



# CITY *of* ESCONDIDO

PUBLIC ART COMMISSION

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August 10, 2026 at 4:30 PM  
Council Chambers: 201 North Broadway, Escondido, CA 92025

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## **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

### **ASSISTANT CITY CLERK**

Sarena Garcia

## **HOW TO WATCH**

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

### **In Person**



201 N. Broadway, Escondido, CA 92025



# CITY *of* ESCONDIDO

PUBLIC ART COMMISSION

## MEETING AGENDA

### FLAG SALUTE

### ROLL CALL

### ORAL COMMUNICATION

### APPROVAL OF MINUTES

1. Review and Approve July 13, 2026 Minutes

### CURRENT BUSINESS

2. **ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM: PREVIOUS PHASES**

Request that the Public Art Commission provide direction for the Escondido Expressions updates on the Sikes Theme Traffic Signal Box and Grand Avenue Theme Traffic Signal Box.

Staff Recommendation: Provide Direction (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION: Provide Direction

3. **ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM: OLD ESCONDIDO**

Request that the Public Art Commission approve a new design for the Escondido Expressions design at the traffic signal box located at 5th Avenue and Juniper Street.

Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

RECOMMENDED ACTION: Approve



# CITY *of* ESCONDIDO

## PUBLIC ART COMMISSION

### 4. 2027 ARTS, CULTURE, AND CREATIVITY MONTH

Request the Public Art Commission approve the 2027 Arts, Culture, and Creativity Grant Opportunity.

Staff Recommendation: Approval (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

RECOMMENDATION: Approve

### STAFF REPORTS

#### 5. STAFF LIASION REPORT

#### 6. QUEEN CALIFIA'S MAGICAL CIRCLE REPORT

### FUTURE AGENDA ITEMS

### COMMISSIONERS REPORT

### ADJOURNMENT

## HOW TO PARTICIPATE

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

#### In Person



Fill out Speaker Slip and Submit to City Clerk

#### In Writing



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

## ASSISTANCE PROVIDED

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

July 13, 2026 at 4:30 PM

### MINUTES

Meeting started at 4:32 p.m.

#### FLAG SALUTE

#### ROLL CALL

#### PRESENT

Chair Nathalie Martinez  
Vice Chair Patricia Spann  
Commissioner Terri Ryan  
Commissioner Carol Rogers  
Commissioner Jacqueline Kelleher  
Commissioner Leila Sackfield  
Commissioner Mimi Ovanessof

#### ORAL COMMUNICATION

None

#### APPROVAL OF MINUTES

1. REVIEW AND APPROVE MAY 11, 2026 AND JUNE 15, 2026 MINUTES

Motion made by Commissioner Sackfield

Seconded by Chair Martinez

Approved 7-0

#### CURRENT BUSINESS

2. DISSOLUTION OF PUBLIC ART COMMISSION SUBCOMMITTEES AND INCREASE IN MEETING FREQUENCY

Request the Public Art Commission dissolve all current Public Art Commission Subcommittees, with the exception of the Annual Work Plan Subcommittee, and recommend that the City Council increase the frequency of regular Public Art Commission meetings from bi-monthly to monthly.

Staff Recommendation: Approval (City Clerk: Zack Beck)



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

July 13, 2026 at 4:30 PM

Presenter: Zack Beck, City Clerk

### **RECOMMENDED ACTION:**

Staff recommends that the Public Art Commission adopt a motion to: (1) dissolve all current Subcommittees, except the Annual Work Plan Subcommittee; and (2) increase regular Commission meetings from bi-monthly to monthly effective immediately.

Motion made by Chair Martinez to change to monthly meetings starting in August and to begin at 5pm beginning in September

Seconded by Commissioner Kelleher

Approved 7-0

### 3. **COMMUNITY REQUEST: CORRECTION OF FEES**

Request the Public Art Commission approve a grant to cover the cost of the City Design Review Fees for Tristan Pittard's mural One Planet – One People (Patineta!).

Staff Recommendation: Approval (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

### **RECOMMENDED ACTION:**

Approve

Motion made by Commissioner Sackfield

Seconded by Chair Martinez

Approved 7-0

### 4. **GRAND AVENUE ROUNDABOUT ART PROJECT: REQUESTS FOR QUALIFICATIONS**

Request the Public Art Commission give staff direction regarding the Request for Proposals for the Grand Avenue Roundabout.



