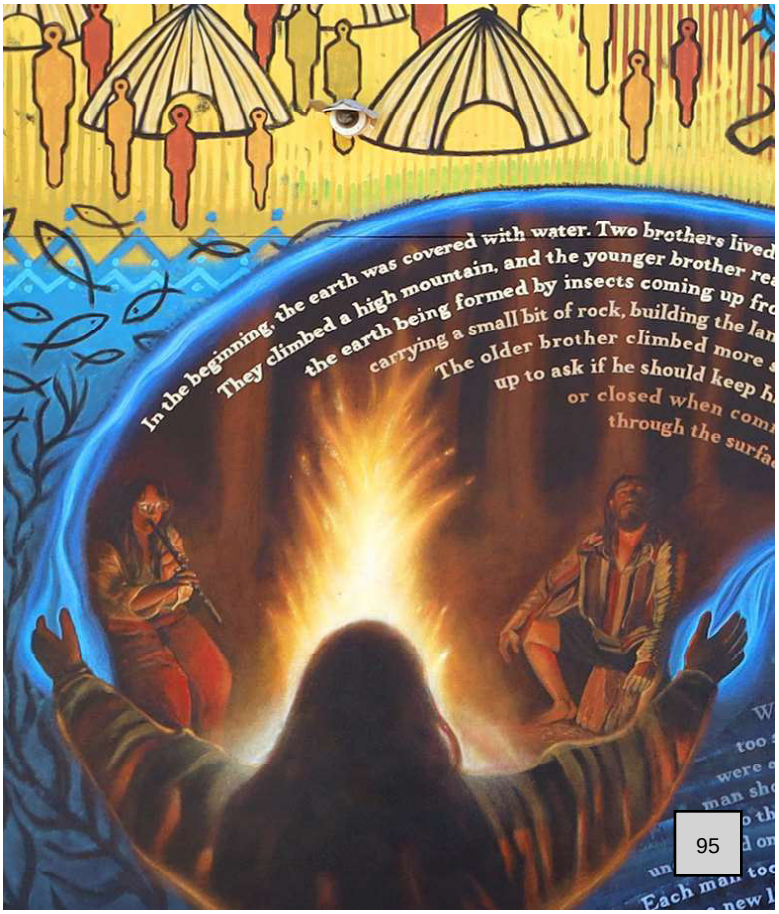
PARTICIPATING BUSINESS ENDORSEMENTS — CONTINUED

By signing below, each business indicates support for the goals of *Flight On Grand* and a willingness to participate as described in the letter on page 1, subject to mutually agreed arrangements and final project details.

#	Business Name	Owner / Representative (Print)	Signature
7	Tony Pepperoni	Corey Gallardi	
8	STREETLITE	ZANE KINGCADE	
9	Country Club Barbers	Adrian Mayorga	
10	GEORGIA'S SCHOOL OF DANCE	SUE GILSON	
11	HONEY HOLE COLLECTIBLES	GILBERT GRIJALVA	
12			


ESCONDIDO


ESCO


In the beginning, the earth was covered with water. Two brothers lived
They climbed a high mountain, and the younger brother re
the earth being formed by insects coming up fr
carrying a small bit of rock, building the la
The older brother climbed more
up to ask if he should keep h
or closed when com
through the surfa






ALOV • FLOW.N.FORM •
2026

Portfolio / Top - Sage Hill Ranch Gardens, Escondido / Bottom - CSUSM Parking Stricture

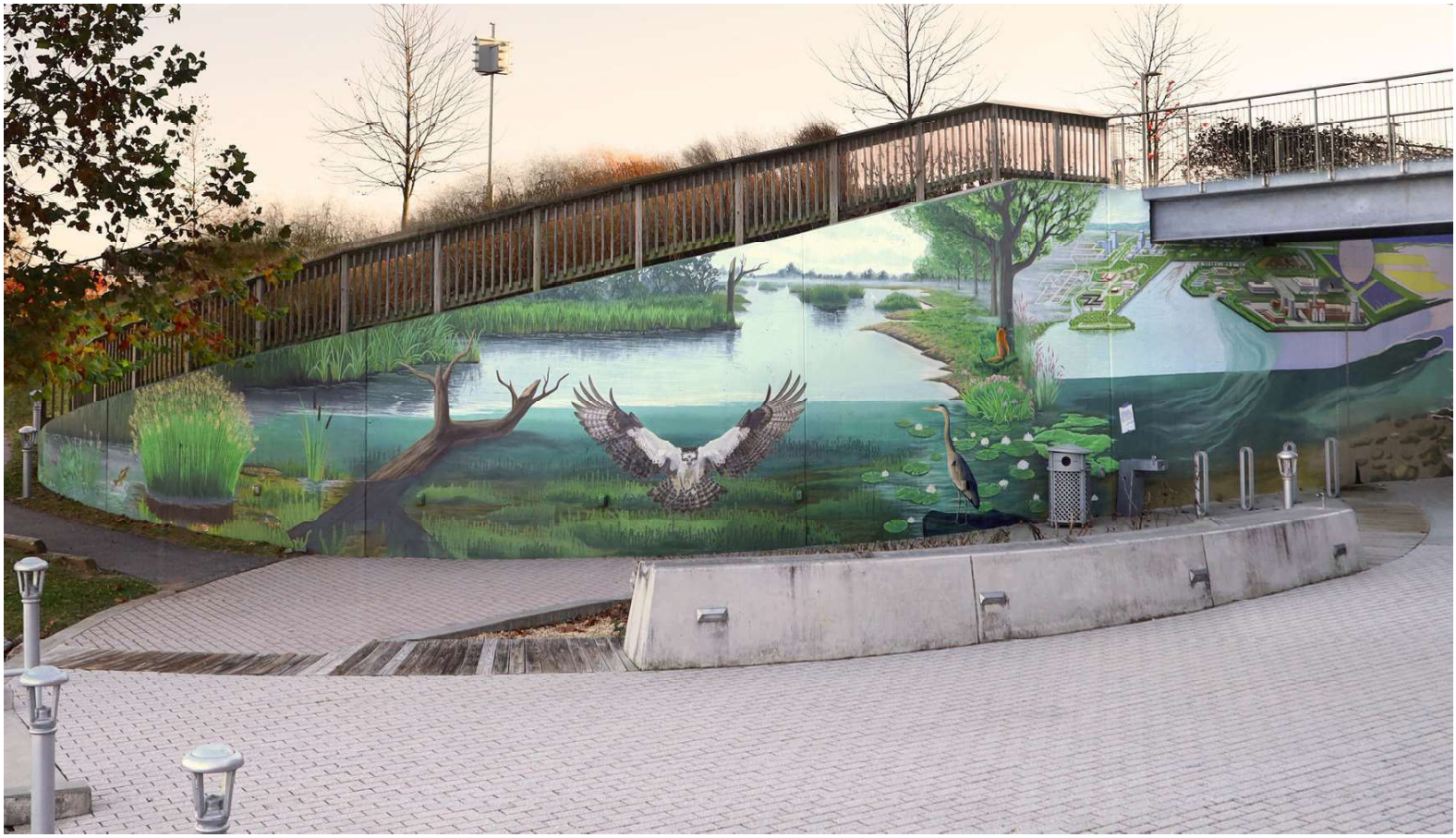





EXIT











Arts, Culture, and Creativity Month

Grant Application 2027 — City of Escondido

Public Art Commission • Completed application for submission to publicart@escondido.gov

NOTE: One item is left for the applicant to complete by hand before sending: the initials and signature on the last page.

Lead Applicant Information

Organization: Independent artist (individual applicant)

Contact Name and Title: Maryam Bayat, Textile Artist

Type of Entity: Individual

Address: 10735 Mira Lago Terrace, San Diego, CA 92131

Primary Phone: +1 858-415-4114

Alternate Phone: —

Email: maryam.bayat.kh@gmail.com

Organization Information

Description of Organization:

Maryam Bayat is a contemporary artist and fourth-generation rug maker based in San Diego, California. Every sculpture she makes begins with a vintage rug that has reached the end of its functional life; rather than allowing it to be forgotten, she transforms it into sculptural artworks, immersive installations and collectible design — work that explores memory, craftsmanship and transformation, in her words “transforming forgotten stories into contemporary art and design.” Her Persian Cypress Collection reinterprets the cypress — for thousands of years a symbol of resilience, freedom, eternity and hope — sculpted from vintage rugs, giving new purpose to materials that have already lived a lifetime. Recognition includes: solo exhibition “Unrolling Paradise,” California Center for the Arts, Escondido Museum (2026); group exhibition with La Jolla Historical Society in collaboration with Visions Museum of Textile Art (2026); KPBS artist interview and exhibition feature; American Craft Council interview and featured artist; The Coast News and Vanguard Culture features; Mena Covering Magazine cover artist; nominee, Best Established Artist, 2026 North County Arts Awards; two-time Golden TDF Award recipient. Her work is followed by an audience of more than 29,000 on Instagram (@maryambayatdesigns), where her hands-on rug workshop announcement in April 2026 was her most-liked post of the year — evidence of strong public appetite for exactly the kind of participatory program proposed here.

Organization Mission:

To keep old rugs — and the stories woven into them — alive: not by repeating the patterns of the past, but by reimagining them through painting, design and transformation, so that heritage textiles become contemporary art objects with a function, and the public learns to do

the same with their own hands.

Project Information

Project / Initiative Name: The Cypress: Old Rugs, New Stories

Location of the Project: California Center for the Arts, Escondido Museum, 340 N. Escondido Blvd, Escondido, CA 92025 (venue partner — letter of support and location permission requested)

Dates of Project: Five program days in April 2027 (exact dates to be confirmed with the venue partner), plus a grantee booth at the ACCM Kick-Off Event on April 3, 2027

Grant Category: Art Education & Creative Experiences (also aligned with Visual Arts & Exhibitions and Cultural Heritage & Traditions)

Description of the Project / Initiative:

“The Cypress: Old Rugs, New Stories” is a free five-day public program about what happens when a handmade rug stops repeating the past. A vintage rug is never just decoration: a story was told in it once. This program teaches the public how that story can be broken open and retold — by breaking the rules of traditional rug painting and design, telling a new story in it, and repeating the old stories with something new added to them. Each program day combines:

1. One hands-on workshop per day (five workshops in total, all ages), the same workshop repeated each day: participants study one enduring motif — the cypress (sarv), the classic symbol of endurance and freedom — then break the rules of traditional rug painting and design: each person retells an old story in a new way, adding a new story of their own. The work is painting on burlap (guni) or cloth, and rug design on burlap or cloth — a small piece to take home. The workshops are worked on burlap or cloth, not on rugs, because working on a rug is difficult for first-time participants. No rugs are bought or worked on in the program. All materials are provided free.