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

July 13, 2026 at 4:30 PM

Staff Recommendation: Give Direction (Economic Development: Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

### **RECOMMENDED ACTION:**

Give Direction

Kati Cowan - Spoke in favor of artists submitting sketches

Staff directed to bring back revised RFQ to next meeting

### 5. **ESCONDIDO CREEK TRAIL ART PROJECT**

Request the Public Art Commission receive and file.

Staff Recommendation: Receive and File (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

### **RECOMMENDED ACTION:**

Receive and File.

Staff directed to change proposal deadline to August 28th instead of August 21st

## **STAFF REPORTS**

### 6. **Staff Liaison Report**

Project updates provided by Nikolina Katanic, Economic Development Specialist and Sandra Aguilar, Management Analyst

### 7. **Queen Calafia's Magical Circle Staff Report**

Update provided by Nikolina Katanic, Economic Development Specialist



# CITY of ESCONDIDO

## PUBLIC ART COMMISSION MEETING

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July 13, 2026 at 4:30 PM

### **FUTURE AGENDA ITEMS**

James Spann - Spoke in favor of Escondido Expressions boxes

Commissioner Ryan- Discuss location for Escondido Expressions box at Sunset and Villa Rancho - Near the JC Penney entrance

Vice Chair Spann seconded

### **COMMISSIONERS REPORT**

Commissioner Sackfield - Thank you for the 4th of July Celebration

Commissioner Kelleher - Expressed thanks to City Staff

### **ADJOURNMENT**

Meeting Adjourned at 6:20 p.m

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CHAIR

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ASSISTANT CITY CLERK

# COVER PAGE DESIGN

## 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").

## 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.

### 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.

#### 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 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

#### 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.

#### Evaluation Criteria

Grant Proposals will be evaluated on the following:

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

#### Evaluation Methodology

Commissioners will review each 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 each rating and make a final decision.

## Eligibility & Selection Criteria

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.

Complete submissions 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](mailto:publicart@escondido.gov)) by the application deadline.

## Funding

Total allocated funding is \$85,000. The number of grant awards will be dependent on the requests received, and funding amounts approved for issue 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 disburse 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 successful completion of the project and submission of the final report.

## Grant Timeline

|                                                    |                                |
|----------------------------------------------------|--------------------------------|
| Applications Available                             | Friday, September 25, 2026     |
| Questions Deadline                                 | October 2, 2025                |
| Question Answers Posted                            | October 9, 2025                |
| 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 14, 2026           |
| Estimated Funds Received (1 <sup>st</sup> payment) | January 30, 2026               |
| Grant Activity                                     | April 1 – 30, 2026             |
| Final Report Deadline                              | May 30, 2026                   |
| Final Payment                                      | By June 30, 2026               |



## Arts, Culture, and Creativity Month Grant Application

Item 2.

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: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Organization Information (use additional sheets of paper as needed)

Description of Organization:

Organization Mission:

## Project Information

Item 2.

Project/Initiative Name: \_\_\_\_\_

Location of the Project/Initiative: \_\_\_\_\_

Dates of Project: \_\_\_\_\_

Description of the Project/initiative:

Grant Category: \_\_\_\_\_

Objective(s):

Implementation Plan:

Evaluation Plan:

Funding

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

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

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Submission Information

Please initial that you have read and understood each statement.

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

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

S h o u l d 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. \_\_\_\_\_

S h o u l d I/my organization be selected for funding, I/my organization will accurately maintain all recordkeeping, accounting, outcome measurements as specified in the grant packet. \_\_\_\_\_

\_\_\_\_\_ I have reviewed and understand the grant timeline listed below.

|                                                    |                                |
|----------------------------------------------------|--------------------------------|
| Applications Available                             | Monday, August 17, 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 (1 <sup>st</sup> payment) | January 30, 2027               |
| Grant Activity                                     | April 1 – 30, 2027             |
| Final Report Deadline                              | May 7, 2027                    |
| Final Payment                                      | 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: \_\_\_\_\_

Authorized Representative Signature: \_\_\_\_\_



# STAFF REPORT

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August 10, 2026  
Agenda Item No.: 03

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**SUBJECT:**

**ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM: OLD ESCONDIDO**

**RECOMMENDATION:**

Request that the Public Art Commission approve a new design for the Escondido Expressions design at the traffic signal box located at 5<sup>th</sup> Avenue and Juniper Street.