2. An exhibition of the artist’s existing cypress tree works only — just the cypress trees, seven or eight of them — brought by the artist and arranged as a corridor visitors walk through, on display for all five days. Each work is displayed on a bilingual panel with two stories side by side: the story the rug arrived with, and the new story the artist has given it — the old story repeated with something new added.

3. A display of breaking the rules: the exhibition shows each traditional pattern beside its broken, remade form — the rules of rug design, broken in front of the visitor’s eyes — with storytelling sessions on the symbolism of the cypress and the garden in carpet design.

This program is not a repeat of the artist’s solo exhibition at the California Center for the Arts, Escondido Museum in summer 2026: that show presented finished works, while this program displays the breaking itself — old pattern beside new pattern — and invites the public to try the breaking themselves. Signage and The artist speaks both Persian and English, and all signage, story cards and workshop assistance will be bilingual (English/Persian); the venue is fully accessible, and reasonable accommodations for individuals with disabilities will be

provided on request.

Objective(s)

1. Deliver 5 days of free activities reaching an estimated 150 participants in hands-on workshops (about 30 per day) and 500+ exhibition visitors.

2. Give at least 150 participants — many of them families and young people — their first hands-on experience of rug design, redesigning a motif, and painting a small burlap or cloth piece.

3. Strengthen cultural understanding through story: participants encounter the stories held in old rugs and retell one themselves (target: 90% of survey respondents report learning something new about another culture’s craft tradition).

4. Document the program with high-quality photography and video for the City’s use and the final impact report.

Implementation Plan

November–December 2026: Confirm venue dates and sign partnership confirmation with CCA Escondido; finalise workshop curriculum for two age groups (children/families, adults).

January 2027: Submit advertising materials to Visit Escondido (per program requirements); purchase burlap (guni) and cloth, textile paints, yarn, looms, and small textile pieces for participants; complete event insurance.

February–March 2027: Print bilingual posters, flyers and exhibition story cards; promote through the artist’s channels (29,000+ followers), CCA channels and Visit Escondido calendar; prepare exhibition pieces. Exhibition visitors include the Museum’s regular walk-in visitors.

April 3, 2027: Grantee booth at the ACCM Kick-Off Event.

April 2027 (5 program days): Run workshops and exhibition; count attendance; collect participant surveys and story cards; photo/video documentation daily.

Within 14 days of the final program day: Submit the final impact report to the City (results against the objectives above, all required impact numbers, and at least 5 high-quality images/videos).

Evaluation Plan

Attendance counted at the door each day, separately for workshops and exhibition, and for any free vs. paid portions (the entire program is free).

A short bilingual participant survey (paper + QR code) measuring: first-time exposure to the craft, learning, cultural understanding, and overall satisfaction.

“Story cards”: participants may write one line about a rug or textile that matters in their own family — a qualitative record of community connection, summarised in the impact report.

Daily photo/video log; final numbers compiled against the objectives: total attendance, number of artists/creative workers paid, volunteers, days of free activities offered, donations (if any), and organisations benefited.

Funding

Amount Requested ($1,000 – $10,000): $10,000 (project offers five or more days of free activities)

What is the free component of your Project?

The entire project is free. All five days of workshops, all materials (burlap and cloth, paints, yarn, looms, small textile pieces), the exhibition, demonstrations and storytelling sessions are open to the public at no charge, with no ticket, registration fee, or materials fee of any kind.

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

A reduced version could take place — one or two workshop days alongside a small exhibition — because the artist is committed to sharing this work with Escondido following her 2026 solo exhibition there. However, the full program as proposed would not be possible without funding: the five-day format, free materials for 150 participants, bilingual printed materials, event insurance and a paid assistant instructor are exactly what the grant covers. Without funding, participation would have to be capped and participants would need to pay for materials, which would exclude many of the families this program is designed to reach. Funding is what makes the program both full-length and genuinely free.

Detailed Budget — Total $10,000

Direct costs (90%):	
Artist fee — Maryam Bayat: program design, exhibition preparation & installation, lead instruction on all 5 days	$3,500
Assistant teaching artist stipend (5 days)	$750
Supplies & materials — burlap (guni) and cloth, textile paints/pigments, yarn and wool, frame looms, tools, printed story cards	$2,500
Venue costs (venue-partner charges, if any)	$750
Marketing & promotion — bilingual posters/flyers, exhibition signage, printing	$750
Event insurance	$750
Direct subtotal	**$9,000**
Indirect costs (10%):	
Administration, bookkeeping, transport and general project overhead	$1,000
TOTAL REQUESTED	**$10,000**

In-kind contributions (not requested): the artist’s own studio equipment (standing looms, dye pots, tools); exhibition pieces from the artist’s existing body of work; promotion through the artist’s Instagram audience (29,000+ followers); venue partner promotion through CCA/Visit Escondido channels.

Submission Information

Please initial 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, and outcome measurements as specified in the grant agreement.

_____ I have reviewed and understand the grant timeline (decision November 9, 2026; notifications by November 16, 2026).

Required items submitted as part of this application:

• Completed application (this document) • Budget (detailed above; also sent October 23, 2026)

• Letter of Support from CCA Escondido — requested; will be forwarded the moment it is issued

• Proof of location permission — covered by the CCA partnership confirmation when issued

Authorized Representative Name & Title: _____

Authorized Representative Signature: _____

Date: _____

Commissions

I collaborate with homeowners, architects, interior designers, hotels, restaurants, galleries, museums, and collectors to create one-of-a-kind artworks and installations.

Whether it's a sculptural artwork, a collectible design piece, or a site-specific installation, every commission begins with a conversation.

Together, we create work that reflects the identity, atmosphere, and story of each space.

The Persian Cypress Collection

The Persian Cypress has inspired me for as long as I can remember.

For thousands of years, it has symbolized resilience, freedom, eternity, and hope. Its graceful form appears in gardens, poetry, architecture, paintings, and textiles, becoming one of the most enduring symbols of my culture.



By sculpting cypress trees from vintage rugs, I reinterpret this timeless symbol through contemporary art, giving new purpose to materials that have already lived a lifetime.

Let's Create Something Meaningful Together

Whether you are looking for a statement artwork, a collectible design piece, or a custom installation, I would be honored to collaborate with you.

Maryam Bayat

San Diego, California

Available Worldwide

Instagram:
@maryambayatdesigns

Website:
maryambayatdesigns.com

Email:
maryam.bayat.kh@gmail.com

Tel: +1 8584154114

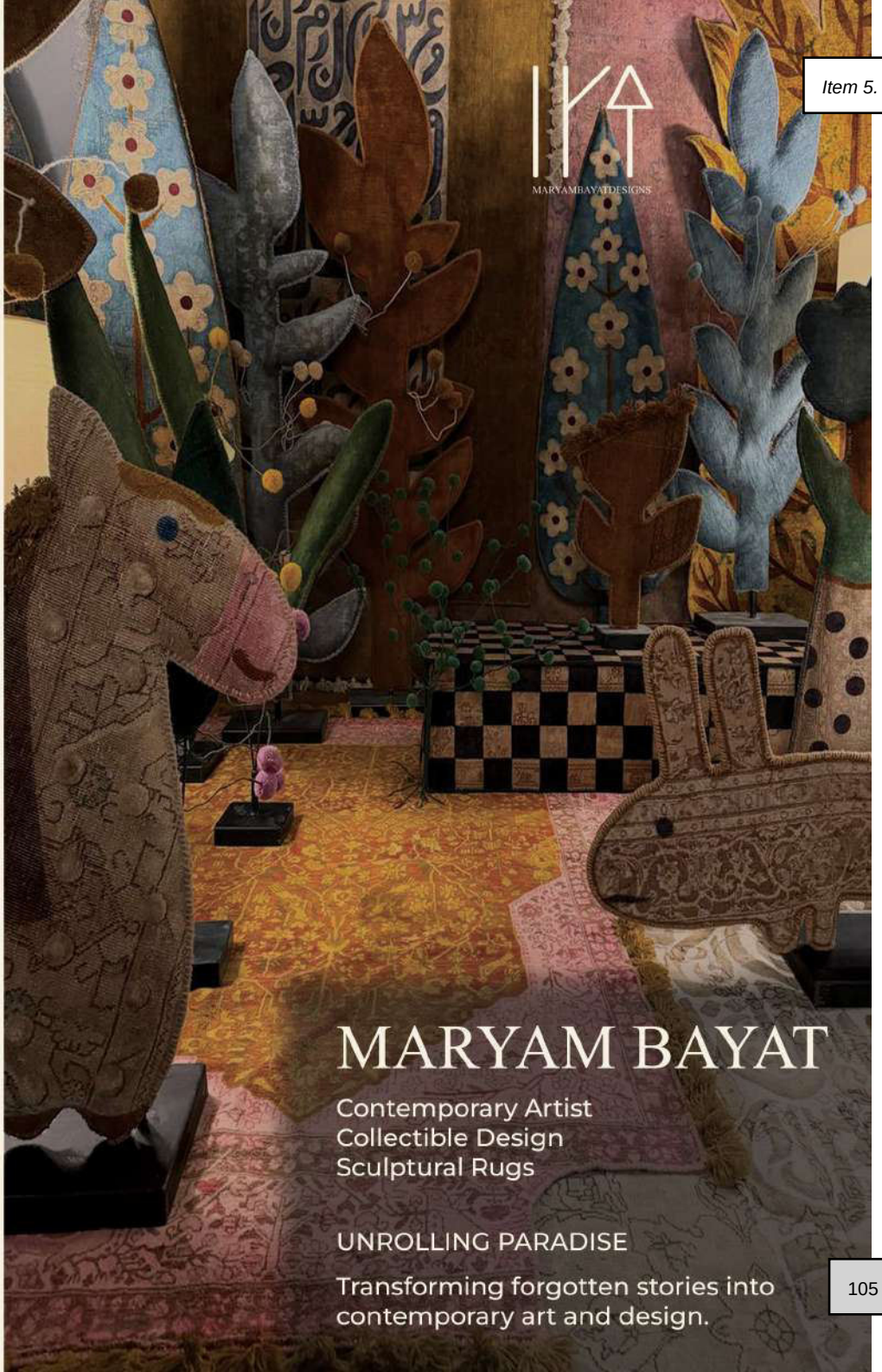
QR code:

Rugs

Tables

Artistic objects

Lighting



Unrolling Paradise

Every sculpture begins with a vintage rug that has reached the end of its functional life.

These textiles are no longer suitable for everyday use, but they still carry remarkable craftsmanship, history, and character.

Rather than allowing them to be forgotten, I transform them into sculptural works that celebrate renewal, memory, and transformation.

Inspired by the idea of the garden as a place of beauty, gathering, and reflection, my installations invite people to slow down, explore, and experience art in an immersive way. Every work is a new chapter where history, material, and imagination come together.





My Story

I grew up in a family where rugs were more than objects they were part of everyday life.

As a fourth-generation rug maker, I learned that every rug carries the traditions, hands and memories of the people who created it.

Today, I transform worn vintage rugs into sculptural artworks, immersive installations and collectible design, that explore memory, craftsmanship, and transformation.

My work is deeply rooted in my Persian heritage, while inviting new conversations through contemporary art and design.

Collectible Design

My artistic practice extends beyond sculpture into collectible furniture and lighting.

Using carefully selected vintage rugs, I create one of a kind tables, lighting, and functional artworks that blur the boundary between fine art and design.

Every piece is handcrafted, ensuring that no two works are ever alike.
I believe art should not only be admired it should become part of the spaces where we live, gather, and create memories.









PRESS & RECOGNITION

1. solo exhibition, California center for the arts museum escondido 2026
2. group exhibition, La Jolla historical society collaboration with the visions museum of textile art 2026
3. Cover magazine, Featured artist
4. Mena Covering Magazine, Cover Artist & Featured Interview
5. KPBS, Artist Interview & Exhibition Feature
6. Vanguard Culture, Exhibition Feature
7. The Coast News, Featured Artist
8. 2026 North County Arts Awards, Nominee, Best Established Artist
9. The American Craft Council, Interview & Featured Artist
10. 2x Golden TDF Award, Award Recipient



ACCM 2027 | HOT GLASS COLD BEER

Application page 8 of 10 — Project Information

Project/Initiative Name: Hot Glass Cold Beer

Location of Project/Initiative: John Paul the Great Catholic University (JPC), Escondido campus, Escondido, California. Specific campus areas and site access subject to final agreement.

Dates of Project: April 8–11, 2027 (four-day production); April 8 setup; April 9–10 public programming, noon–5 p.m. each day; April 11 breakdown.

Description of the Project/Initiative:

Hot Glass Cold Beer is a free, community-focused celebration of glass art, artists, and hands-on creative learning, produced by Stone and Glass with proposed community partners Mobile After School Arts Inc. (MASA) and John Paul the Great Catholic University. The two public days feature live professional hot-glass demonstrations, artist exhibits, student artwork, and opportunities to meet local artists and learn how glass is made. The event will showcase approximately 15 professional artists and include student artist participation (planning estimate: approximately 20 students within the overall participant count). Participating student artists may sell their own work and retain 100% of their proceeds. Optional artwork sales, fundraising, and an opportunity drawing will support participating nonprofit partners; no purchase is required to attend the free programming. The project builds on the earlier Hot Glass Cold Beer event, which recorded more than 600 attendees over two days and earned a 2026 North County Arts Award for Best ACCM Event. For this proposal, we conservatively project 500 attendees.

Grant Category: Escondido Artist Showcase (with strong Art Education & Creative Experiences elements).

Objective(s):

Offer 10 hours of free public glass-art demonstrations and two days of free art exhibitions; welcome approximately 500 visitors; showcase approximately 15 professional artists and participating student artists; expand public understanding of glassmaking and local creative careers; provide students a platform to exhibit and sell their work; and generate visibility and potential fundraising for participating nonprofit partners. Track attendance, artists, volunteers, sales, donations, and audience feedback.

ACCM 2027 | HOT GLASS COLD BEER

Application page 9 of 10 — Implementation, Evaluation and Funding

Implementation Plan:

Stone and Glass, led by glass artist James Stone, will manage artistic direction, hot-glass demonstrations, artist coordination, equipment, and overall production. MASA will participate as a proposed nonprofit community partner; JPC has provided a preliminary letter of intent for campus use and collaboration, pending signatures and final operating arrangements. April 8: deliver and safely install equipment, set up booths, signage and exhibitions, and verify site readiness. April 9–10, noon–5 p.m.: provide free live demonstrations and exhibitions, with student participation and optional artist sales/fundraising. April 11: safe equipment removal, booth breakdown, and cleanup. Volunteer assistance from JPC students, staff, and other community members will be welcomed for appropriate setup, tables/chairs, signage, general preparation, and cleanup, and documented as in-kind support where practicable; this assistance is anticipated, not yet guaranteed. Qualified hot-glass personnel will exclusively manage specialized installation, hot work, fuel, shutdown and cooling. Venue-specific security, sanitation, insurance, permits, fire/life safety and access will be agreed in writing with JPC before the event. Promote the event through the partners, local arts networks and community channels; provide accessibility accommodations and appropriate language support.

Evaluation Plan:

Count attendance at free activities by day, using entrance counts or tally sheets; separately count any paid activities if applicable. Log participating professional and student artists, compensated creative workers, volunteer creative workers, and volunteer hours. Record aggregate art sales and nonprofit donations separately. Use short visitor and artist surveys or interviews to collect feedback on learning, enjoyment, and community impact; gather participant stories and at least five high-quality event photos/videos with appropriate permissions. Compare results with the 500-attendee target and ten free demonstration hours. Submit the City-required impact report within 14 days after the event, including all program impact measures.

Amount Requested ($1,000–$10,000): $7,000

What is the free component of your Project?

All public hot-glass demonstrations and art exhibitions on April 9 and 10 (five hours per day, ten hours total) are free and open to the community. Visitors may watch, learn, and enjoy the exhibits without buying anything. Artwork sales, donations, and fundraising activities are optional.

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

Hot Glass Cold Beer depends on grant funding to cover the essential costs of presenting a safe, professionally operated, free public arts event. Without that financial support, Stone and Glass cannot responsibly commit to producing to the event.

ACCM 2027 | HOT GLASS COLD BEER

Application page 10 of 10 — Submission Information

Applicant: Stone and Glass | Owner: James Stone | Entity: Sole proprietorship

Please initial each statement after personally reviewing it. Initials are intentionally not entered on your behalf.

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

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

Initials: 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.

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

Initials: JS I have reviewed and understand the grant timeline listed below.

Key grant dates: Application deadline October 23, 2026 at 5 p.m. PDT; PAC decision November 9, 2026; grant activity April 2027; final report deadline May 14, 2027.

Required submission items (check only when actually attached):

☐ Completed application — pages 7–10

☑ Detailed project budget (current working cash costs: $8,050; grant request $7,000; remaining $1,050 source to be confirmed)

☐ Community partner letter(s) of support — obtain signatures/confirm status

☐ Proof of JPC location permission — confirm signed authorization or acceptable proof

Authorized Representative Name & Title: James Stone, Owner, Stone and Glass

Authorized Representative Signature: James Stone

Date: 10/20/26

BEFORE SUBMISSION: Confirm applicant address, phone, email, and organization description/mission on page 7; reconcile the $1,050 budget gap; verify partner documents and location permission. Do not sign or initial until reviewed.

PLAY WITH FIRE — ACCM 2027

Itemized Project Budget

Cash operating expenses

Cash expense	2027 amount	Notes
Glassblowing equipment rental	$3,200	Cash expense; separate $750 proposed in-kind equipment support
Oxygen	$100	Cash expense
Site administrator	$250	Cash expense
Lead glass artist — James Stone	$2,000	Included in artist headcount; not additional staff
Glass assistant	$500	Cash expense
Marketing and promotional materials	$1,000	Cash expense
JPC facility fee	$1,000	Revised from $2,000; proposed, subject to agreement
TOTAL CASH OPERATING EXPENSES	$8,050	Itemized total
PAC GRANT REQUEST	$7,000	Within published two-day-event ceiling
ADDITIONAL CASH TO BE SECURED	$1,050	Proposed additional sponsorship/donations; not committed

Proposed in-kind contributions

Proposed in-kind contribution	Value	Status
Equipment rental support	$750	Proposed; conditional on funding
Equipment delivery and return	$500	Proposed; conditional on funding
Donated glass and fuel	$800	Proposed combined value; propane excluded from cash expenses
TOTAL IN-KIND MATCH	$2,050	Not cash available for operating expenses
TOTAL PROJECT VALUE	$10,100	$8,050 cash plus $2,050 proposed in-kind

Figures reproduced from the earlier itemized working budget. Proposed contributions and the additional $1,050 are not confirmed.

Attachment — JPC Preliminary Letter of Intent

Provided for review; signature status unconfirmed. Original wording follows.

HOT GLASS COLD BEER

Preliminary Letter of Intent

This Letter of Intent confirms the intention of John Paul the Great Catholic University (JPC) and Mobile After School Arts Inc. to work together as community partners in presenting Hot Glass Cold Beer in Escondido during April 2027.

Event Location and Dates

John Paul the Great Catholic University confirms its preliminary approval for Mobile After School Arts Inc. to hold Hot Glass Cold Beer at its Escondido campus on April 9 and 10, 2027, including reasonable access for setup and removal of equipment. Specific campus areas, access times, and operational arrangements will be coordinated between the two organizations.

The intention of Hot Glass Cold Beer is to create fundraising and promotional value for all participating nonprofit partners, not exclusively Mobile After School Arts.

The JPC event will include a meaningful student component. Possibilities discussed include a student art show and sale, along with other opportunities for JPC students to participate in and benefit from the event. The final program will be developed jointly by JPC and Mobile After School Arts.

By signing this Letter of Intent, JPC:

- Confirms its intention to participate as a partner in Hot Glass Cold Beer.
- Authorizes Mobile After School Arts to identify JPC as a proposed community partner in its ACCM 2027 grant application to the City of Escondido.
- Agrees in principle that both organizations may use Hot Glass Cold Beer to promote their respective missions and fundraising efforts.
- Understands that the final event date or dates, responsibilities, finances, permits, insurance, safety requirements and other operating details will be developed and mutually agreed upon before the event.