Staff Recommendation: Approve (Sandra Aguilar, Economic Development)

Presenter: Sandra Aguilar, Management Analyst, Economic Development

**RECOMMENDED ACTION:**

Approve

**FISCAL IMPACT:**

In the 2026/2027 Public Art Annual Work Plan, \$0 was allocated spending for the Escondido Expressions Program. Funding for the new design would be from Public Art Installations Project.

**BACKGROUND:**

The Escondido Expressions Program (“Program”) enhances the visual character of Escondido’s neighborhoods and commercial districts by transforming traffic signal control boxes into public art installations. The Program is 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.

All artwork must be original and created by the selected artist. Designs are required to comply with all applicable policies, standards, and guidelines established by the City of Escondido and the Public Art Commission. Selected artists are responsible for maintaining their artwork for a period of five years, including the repair of damage and removal of graffiti. Should an artist be unable to fulfill these maintenance obligations, the City reserves the right to remove or paint over the artwork. Failure to meet maintenance requirements may also result in the artist being deemed ineligible for future City public art opportunities.



# CITY of ESCONDIDO

## STAFF REPORT

### Old Escondido Theme Traffic Signal Box

In January 2026, the submission *Built to Last* by Sean Flannery was approved as part of the Program by the Public Art Commission and was subsequently painted at a traffic signal box at the intersection of 5<sup>th</sup> Avenue and Juniper Street. The artist received a \$750 stipend. Shortly after completion, City representatives were contacted by the owner of The Albert H. Beach House requesting the removal of the design. City staff has no written approval on file that allows the painting of the box.

The proposed artwork includes an original artistic rendering of a privately owned historic residence that is visible from the public right-of-way. The artwork was independently created by the artist through direct observation and does not reproduce any copyrighted images. While the property owner has requested that the residence be removed from the design, staff is not aware of any legal requirement that would obligate the City to obtain the owner's permission to depict the exterior of a building that is visible from a public location.

Although the City is not legally required to modify the artwork, staff recognizes the property owner's concerns and values maintaining positive relationships with members of the community. As a gesture of goodwill and in the interest of being a good neighbor, City staff recommends that the Commission approve the revised design with depiction of The Albert H. Beach House removed. This modification does not materially alter the overall artistic concept or intent of the project.

### New Design

City staff contacted the artist, Sean Flannery, and requested he create a new design for the traffic signal box to exclude The Albert H. Beach House. Mr. Flannery's revised design still follows the original theme of "Old Escondido," with Center City High School as his inspiration. John Paul the Great Catholic University owns the property of Center City High School. City staff have reached out to the University about this design, and it has been approved.

Mr. Flannery will receive a second \$750 stipend for his redesign. The original *Built to Last* signal box design can be archived as part of the City's public art collection and remains available for public viewing on the City's Public Art website within the Legacy of Art section. This archive preserves the artwork's contribution to the Escondido Expressions Program. To assist with the repainting, Public Works Department would prime the box for him. Multiple artists have offered to assist Mr. Flannery in his repainting as well.

### **ATTACHMENTS:**

- a. Escondido Expressions Traffic Signal Boxes Phase 4.1- Revised Old Escondido Box Design

## Attachment A

Escondido Expressions Traffic Signal Boxes Phase 4.1- Revised Old Escondido Box Design





# STAFF REPORT

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August 10, 2026  
Agenda Item No.: 04

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**SUBJECT:**

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

**RECOMMENDATION:**

Request the Public Art Commission approve the 2027 Arts, Culture, and Creativity Grant Opportunity.

Staff Recommendation: Approval (Sandra Aguilar, Management Analyst)

Presenter: Sandra Aguilar, Management Analyst

**RECOMMENDED ACTION:**

Approve

**FISCAL IMPACT:**

In the 2027/2026 Public Art Annual Work Plan, the Public Art Commission recommended spending \$100,000.

**BACKGROUND:**

Arts, Culture, and Creativity Month History

In 2019, the State of California declared April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts by empowering individuals to 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. For the April 2026 grant cycle, the Public Art Commission allocated \$75,000 in funding, resulting in grant awards for 12 community-based projects.