Proposed Site Operations, Overnight Security, and Fire Safety

The following provisions are proposed for inclusion in the final event operating agreement. They are not confirmations of services or insurance coverage until expressly accepted by JPC and Mobile After School Arts.

Overnight site security (JPC — proposed responsibility)

JPC will be asked to arrange and confirm suitable security for the event site during overnight periods, including between the two public event days and any nights when equipment or inventory remains on site. The plan should cover artist booths, displayed art and sale inventory, tools, mobile hot-shop equipment, access control, monitoring or patrols, emergency contact information, and the hours during which security is provided. The parties will agree in writing on responsibility for losses and on any applicable insurance limitations.

Shared fire and life safety (joint responsibility)

JPC and Mobile After School Arts will jointly review and document fire and life-safety risks before the event. Mobile After School Arts and its qualified hot-glass crew will control hot-work operations, fuel handling and shutdown procedures, equipment clearances, barriers, and cooling/isolation of hot equipment. JPC will coordinate venue-specific fire/life-safety requirements, site access and egress, emergency response arrangements, and any facility approvals within its control. Both parties will coordinate permits, inspections, extinguisher placement, evacuation routes, and a named on-site safety contact. All open flames must be extinguished, fuel supplies safely shut

off/secured, and hot equipment isolated before overnight handover. Security staff are not substitutes for a qualified hot-shop safety shutdown.

Restrooms and sanitation (JPC — proposed responsibility)

JPC will be asked to provide adequate accessible restrooms and sanitation facilities for attendees, artists, volunteers, and crew during setup, public event hours, and teardown, including access, cleaning, and consumable supplies.

Confirmation before event

The final agreement should specify named responsible persons, schedules, emergency contacts, insurance and indemnity arrangements, and written confirmation of security, restroom, and safety arrangements. All plans are subject to venue approval and applicable fire authority requirements.

This Letter of Intent documents our present intention to work together. It is not intended to serve as the final operating agreement between JPC and Mobile After School Arts.

For John Paul the Great Catholic University

Name: Kevin Mezvenski
Title: COO
Signature: John Paul University
Date: 10/20/2026

For Mobile After School Arts Inc.

James Stone
Title: Owner
Signature: James Stone
Date: 10/20/26

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 - $10,000 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: THE PHOTOGRAPHER'S EYE

Contact Name and Title: DONNA COSENTINO, DIRECTOR, THE PHOTOGRAPHER'S EYE

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

Address: 326 EAST GRAND AVE City/State/Zip: ESCONDIDO CA 92025

Primary Phone: 760 522-2170 Alternate Phone: 760 484-3951

Email: donna@thephotographerseyecollective.com

Organization Information (use additional sheets of paper as needed)

Description of Organization:

THE PHOTOGRAPHER'S EYE
We are a Collective of photographers who have a passionate dedication to photography and we hope to enrich the community through sharing our knowledge and expertise. Our gallery exhibitions feature fine photography by our Collective members as well as curated shows of established and emerging photographers from across the country and internationally. Our space hosts classes, artist talks, workshops, portfolio reviews, a library, and provides a meeting place for the thoughtful exchange of ideas. In eight years of existence and over five years as a non-profit, we have hosted scores of exhibitions and artists who have delighted and enlightened our visitors.

Organization Mission:

Making a photograph is an inward act of self-reflection and an outward act of connection. Through photography, we find ways to speak while adding meaning and substance to our lives and, we hope, to the lives of others. The Photographer's Eye was conceived with these ideals in mind. The multifaceted language of photography allows us to create *and* educate, fostering the understanding of photography in our community. Our non-profit mission is to further grow photography education through providing scholarships for college and high school photography students and free classes and workshops for children, seniors and those at risk.

Project Information

Project/Initiative Name:

WATER/EARTH/SKY: Our Precious Environment and Our Commitment to Community

Location of the Project/Initiative: THE PHOTOGRAPHER'S EYE 326 EAST GRAND AVE, ESCONDIDO, 92025

Dates of Project: THROUGHOUT APRIL 2027 see specific dates on addendum

Description of the Project/initiative:

WATER/EARTH/SKY: Our Precious Environment and Our Commitment to Community

April is Earth Month and during this time our gallery traditionally features photographic works that speak to the beauty and fragility of our environment. During this month we not only celebrate our natural surroundings with fine photography but we address the difficulties that we face with such things as water scarcity, ways to protect our oceans, and ways to preserve our open spaces.

This will be a month-long celebration with events happening each week, primarily at our location. This includes our photography exhibition, lectures, workshops and hands-on participation for the community. Our program therefore will include Visuals Arts as well as Arts Education. We have participated in the 2024 and 2025 ACCM events through self-funding and will be building on our past activations to create an even richer experience this year. In the past we have had great participation in our outdoor slide shows (100 visitors), our gallery openings (50 visitors), our free gallery talks (20-90 people) and photography workshops. See further descriptions of our planned events in the addendum attached.

Grant Category: VISUAL ARTS *AND* ARTS EDUCATION

Objectives:

1) To share photographic artworks with the community through a gallery exhibition, including docent tours for all age groups. (Visual Arts + Education)
2) To educate our community about the value of photography to our every-day lives as art and as storytelling through *hands-on* demonstrations (Visual Arts + Education)
3) To familiarize people with the unique variety of photographic processes and ways to see and use light – with or without a camera. (Visual Arts + Education)
4) To introduce our community to the creative talent and valued insight of various photographic artists through talks and artist visits. (Visual Arts + Education)
5) To grow awareness about our precious and endangered environment, and show the ways in which photographers tell that story. (Visual Arts + Education)

See Our Addendum for specific activities and dates

Implementation Plan:

Chief concern for implementation is scheduling and confirming that there are the needed equipment/materials, venues/locations available for all of our events.

Therefore:

1) Scheduling artists and volunteers (artists have been scheduled-see addendum)

2) Coordinating venues (We have secured space for our nature event at Escondido Creek /Elfin forest. See letter of support in addendum). We have a verbal agreement for two dates with EAP (Escondido Arts Partnership) but cannot pay for reservation at this time)

3) Monitoring the budget plan/track spending

4) Communicate with artists, volunteers, venues (communication is ongoing)

5) Procure supplies (will happen if Grant is approved)

Evaluation Plan:

1) Audience participation survey
2) Track participant numbers in hands-on events
3) Testimonials
4) Audience counts in lectures/events
5) Photography of all events

Funding/BUDGET

Amount Requested: $5,700

_____

Artist's fees and stipends: est.$3000

Supplies and Materials: est. $800

Venues costs: est. $600

Marketing and promotional expenses: est. $800 printing costs

Event insurance - We hold insurance on our building via State Farm - No other is needed

Indirect costs est. $500 approx

What is the free component of your Project?

Gallery opening, visiting, gallery tours, nature walks, some demonstrations (e.g. Large Format demo) are free. If awarded the grant, all workshops would be free, all lectures would be free. We wish to pay the artists who are leading the workshops, lectures etc.

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

Yes, the exhibition will take place. Our nature photo walk will take place for free led by Director/Educator Donna Cosentino. Our nature photo workshop with the Escondido Creek Conservancy will take place.

If we do not get funding we will need to charge for our scheduled workshops and lectures--Oriana Poindexter's ocean-based Cyanotype demo/workshop; Stefan Frutiger's Colorado River artist talk (venue fee and artist fee); Grant Brittain's outdoor presentation (artist fee); Brandy Sebastian's Lumen demo/workshop (artist fee), Eric Joseph's printing presentation (educator fee & venue fee).

→ See addendum 1 for descriptions

Submission Information

Please initial that you have read an understood each statement.

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

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

DC 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.

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

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

Applications Available	Thursday, August 28, 2026
Questions Deadline	Tuesday, September 8, 2026
Question Answers Posted	Friday, September 18, 2026
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Grant Activity	April 1 – 30, 2027
Final Report Deadline	May 14, 2027
Final Payment	Expected by May 31, 2027

DC 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:
DONNA COSENTINO,DIRECTOR,THE PHOTOGRAPHER'S EYE

Authorized Representative Signature.

INCL (2)

ADDENDUM:

DESCRIPTIONS OF ACCM APRIL 2027 EVENTS

APRIL 4_Education and Culture component: ORIANA POINDEXTER: *CREATING CYANOTYPES WITH GIFTS FROM THE SEA* 10a-2p (at gallery)

APRIL 10_ Culture component: SECOND SATURDAY AND OPENING OF OUR EXHIBITION: *WATER• EARTH• SKY* 11a-7p (5-7 Second Saturday event at gallery with music)

APRIL 17_ Education and Culture component: STEFAN FRUTIGER LECTURE- *OUR COLORADO RIVER: SUBLIME AND SCARCE* Stefan's fine art color photographs of the beauty of the Colorado River accompanies well-researched information on the critical nature of the western U S drought and historic river lows. Venue-EAP, Escondido Arts Partnership

APRIL 14_ Education component: ESCONDIDO CREEK CONSERVANCY WORKSHOP- *Nature Photography Talk and Walk* with Gallery Director Donna Cosentino and Collective photographer members at Elfin Forest Interpretive Center (see letter of support, incl 2)

APRIL 22 EARTH DAY-Education and Culture component: A PHOTO WALK WITH GALLERY DIRECTOR AND PHOTOGRAPHER DONNA COSENTINO IN KEITHLY PRESERVE (Escondido Creek Conservancy)

APRIL 23 Education and Culture component: LARGE FORMAT CAMERA DEMONSTRATION: COLLECTIVE MEMBER ROBERT YOUNGER shows how large cameras - 8x10 & 4x5 - are used(at gallery)

APRIL 23 Education component; LUMEN DEMONSTRATION: COLLECTIVE MEMBER BRANDY SEBASTIAN shows making images in the sun with natural materials (at gallery)

APRIL 24_Innovative Culture component; GRANT BRITTAIN OUTDOOR SLIDE SHOW-Skate Culture (at gallery)

APRIL 25_Education component: ERIC JOSEPH FROM FREESTLYE PHOTOGRAPHICS: DEMONSTRATES DIGITAL PHOTOGRAPHIC PRINTING PAPERS. (venue EAP, Escondido Arts Partnership)

We have a spoken agreement to rent a space inside the Escondido Arts Partnership for our two lecture events. $200 for up to 4 hours for *each* event + $75 each extra hour. The Event Coordinator will be Donna Cosentino, Director of the Photographer's Eye and author of this grant.

Escondido Creek Conservancy

35 YEARS OF CONSERVATION

October 7, 2026

City of Escondido
Public Art Commission
Escondido City Hall
201 North Broadway
Escondido CA, 92025

Dear Public Art Commission, City of Escondido,

On behalf of The Escondido Creek Conservancy (Conservancy), we are pleased to offer our support for **The Photographer's Eye: A Creative Collective** and its proposed 2027 Earth Month photography programming led by Director Donna Cosentino.

The Conservancy has enjoyed building a relationship with Donna and The Photographer's Eye through our shared appreciation for the natural beauty of North San Diego County and the power of art to help people connect with the world around them. In 2026, the gallery's *Earth Songs* exhibition during Earth Month provided a wonderful way to highlight and support local conservation. We were honored to be selected as the nonprofit partner, with Donna generously donating a portion of the gallery's April sales to the Conservancy.

For 2027, Donna plans to expand this connection between art, nature, and community through additional regional programming. This includes a nature photography workshop at the Elfin Forest Recreational Reserve Interpretive Center, followed by a guided photography walk along Escondido Creek in Elfin Forest and through the Conservancy's Keithley Preserve. We are pleased to support this effort through use of the Interpretive Center facilities and access to Keithley Preserve.

This type of creative programming aligns well with the Conservancy's efforts to connect more people with nature and inspire greater appreciation for the lands, waterways, and wildlife around us. We are grateful for Donna's continued efforts to bring artists and community members together and believe this project will be a meaningful addition to the arts, culture, and conservation efforts taking place throughout Escondido.

Thank you for your consideration and for su orting initiatives that bring together art, nature, and community in engaging ways.

Sincerely,

Ann Van Leer, Executive Director

Ariel Reed, Education Director

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 - $10,000 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: Able ARTS Work (legal name: Arts and Services for Disabled, Inc.

Contact Name and Title: __Kristy Glass, Senior Director of Community Engagement

☐ ☐ ☐ Business ☐ Public Agency ☐ Individual

~~Type of Entity: Xx Nonprofit~~

Alternate Phone: 562-982-0252

Address: 11633 Sorrento Valley Rd., Ste. 400, San Diego, CA 92121 Primary Phone: 562-826-7035

Email:
_____kglass@ableartswork.org

Organization Information (use additional sheets of paper as needed)

Able ARTS Work (AAW) was founded in 1982 by music therapist Helen Dolas, who recognized that people with intellectual and physical disabilities were often excluded from opportunities for creative expression and belonging. What began as a small arts-based day program in Long Beach serving three clients has grown into a nationally recognized nonprofit with three Adult Day Program sites, a community art gallery, a radio broadcast, a music therapy clinic for children with disabilities, and intergenerational art programs that now engage more than 4,500 people of all abilities each year across Southern California.

Organization Mission:

The primary mission of Able ARTS Work is to provide lifelong educational, vocational, and therapeutic services through the creative arts for people of all abilities and all ages in an environment of warmth, encouragement, and inclusion. In alignment with our philosophy of "Love before Learning, Learn for Life," AAW's vision is inclusivity in the creative arts to help foster each person's full potential. This philosophy is based on Psychologist, A. Maslow's Hierarchy of Human Needs, inspired by the Siksika people of the Blackfoot reserve.

Project Information

Project/Initiative Name: Zine Workshops

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

Dates of Project: 3 Sundays in April 2027 (dates TBD)

Description of the Project/initiative:

Able ARTS Work (AAW), in partnership with the California Center for the Arts, Escondido Foundation, will offer three free, two-hour zine-making workshops on Sundays in April 2027. These inclusive, hands-on workshops will bring together people with and without disabilities, including children, adults, older adults, and intergenerational families. Two professional teaching artists experienced in working with people with developmental disabilities and autism will guide participants in creating handmade publications using collage, drawing, writing, and storytelling. Themes will celebrate Escondido, cultural identity, diversity, self-empowerment, and the connection between art and wellness.

For 44 years, AAW has provided inclusive arts education throughout Los Angeles County, building relationships with more than 70 community partners including libraries, museums, city recreation programs, and nonprofits, and reaching over 4,000 people annually through its in-demand programs. Its popular zine workshops give participants a voice, with finished publications shared through library collections and circulation. AAW also operates an Adult Day Program in San Diego and is working to expand its Accessible Arts Workshops throughout the county. This Escondido partnership will introduce AAW's successful community arts model to new audiences and help build lasting relationships that bring people with and without disabilities together through art.

Grant Category: ___Art Education & Creative Experiences

Objective(s):

AAW will provide six hours of free, accessible arts education through three workshops, with a goal of reaching 100 participants (30+ per workshop). We aim to engage Escondido residents of different ages, cultures, and abilities, including people with developmental disabilities who often face limited opportunities for arts instruction tailored to their needs. Participants will learn basic zine-making techniques and be encouraged to complete an original publication reflecting their personal experiences, cultural heritage, or connection to their community.

Our goal is for at least 80% of surveyed participants to report learning new artistic skills, gaining confidence in creative expression, or feeling a stronger sense of belonging. AAW will also explore opportunities to share completed zines through local library collections or community displays, with participants' permission. Beyond the workshops, we hope to introduce new audiences to inclusive arts education and demonstrate how creativity can bring people together across generations and abilities.

Implementation Plan:

AAW will partner with the California Center for the Arts, Escondido Foundation to present three Sunday workshops in April 2027. The Center will provide the venue, equipment, facilities support, and marketing assistance. AAW's Accessible Arts Workshop Coordinator will oversee planning, registration, supplies, and scheduling. Working with the Center and local libraries, disability service organizations, senior programs, and family-serving nonprofits, AAW will reach out to Escondido residents who may not ordinarily participate in community arts activities. Outreach will emphasize that everyone is welcome, regardless of age, ability, or artistic experience.

Two professional AAW teaching artists will lead each two-hour workshop, providing step-by-step instruction and adapting activities to individual abilities, learning styles, and communication needs. Participants may use drawing, collage, writing, or other visual techniques to tell their stories, with assistance available as needed. Each workshop will encourage creative independence while allowing participants and families to work alongside one another. The $4,058 grant will support teaching artists, coordination, art materials, travel, marketing, facilities, and limited administrative costs. All activities and materials will be provided free of charge.

Evaluation Plan:

AAW will measure success through attendance records, completed zines, teaching artist observations, and participant feedback. Our targets are 100 participants across three workshops, with at least 80% of surveyed participants reporting positive outcomes in artistic skills, confidence, or community connection. Brief, accessible surveys will ask participants whether they learned something new, felt welcomed and included, and enjoyed creating alongside people of different ages and abilities. Teaching artists will document engagement, artistic accomplishments, and examples of participants finding new ways to express themselves.

We also want to capture the personal stories behind the numbers. With permission, AAW will collect participant comments, photographs, and examples of completed artwork that show what the experience meant to those involved. Feedback from the California Center for the Arts, Escondido Foundation will help assess community response and interest in future workshops. AAW will submit the City's required impact measures, including free attendance, compensated artists, activity days, and financial results, along with at least five high-quality photographs or videos. Findings will guide future opportunities to bring inclusive arts education to Escondido.

Funding

Amount Requested ($1,000 - $10,000): $ _____4,058_____ What is the free component of your Project? All workshops will be free and accessible to the public.

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

__The event relies on grant funding. If we do not receive ACCM funding, we will try to find another source of funding, but cannot ensure that funding will be secured by April 2027. Grant funding is what allows AAW to bring its specialized teaching artists and free programming to Escondido without placing the cost on participating families.

Submission Information

Please initial that you have read an understood each statement.

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

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

____X_____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.

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

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

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Grant Activity	April 1 – 30, 2027
Final Report Deadline	May 14, 2027
Final Payment	Expected by May 31, 2027

_____ 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: Helen Dolas, Founder and CEO

Authorized Representative Signature 

Able ARTS Work Accessible Arts Workshops - Arts, Culture, and Creativity Month

Line Items	ACCM Grant Expenses
Direct Costs	
PERSONNEL	
Teacher Planning/Training Time: 5 hours x $41/hr = $205 x 2 teachers	$410
Teacher Teaching Time: 12 hours X $41/hr = $492 x 2 teachers (this includes one hour of prep and one hour of cleanup per workshop)	$984
Accessible Arts Workshop Coordinator $50/hr x 10 hours	$500
OTHER COSTS	
Supplies - Consumable zine art materials (book binding materials, paper, glue, art supplies)	$1,000
Marketing	$100
Mileage and Travel	$300
Escondido Center for the Arts - facility fee	$400
Total Direct Costs	**$3,694**
Indirect Costs - 10%	**$364**
Total Grant Request	**$4,058**

Able ARTS Work
Empowerment Through Creative Arts



Able ARTS Work's Monthly Zine Workshop at California African American Museum

CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO FOUNDATION

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Roy Ray

Rebecca Raymond

Gina Lopez | Chief Executive Officer

October 21, 2026

To the City of Escondido Public Art Commission:

The California Center for the Arts, Escondido Foundation (CCAEF) is pleased to offer its enthusiastic support for Able ARTS Work's series of three free, two-hour Zine Workshops, proposed for funding as part of Escondido's Arts, Culture and Creativity Month (ACCM) in April 2027.

Established in 1982, Able ARTS Work is a nonprofit organization dedicated to providing inclusive programming for individuals with developmental disabilities and autism through the creative arts. Their proposed workshops will invite community members to explore self-expression through zine-making in an accessible, welcoming environment, and we are proud to help bring this meaningful opportunity to Escondido.

This letter confirms that the facilities at the California Center for the Arts, Escondido will be available for these workshops on the agreed-upon dates and times.

As part of this grant, CCAEF will provide equipment and facilities support for the duration of the workshops. The grant budget includes a 10% facilities support fee to CCAEF, which covers security, facilities services, and marketing to promote both ACCM and these engaging, hands-on workshops.

We are delighted to partner with Able ARTS Work and look forward to sharing their work with our community.

If you have any questions, please feel free to contact me at your convenience.