2026 Arts, Culture, and Creativity Month Impact

A total of 12 projects were awarded grant funding, and grantees reported the following accomplishments and community impacts:

- 3,079 people attended or accessed free events
- 95 days of free programming were provided
- 202 artists, creative workers, and culture bearers were employed



# CITY of ESCONDIDO

## STAFF REPORT

- 12 grant recipients
- 8 business partners benefitted from the activities
- Non-profits received \$3,810 in donations
- Grant recipients made \$21,320 in additional revenue through sales.

### 2026 Qualitative Impact

Many additional stories have emerged that illustrate the qualitative impact of the grant program. For example, families shared how they looked forward to attending the weekly activities at Kit Carson Park hosted by Unci. One father and his two children made the program part of their regular routine, riding their bikes to the park each week to participate. These personal experiences demonstrate how the grant-funded programs fostered meaningful community connections and created accessible opportunities for residents to engage with the arts and one another.

By combining grant funding with revenue generated from sales, Escondoodles repurposed art supply store was able to support ongoing operating costs, including rent, artist compensation, and employee wages. The initiative also created valuable workforce development opportunities. Prior to the store's opening, Public Art City staff hosted two interns from Del Lago Academy. One intern, who had a strong interest in art and drawing, was introduced to grant recipient Brenda Townsend during her internship. Following the program, she continued her involvement by joining Escondoodles as an employee. As her first paid job, the experience provided meaningful professional growth, and exposure to working artists and a creative environment has had a lasting positive impact on her development and confidence.

Belonging Along the Stars also demonstrated the adaptability and community partnerships fostered through the grant program. When a last-minute venue conflict required the production to relocate, the performance was successfully moved to the Patio Playhouse stage. The project also partnered with Farangi, a local restaurant, to host its opening night reception. As the organizers noted, *"We were fortunate to partner with Farangi, who graciously hosted our opening night reception. Throughout the run, we encouraged audiences to visit the restaurant before and after performances, creating an opportunity to support another local business while attending the theatre."* Thank you again for your support of this work and for investing in the arts in our community."

This collaboration generated additional visibility and economic activity for a local business. The relocation from The Grand Ritz to Patio Playhouse provided rental income during a period when the theatre would have otherwise been dark. That revenue helped support a much-needed improvement to their facility, allowing Patio Playhouse to purchase and install 80 brand-new theatre-style seats for their audience.

### April 2027 Grant Opportunity

To continue promoting events and activities that celebrate and elevate the arts within the community, the Public Art Commission has expressed its desire to offer a third year of grant funding in support of Arts,



# CITY of ESCONDIDO

## STAFF REPORT

Culture, and Creativity Month in April 2027. The grant program is intended to provide financial support to individuals, nonprofits, organizations, and businesses that offer free arts and cultural programming for Escondido residents and visitors.

The grant opportunity is designed to enhance community engagement, increase access to the arts, support local artists, creative workers, and culture bearers, and foster creativity across diverse audiences. Eligible activities may include workshops, demonstrations, public performances, art installations, exhibitions, community events, lectures, and other educational or participatory experiences that encourage learning, creativity, and cultural connection throughout the community.

### Recommended Updates to Grant Opportunity

As the Public Art Commission moves to amplify impact through the Arts, Culture, and Creativity Month Grant Opportunity, staff has reviewed reports from previous grant recipients and recommends small changes to the program.

### **Categories**

Previously, grant priorities have not been a deciding factor in funding. The change to categories would allow for a more diverse project pool. The following are the recommended 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                                             |
| Arts 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                                  |

### **Grant Payment Structure**

In previous years, grant requests ranging from \$1,000 to \$7,000 were evaluated based on project scope, community benefit, and anticipated impact. To further support larger-scale initiatives, staff recommend establishing a \$10,000 grant category for projects that provide more than five days of free public programming. This enhanced funding level would help expand community access to arts and cultural experiences while supporting projects with broader reach and sustained public engagement.



# CITY of ESCONDIDO

## STAFF REPORT

### Marketing Efforts

In April 2026, \$4,465 was allocated toward marketing and promotional activities for Arts, Culture, and Creativity Month. Based on the success of the program and the goal of expanding community awareness and participation, staff recommend increasing the marketing budget to \$15,000 for 2027. The proposed funding would support professional marketing services, street banner installations, and an opening-day promotional event.