Sincerely,

Gina Lopez
Chief Executive Officer

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 - $10,000 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 and Title: Chrisanne Moats

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

Address: 262 East Grand Avenue City/State/Zip: Escondido

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

Email: eapchris@yahoo.com

Organization Information (use additional sheets of paper as needed)

Description of Organization:

The Escondido Arts Partnership (EAP) is non-profit arts agency established in December 1995. Our mission is to strengthen and enrich our community as a cultural destination through the power of the arts. We provide a community art space with free entry to monthly themed art exhibitions featuring over 300 locally, newly created contemporary artworks. EAP hosts free ongoing arts education and readily available artistic resources programs such as the Art Connections workshops for teaching new perspectives and techniques. We provide spaces for the Teens for Art mentorship program, the ArtStream audio/visual digital studio, for films and audio projects. We host the PhotoArts Group photography exhibitions and lectures, the Poets I.N.C. poetry events, the Cinematic Fanatic community created short films screenings, art classes for participants of ARC of San Diego, and an art library for study and drop in art making and much more.

Organization Mission:

The Escondido Arts Partnership (EAP) is a 501(c)(3) non-profit arts agency established in December 1995. Our mission is to strengthen and enrich our community as a cultural destination through the power of the arts. The EAP nurtures a community of artists, makers and growers, and the general public through opportunities for ongoing arts, culture and sustainability education, peer and public interactions, exhibitions, performance spaces, and creative community experiences. In a culturally diverse and economically challenged region such as ours, simply providing a space to casually mingle or to purposefully interact, sets up unlimited potential for transformative passive and active engagement. This in turn can result in creating a new sense of place, optimism about the future, and maintaining well-being in our community.

V F R Q G L G R $ U W V 3 D U W Q H U V K L S ($ 3 L V Q R Q S U R I L W D U W V D J

Project Information

Project/Initiative Name: Hands of the Hidden Artisans: a Documentary

Location of the Project/Initiative: Escondido Arts Partnership

Dates of Project: 04/01- 04/30/2026

Description of the Project/initiative:

Hands of the Hidden Artisans will be an iconic documentary created by teens and amateur filmmakers to showcase the history, culture, and preservation of the diverse artisans in Escondido: from a jeweler, to a tailor, a cobbler and many more, the film will spotlight local artisans along Grand Avenue and nearby downtown Escondido. Through an artistic lens and perspective, we will explore the workbench and worlds of traditional artisans, their craftsmanship and the physical mastery of the “fixing of things” and working with one's hands.

This approximately 30-minute seminal film will raise awareness of those who are keeping traditions, protecting heritage and sustainable trade alive in our city. Filmmakers will present a specific point of view of the subject’s hands working their craft. For an artistic mood, tone, and visual aesthetic the film footage of the subjects will be interlaced with animated drawings, still photos, music score and narrations created by the Teens for Art and workshop participants and possibly any relevant historical photos from the Escondido Pioneer Room and other resources.

Grant Category: _Cultural Traditions/ Heritage , Visual Arts, Artist Showcase, Creative Experiences

Objective(s):

Hands of the Hidden Artisans documentary will bring light to the often-overlooked skill sets and craftsmanship of our communities’ small businesses as we teach new art media and journalistic skills to artists of all ages through visual storytelling and creative activities.

Participants will be mentored by guest instructors on the use of film and sound editing software and equipment in the *ArtStream* audio/visual studio at the Escondido Arts Partnership.

Student filmmakers will actively interact with the film’s subjects, conduct interviews, learn cinematography, lighting and set design techniques.

There will be a premier screening event of the *Hands of the Hidden Artisans* documentary at the Escondido Arts Partnership, a free event on Friday April 30, 2027.

To encourage community participation the documentary will be accessible on the EAP’s YouTube Channel *Escondido ArtsStream.*

The documentary may be entered into film festivals and contests as well as local cable network Channel 19.

Implementation Plan:

1st week of April, participants will create a storyboard for documentary, aligning the visual aesthetic, and on-camera presentation. Go on location to conduct the interviews, record narrations and gather film content of subjects in their workplace.

2nd and 3rd week of April, based on the collected film footage we will have an animation drawing workshop with art instructor Stephen Lucido and sound design workshop with Daniel Henderson.

3rd week of April, review all raw footage, artwork, and still photos, voice overs and sound to identify the best takes, review timelines sequences, credits and stylizations and special effects. Meet with editor to map out editing. Promotional posters and materials will be created and distributed.

4th week in April, using Final Cut Pro the editor will finalize the product and export document to final format versions.

5th week in April, *Hands of the Hidden Artisans* premier screening a free event will be held at the Escondido Arts Partnership on April 30, 2027.

Evaluation Plan:

The project will be evaluated through both participation records and qualitative feedback.

By attendance during public viewing events and views on the *Escondido ArtStream* YouTube Channel.

Tracking online comments including monitoring, gathering, and analyzing user-generated messages, reviews, and mentions across websites and social media platforms.

Invite participants to share brief written or verbal reflections on their creative experiences of contributing and or viewing the documentary.

Funding

Amount Requested ($1,000 - $10,000): $ 3,750

What is the free component of your Project?

The film screenings will be free and open to the public, the hands-on editing and drawing workshops will also be free for participants.

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

Yes, this is a worthy project that has been under consideration for sometime, it is an important film concept and a story that should be told. With the opportunity to teach new media skills to artists of all ages.

Submission Information

Please initial that you have read an understood each statement.

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

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

cm 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.

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

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

Applications Available	Thursday, August 28, 2026
Questions Deadline	Tuesday, September 8, 2026
Question Answers Posted	Friday, September 18, 2026
Application Deadline	October 23, 2026 at 5 p.m. PDT
Commissioners Scoring	October 26 - November 4, 2026
Funding Decision by Public Art Commission	November 9, 2026
Funding Notifications	By November 16, 2026
Estimated Funds Received (1st payment)	January 30, 2027
Grant Activity	April 1 – 30, 2027
Final Report Deadline	May 14, 2027
Final Payment	Expected by May 31, 2027

CM 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 Chrisanne Moats

Arts Culture and Creativity Grant April 2027
Project Title: *Hands of the Hidden Artisans* : a Documentary
Applicant Organization: Escondido Arts Partnership
Project Director: Chrisanne Moats

Total Project Budget	$3,750.00	
PROJECT PERSONNEL		
Professional fees		
Will Crouse - independent film/content maker	$1,500.00	artist stipend - video production /editing
Stephen Lucido Teens for Art Advisor - student aid/art instructor	$400.00	artist stipend - 2 x workshops film stills drawing instruction
Daniel Henderson - sound design teacher at "Options for All"	$200.00	artist stipend - sound design / voice overs
PROGRAM COSTS		
Pro Tools editing program for MAC	$325.00	
Kingston or SansDisks 32g flashdrives x 20	$275.00	for distrubution to film participants and festivals
printing /advertising	$300.00	
refreshments for screening film premier (free popcorn, sodas etc)	$200.00	
refreshments for film crews and workshop participants	$200.00	
ADMINISTRATIVE	$350.00	
Total Budget Expenses	$3,750.00	

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 - $10,000 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 Downtown Business Association

Contact Name and Title: Carol Rogers Board Member

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

Address: 243 S Escondido Blvd #701 City/State/Zip: Escondido CA 92025

Primary Phone: 760-237-8387 Alternate Phone: 760-715-4958

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization:

The Escondido Downtown Business Association supports the vitality of downtown Escondido through business advocacy, community events, marketing, and programs that encourage economic activity, cultural engagement, and community connection. The organization works with local businesses, artists, community organizations, and public partners to enhance downtown as a destination for residents and visitors

Organization Mission:

To strengthen downtown Escondido as a vibrant destination for businesses, residents, and visitors by supporting economic vitality, community engagement, art and cultural activities, and partnerships that enhance the downtown experience.

Project Information

Project/Initiative Name: Art Without Borders: Escondido–Guadalajara International Art Exchange

Location of the Project/Initiative: Escondido Public Library, Escondido, California.

Dates of Project: April 1–30, 2027, with an opening reception planned for early April on a date coordinated with the Library.

Description of the Project/initiative:

The Escondido Downtown Business Association, in collaboration with the University of Guadalajara and the Escondido Public Library, proposes a month-long international visual arts exchange connecting artists and audiences in Escondido and Guadalajara, Mexico.

Each community will conduct a call for artists and select artwork for exhibition in the partner city. Rather than transporting original works internationally, selected artwork will be provided digitally and professionally reproduced in the destination city.
The Escondido exhibition will feature nine selected paintings, representing first, second, and third-place awards across three age categories.

The exhibition will be free and open to the public at the Escondido Public Library throughout April 2027. A free opening reception early in the month will introduce the project and celebrate the participating artists. Virtual participation by Guadalajara representatives will help connect the two communities. Bilingual interpretive materials will introduce visitors to the artists and the exchange.

The project will expand access to visual art, encourage cross-cultural understanding, and establish a foundation for continued artistic collaboration between the two cities.

Grant Category: Visual Arts & Exhibitions

Objective(s):

1. Present a free, month-long international art exhibition at the Escondido Public Library.
2. Showcase nine selected paintings from the partner-city selection process, recognizing artists across three age categories.
3. Strengthen cultural connections between Escondido and Guadalajara through reciprocal exhibitions and virtual participation.
4. Increase public access to visual arts and encourage engagement with artists and cultural perspectives from another community.
5. Reach at least 500 visitors during the exhibition and opening reception, subject to actual attendance, and collect visitor feedback to evaluate community impact.

Implementation Plan:

The Escondido Downtown Business Association will coordinate the project in collaboration with the University of Guadalajara and the Escondido Public Library.

Project activities will include finalizing the exhibition theme and artist-call guidelines; coordinating the selection and digital delivery of artwork; confirming image quality and specifications; printing and preparing nine works for installation; developing bilingual artist labels and exhibition information; promoting the exhibition through DBA, Library, and City communication channe

The exhibition will remain on view at the Escondido Public Library from April 1 through April 30, 2027. The Library will provide the exhibition space and reception location. The DBA will coordinate production, installation preparation, outreach, reception logistics, and project reporting.

The project will be designed for public accessibility, with bilingual materials and exhibition information. Original artwork will remain with the artists; only authorized digital reproductions will be exhibited.

Evaluation Plan:

The DBA will evaluate the project through attendance tracking, visitor feedback, documentation, and participation records. Goals include presenting nine selected artworks, keeping the exhibition free and accessible for all 30 days of April, holding one opening reception, and reaching a target of at least 200 visitors.

A brief visitor survey or comment form will gather feedback about the exhibition, cultural exchange, and interest in future programming. The DBA will record participating artists and partners, volunteer contributions, and any sales or donations associated with the project. At least five high-quality photographs or videos will document the exhibition and reception. Results will be compiled into the required final impact report.

Funding

Amount Requested ($1,000 - $10,000): $ 3750.00

What is the free component of your Project?

the project is free for artists and public

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

Yes, we expect the event will take place - perhaps not in April

Submission Information

Please initial that you have read an understood each statement.

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

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

___cr___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.

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

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

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Final Payment	Expected by May 31, 2027

_____cr_____ 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: Carol Rogers Board Member

Authorized Representative Signature Carol Rogers

Project Budget — Preliminary

Expense	Estimated Cost
Professional printing of nine artwork reproductions	$900
Mounting, backing and ready-to-hang preparation	$900
Bilingual exhibition labels and introductory panel	$200
Opening reception refreshments and supplies	$750
Marketing and promotional materials Digitizing artwork for high-quality exhibition reproductions	$200 $500
Project-specific contingency for printing or installation needs	$300
TOTAL REQUESTED	**$3,750**

Budget notes: These are estimates, not vendor quotes. Confirm costs where possible. If contingency is not an allowable line item, reallocate it to a specific anticipated project expense before submission. No travel costs or alcohol are included. The Library's space is an in-kind contribution, not a cash expense

Gmail

Downtown Escondido <hello@downtownescondido.com>

Quick Request – Art Culture and Creativity Month Grant Support

Dan Wood <Dan.Wood@escondidolibrary.org> Fri, Oct 23, 2026 at 12:31 PM
To: "carol.rogers.esco" <carol.rogers.esco@gmail.com>, Robert Rhoades <robert.rhoades@escondido.gov>
Cc: Downtown Escondido <hello@downtownescondido.com>

Good Afternoon Carol,

The Library supports hosting the exhibition and opening reception in April 2027 for the international art exchange between Escondido and the University of Guadalajara.

Thank you for thinking of us.

Thank you,

Dan Wood
Interim Library Director
Website: www.escondidolibrary.org
Email: dan.wood@escondidolibrary.org
Office: 760.839.4827
239 South Kalmia Street
Escondido, CA 92025

Escondido Public Library

From: Carol Rogers <carol.rogers.esco@gmail.com>
Sent: Friday, October 23, 2026 12:19 PM
To: Robert Rhoades <robert.rhoades@escondido.gov>; Dan Wood <Dan.Wood@escondidolibrary.org>
Cc: Downtown Escondido <hello@downtownescondido.com>
Subject: Quick Request – Art Culture and Creativity Month Grant Support

[Quoted text hidden]

This email has been scanned for spam and viruses. Click here to report this email as spam.

UNIVERSIDAD DE GUADALAJARA
CENTRO UNIVERSITARIO DE GUADALAJARA

Letter of Intent for Institutional Collaboration between CUGDL and EDBA	Carta de Intención de colaboración entre CUGDL y EDBA
This Letter of Intent for Institutional Collaboration is entered into by and between:	**Conste por medio del presente documento la Carta de Intención de Colaboración que celebran:**
On the one hand, the **Centro Universitario de Guadalajara (CUGDL)** of the **Universidad de Guadalajara**, represented herein by **José Alberto Castellanos Gutiérrez,** hereinafter referred to as **"CUGDL"**.	Por una parte, el **Centro Universitario de Guadalajara (CUGDL)** de la **Universidad de Guadalajara**, representado en este acto por **José Alberto Castellanos Gutiérrez** a quien en lo sucesivo se le denominará como **"El CUGDL"**.
And on the other hand, the **Escondido Downtown Business Association**, represented herein by **Carol Rogers**, hereinafter referred to as **"EDBA"**.	Y por la otra parte, la Asociación de Negocios del Centro de Escondido, **Escondido**, representada por **Carol Rogers**, a quien en lo sucesivo se le denominará como **"EDBA"** (por sus siglas en inglés).
Both parties, mutually recognizing their legal capacity and the authority with which they appear, declare their mutual interest in establishing cultural and artistic cooperation ties under the following:	Ambas partes, reconociendo mutuamente su capacidad legal y personalidad con la que comparecen, declaran su interés mutuo en establecer lazos de cooperación cultural y artística bajo las siguientes:
STATEMENTS	**DECLARACIONES**
I. **CUGDL** is a public and autonomous institution of higher education in Mexico, committed to academic innovation, cultural dissemination, and the international engagement of its university community.	**I.** El **CUGDL** es una institución de educación superior pública y autónoma en México, comprometida con la innovación académica, la difusión de la cultura y la vinculación internacional de su comunidad universitaria.
II. **EDBA** is a nonprofit organization dedicated to strengthening Downtown Escondido through economic development, cultural programming, community	**II.EDBA** es una organización sin fines de lucro dedicada a fortalecer el centro de Escondido a través del desarrollo económico, la programación cultural, las

cugdl.udg.mx | Guanajuato #1045. Col. Alcalde Barranquitas, C.P. 44260, Guadalajara, Jalisco, México. Tels. [52] (33) 3819 3300, Ext. 23742

partnerships, and events that enhance the vitality of the downtown district."	alianzas comunitarias y eventos que mejoran la vitalidad del distrito del centro."
III. Both institutions share the common objective of democratizing access to art, promoting bilateral cultural exchange, and increasing the visibility of talent from their respective regions.	III. Ambas instituciones comparten el objetivo común de democratizar el acceso al arte, promover el intercambio cultural bilateral y visibilizar el talento de sus respectivas regiones.
CLAUSES / INTENTIONS	**CLÁUSULAS / INTENCIONES**
First: Purpose of Collaboration	**Primera: Objeto de la Colaboración**
The purpose of this Letter of Intent is to establish a framework for general collaboration and strategic partnership between CUGDL and EDBA to promote cultural development, academic linkage, and community enrichment. To achieve this, the parties agree on the following lines of action: • **a) General Institutional Cooperation:** The parties will foster mutual collaboration through the exchange of knowledge, cultural management experiences, and the development of joint initiatives that benefit both communities beyond artistic disciplines. • **b) Binational Art Exchange and Exhibition Program:** As part of this collaboration, the parties will work together to curate and present visual collections that reflect the identity, talent, and vision of their respective communities.	El objeto de la presente Carta de Intención es establecer un marco de colaboración general y alianza estratégica entre el CUGDL y la EDBA para promover el desarrollo cultural, la vinculación académica y el enriquecimiento comunitario. Para alcanzar este fin, las partes acuerdan las siguientes líneas de acción: • **a) Cooperación Institucional General:** Las partes fomentarán la colaboración mutua mediante el intercambio de conocimientos, experiencias en gestión cultural y el desarrollo de iniciativas conjuntas que beneficien a ambas comunidades más allá de las disciplinas artísticas. • **b) Programa Binacional de Intercambio y Exhibición de Arte:** Como parte de esta colaboración, las partes trabajarán conjuntamente para curar y presentar colecciones visuales que reflejen la identidad, el talento y la visión de sus respectivas comunidades.
Second: Sustainable Exchange Model	

In order to optimize resources, ensure project viability, and eliminate the bureaucratic processes and costs associated with the physical export and import of cultural goods, both parties agree to a **digital transfer and local production** model:

- **Digital Transmission:** The sending institution will transmit the selected artworks in high-resolution digital format, accompanied by their respective technical descriptions and curatorial statements.
- **Local Printing and Exhibition Setup:** The receiving institution will be responsible for the printing, production, framing (if applicable), and physical installation of the artworks in its own exhibition spaces, absorbing the local production costs as mutually budgeted and agreed upon.

Third: Intellectual Property and Copyright

The exchange of digital files shall be carried out **exclusively** for temporary exhibition purposes within the framework of this agreement. Both parties commit to respecting the copyright of the participating artists. The digital files may not be commercialized, reproduced for other purposes, or distributed to third parties without the express written authorization of the author and the originating institution. Upon conclusion of the exhibition, local digital files must be deleted or secured under the terms to be established in the specific agreement.

Segunda: Modelo de Intercambio Sostenible

Con el fin de optimizar recursos, garantizar la viabilidad del proyecto y eliminar los procesos burocráticos y costos asociados con la exportación e importación de bienes culturales físicos, ambas partes acuerdan un modelo de **transferencia digital y producción local**:

- **Envío Digital:** La institución de origen enviará las obras seleccionadas en formato digital de alta resolución, acompañadas de sus respectivas fichas técnicas y cédulas curatoriales.
- **Impresión y Montaje Local:** La institución receptora se encargará de la impresión, producción, enmarcado (si aplica) y montaje físico de las obras en sus propios espacios de exhibición, absorbiendo los costos locales de producción según se presupueste de mutuo acuerdo.

Tercera: Propiedad Intelectual y Derechos de Autor

El intercambio de archivos digitales se realizará **exclusivamente** con fines de exhibición temporal dentro del marco de este acuerdo. Ambas partes se comprometen a respetar los derechos de autor de los artistas participantes. Los archivos digitales no podrán ser comercializados, reproducidos para otros fines ni distribuidos a terceros sin la autorización expresa y por escrito del autor y de la institución de origen. Una vez concluida la exposición, los archivos digitales locales deberán ser eliminados o resguardados bajo los términos que se pacten en el convenio específico.

UNIVERSIDAD DE GUADALAJARA
CENTRO UNIVERSITARIO DE GUADALAJARA

Fourth: Coordination and Liaisons For the proper follow-up of the activities derived from this letter, the parties designate the following liaison coordinators: • For **CUGDL**: Natalia Aguilar Rosado (natalia.aguilar@cugdl.udg.mx) • For **EDBA**: Carol Rogers/CFO **Fifth: Nature of this Document** The parties state that this document represents a declaration of good faith and an expression of intent to collaborate; therefore, it does not generate immediate binding financial or legal obligations. The specific commitments, budgets, and schedules for each exhibition will be formally established at a later date through Specific Collaboration Agreements.	**Cuarta: Coordinación y Enlaces** Para el correcto seguimiento de las actividades derivadas de esta carta, las partes designan como coordinadores de enlace a: • Por **El CUGDL**: Natalia Aguilar Rosado (natalia.aguilar@cugdl.udg.mx) • Por **EDBA**: Carol Rogers/CFO **Quinta: Naturaleza de este Documento** Las partes manifiestan que este documento representa una declaración de buena fe y una expresión de intención para colaborar, por lo que no genera obligaciones financieras ni jurídicas vinculantes de manera inmediata. Los compromisos específicos, presupuestos y calendarios de cada exposición se formalizarán posteriormente mediante Convenios Específicos de Colaboración.
This Letter of Intent is signed in two counterparts of equal content and validity, in the Spanish and English languages.	Se firma la presente Carta de Intención en dos ejemplares de igual contenido y validez, en los idiomas español e inglés.

Guadalajara, Jalisco a 31 de agosto de 2026

José Alberto Castellanos Gutiérrez

Rector of the Centro Universitario de Guadalajara (CUGDL)

Carol Rogers

Chief Financial Officer Escondido Downtown Business Assoc (EDBA)

cugdl.udg.mx | Guanajuato #1045, Col. Alcalde Barranquitas, C.P. 44260, Guadalajara, Jalisco, México. Tels. [52] (33) 3819 3300, Ext. 23742

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 - $10,000 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 and Title: Katie Kemple

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

Address: 16633 Gill Loop City/State/Zip: San Diego, CA 92127

Primary Phone: 7039817322 Alternate Phone: _____

Email: katie.kemple@gmail.com

Organization Information (use additional sheets of paper as needed)

Description of Organization:

Katie Kemple is an award-winning poet, producer of cultural events in San Diego, and docent at Queen Califia's Magical Circle in Escondido.

Organization Mission:

Mission—to introduce poets, writers, spoken word artists and the general public to one of Escondido's cultural landmarks: Queen Califia's Magical Circle; and to provide an opportunity for the public to practice and appreciate the literary arts in a beautiful public art setting.

Project Information

Project/Initiative Name: Poetry Reading, Poetry Workshop and Poetry Open Mic at Queen Califia's Magical Circle

Location of the Project/Initiative: Queen Califia's Magical Circle

Dates of Project: Weekend in April 2026

Description of the Project/initiative:

This project will provide the public an opportunity to write, read, and hear professional poets perform poetry in Queen Califia's Magical Circle. This proposal contains three components.

1. Poetry Workshop (Saturday, April 3): A workshop lead by a local poet, free and open to the public, with writing prompts inspired by Niki de Saint Phalle's writing, life, and sculptures in Queen Califia's Magical Circle.

2. Open Mic (Saturday, April 24): An opportunity to showcase local, amature and emerging poets in an open mic at Queen Califia's Magical Circle. Free and open to the public.

3. Professional Performance (Saturday, April 24): Three featured poets who will perform their work in a free performance for the public.

Grant Category: Performing Arts

Objective(s):

Provide opportunities for the public to deepen their appreciation of poetry and spoken word, while increasing awareness of one of Escondido's cultural landmarks: Queen Califia's Magical Circle (QCMC).

1. Poetry Workshop Objectives: a) Gather a group of people interested in deepening their knowledge and practice of poetry by exploring Queen Califia's Magical Circle through guided poetry prompts inspired by Niki de Saint Phalle and her sculptures. b) Attract 10-20 participants to write 1-3 poems about QCMC. c) Encourage all participants to return to QCMC at the end of the month to perform their work at an open mic.

2. Open Mic Objectives: a) Provide an opportunity for poetry workshop participants and the general public to read a poem in QCMC. b) Feel a sense of ownership, belonging, and participation in a renowned public art space—to be in dialogue with the artist. c) Attract a robust and engaged audience to overlap with our featured performers (on the same night).

3. Professional Performance: a) Expose the public and participants to poets at the top of their craft to see what's possible with dedication and practice. b) Attract a large, engaged, and curious crowd to view this free performance (a similar event attracted nearly 100 visitors in August at QCMC). c) Provide exposure, financial support, and book sales for local poets.

Implementation Plan:

1. Poetry Workshop: 1) Confirm use of space and staff for event. 2) Develop poetry prompts inspired by Queen Califia's Magical Circle and Niki de Saint Phalle's vast body of work. 3) Create marketing materials—primarily a flier for use online and also print to spread the word to the public and writing communities in Escondido and San Diego County. 4) Host the event at QCMC, have participants sign-in to event, run the workshop, invite participants to return to QCMC for Open Mic and Featured Readers Night at the end of the month.

2. Open Mic: 1) Confirm use of space, equipment and staff for event 2) Create marketing materials to promote the event and spread the word to the poetry writing and performance community in Escondido and San Diego County.

3. Featured Performance: 1) Confirm performers for the event 2) Create marketing materials to promote the event and spread the word to the public, poetry and performance communities in Escondido and San Diego County. 3) Host event, count visitors, take photos and videos.

Evaluation Plan:

Poetry Workshop: Number of participants, number of poems written about QCMC, testimonial from participants in the event, number of participants who came to the workshop that returned for the open mic at the end of the month.

Open Mic: Number of participants, number of visitors to watch the performance, photos of the performance.

Featured Performance: Number of visitors to watch the performance, photos and videos of the event, testimonial from visitors and performers.

Funding

Amount Requested ($1,000 - $10,000): $ 2,600

What is the free component of your Project?

Every compoent of this proposal is free to the public to attend and participate.

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

No.

Submission Information

Please initial that you have read an understood each statement.

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

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 agreement.

I have reviewed and understand the grant timeline listed below.

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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_____

Queen Califia's Magical Circle * Poetry Workshop & Performance * Creativity Month Events

Katie Kemple * (703) 981-7322 * katie.kemple@gmail.com

Poetry Workshop	
Poet's time developing curriculum:	$500
Materials for Workshop (Notebooks, T	$100
Open Mic & Featured Performance	
Moderator	$250
Poet 1	$250
Poet 2	$250
Poet 3	$250
Organizer Fee	$1,000
Total:	***$2,600***

ESCONDIDO

MEMORANDUM

October 21, 2026

TO: City of Escondido Public Art Commission

FROM: Sandra Aguilar, Management Analyst for Economic Development

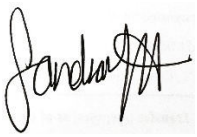
SUBJECT: Poetry at Queen Califia's Magical Circle

In the City of Escondido, Public Art is under the Economic Development Department because we believe in investing our artists, creative workers and culture bearers. As the Public Art Liaison for the City of Escondido's Public Arts program, I enthusiastically support Katie Kemple's proposal to host a free poetry events, at Queen Califia's Magical Circle.

Katie is a volunteer docent and has planned a very successful poetry event this summer at Queen Califia's Magical Circle at no cost and expansion of these kind of events require additional funding in order to keep them free to the public. The agreed upon date for the event inside Queen Califia's Magical Circle is April 3 and 24, 2027.

We look forward to working with Katie Kemple should this project be funded by the Public Art Commission.

Sincerely,



Sandra Aguilar
Management Analyst, Economic Development

ESCONDIDO

MEMORANDUM

November 9, 2026

TO: Public Art Commission

FROM: Sandra Aguilar, Management Analyst

SUBJECT: Public Art Liaison Report – November 2026

Art Solicitation Projects

Grand Avenue Roundabout Art Project: Preparation of the next Request for Proposals (RFP) requires additional legal and procurement review following the Commission's direction to add a step to the artist selection process. The City Attorney's Office is reviewing the procurement process to ensure alignment with current legal requirements, and public art staff is working with multiple departments to identify a path forward that meets those requirements and supports the Commission's project goals. Staff now anticipate presenting the revised RFP and process for Commission review at the December 14, 2026, Public Art Commission meeting.

2027 Arts, Culture, and Creativity Month

Brainstorming Meetings
In October, staff meet twice to discuss and brainstorm ideas from the upcoming Arts, Culture, and Creativity Month. Invitees included representatives of the Downtown Business Association, Special Events Team, and Communications team.

Initial plans include having five artists compete in a chalk competition and a community chalk area. All grantees would host a table, and community partners would be invited to host a table at no cost, that would include an interactive feature. Attendees would enjoy a fun photo booth, music, food, and coffee. The event will take place at City Hall in the morning. More details to come.

Next Meeting Agenda (Tentative)
The following items are anticipated to be on the next meeting agenda.

December 14, 2026, at 5:00 p.m.
- Arts, Culture, and Creativity Month
- Grand Avenue Art Project

Queen Califia's Magical Circle
Data Report and Updates

September Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
11	1139	532	0

October Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
12	1682	1,000	0

Docent Information

Active Docents	New Docents	YTD Docent Hours	Private Tour Fees Collected
37	+1	84.5	$0

Program Updates

Family Creativity Days (2026)

October marked both the anniversary of the opening of the sculpture garden and the birthday of Niki de Saint Phalle. To celebrate, a series of free public programming was offered throughout the month. The Family Creativity Day series took place October 10, 17, and 24. Community partners provided free, hands-on activities designed to inspire creativity and family engagement. On October 17, Beads by Brinley led a bracelet-making activity, while Barktorium invited guests and their dogs to create unique works of puppy art. On October 24, UNCI guided participants in creating traditional Native American pouches, CoLabCrafts facilitated an interactive flower-themed craft, and musician Sophie Rae provided live acoustic music. Across the three creativity days, 845 visitors came to visit the sculpture garden.

Fiber Expressions and Love Esco Clean-Up

Fiber Expressions concluded on Saturday, October 24, 2026. On Sunday, October 25, 2026, LoveEsco, a community volunteer initiative, led a cleaning to remove any remaining fiber art from the trees. They also gave our garden a quick clean of leaves, branches, and dust.

Docent Gathering: Birthday Celebration

Queen Califia's Magical Circle
Data Report and Updates

Our volunteer docents and Public Art Commissioners celebrated the birthday of Queen Califia's Magical Circle artist, Niki de Saint Phalle, at a special gathering on Monday, October 26, from 10 am to 12pm in the Parkview Room at City Hall. We were pleased to virtually welcome special guest speakers Kathryn Masuda and Olivia Willingham of the Atlanta Botanical Garden, who recently helped create *Niki in the Garden,* an exhibition featuring 42 works by Saint Phalle. Kathryn and Olivia shared their work. Birthday cake and light refreshments were provided.

Twilight Poetry Event

Public Art Staff hosted a second Twilight Poetry Event on Saturday, November 7th from 3 to 5 pm. The free public program featured the works of three talented poets and authors: Angela Narciso Torres, Tammy C. Greenwood, and Patricia Aya Williams. Staff are very thankful to the wonderful Katie Kemple, a volunteer docent with the City and poet, who helped organize this event at no cost.