Given current staffing capacity and resource limitations, staff recommend engaging a marketing consultant to coordinate and manage these efforts, consistent with the approach successfully utilized in previous years. This strategy would help ensure effective program promotion, broaden community outreach, and allow City staff to remain focused on grant administration and program oversight.

### Timeline

The suggested timeline for this initiative is as follows:

|                                                    |                                |
|----------------------------------------------------|--------------------------------|
| PAC Program Review                                 | Monday, August 10, 2026        |
| Applications Available                             | Monday, August 17, 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  |
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| Grant Activity                                     | April 1 – 30, 2027             |
| Final Report Deadline                              | May 7, 2027                    |
| Final Payment                                      | By May 31, 2027                |



# CITY *of* ESCONDIDO

## STAFF REPORT

### ATTACHMENTS:

1. 2027 Grant Opportunity Application DRAFT

## MEMORANDUM

August 10, 2026

TO: Public Art Commission

FROM: Sandra Aguilar, Management Analyst

SUBJECT: Staff Liaison Report – August 2026

### Art Solicitation Projects

Grand Avenue Roundabout Art Project: Preparations for the final Request for Proposals (RFP) for the Grand Avenue Roundabout Art Project required more extensive development and internal review than originally anticipated. Staff expect to present the completed RFP for final review and approval at the September 21, 2026, meeting.

Escondido Expressions Phase 6 and 7: On January 26, 2026, the Public Art Commission voted to approve the painting of 13 traffic signal boxes and locations from seven artists. Two traffic signal boxes are currently being painted, and staff anticipate completion at the end of August.

Escondido Creek Trail Call for Artists: Staff has released the Call for Artists on July 16, 2026. City staff has already received questions prior to the question deadline on August 7, 2026, and answers are expected to be posted on August 14, 2026, at the end of the day. Proposals are due September 8, 2026.

### Art Speaks, Escondido Community Foundation

Kumeyaay Creation Mural at Escondido Library: A mural dedication ceremony was held on August 1, 2026, hosted by the Escondido Community Foundation. The San Pasqual Band of Kumeyaay Indians facilitated a land dedication and bird signers. A special bookmark and 60 copies of a Kumeyaay comic book were gifted to the public to commemorate the mural dedication and library re-opening.

One World One People Patineta: On August 3, 2026, City staff met virtually with the artist Tristan Pittard and his team to begin preliminary talks regarding the mural dedication event that will take place sometime in October.

### City News Updates

Escondido Creek Trail Community Event: The City will be hosting a community event to celebrate construction of the Escondido Creek Trail on August 15, 2026. Public Art staff will be hosting a craft booth and providing information on our Public Art Programs. All Commissioners are encouraged to join.

#### Next Meeting Agenda (Tentative)

The following items are anticipated to be on the next meeting agenda.

September 21, 2026, at 5:30 p.m.

- Grand Avenue Roundabout Art Project
- Escondido Creek Trail Art Project



# Queen Calafia's Magical Circle Data Report and Updates

Item 6.

## July Visitor Data

| Open Days | Visitors (Logs) | Visitors (Geolocation data) | Private Tours |
|-----------|-----------------|-----------------------------|---------------|
| 11        | 1509            | 710                         | 0             |

## Docent Information

| Active Docents | New Docents | YTD Docent Hours | Private Tour Fees Collected |
|----------------|-------------|------------------|-----------------------------|
| 35             | 0           | 65.5             | \$0                         |

## Queen Calafia Updates

### Mira Costa College Tabling Event

On Saturday, August 1, Public Art Staff along with one docent represented Queen Calafia's Magical Circle at Mira Costa College's NSDC NAACP Back-to-School Rally event. Over 40 participants stopped by to learn about our sculpture garden and create QCMC inspired pipe cleaner animals.

### Upcoming Twilight Poetry at Queen Calafia's Magical Circle

On Friday, August 14, from 6:00 p.m. to 8:00 p.m. Queen Calafia's Magical Circle will host Twilight Poetry. This free, family-friendly community event will feature spoken word and poetry readings by four published poets, arranged by volunteer docent Katie Kemple. Residents and visitors of all ages are invited to enjoy an evening of creative expression in the garden's unique outdoor setting.

### Upcoming UCSD Docent Gathering

Friday, August 28th, from 10am-12pm, the senior project manager of the Stuart Art Collection at UCSD has invited Escondido's volunteer docents to tour their campus art collection. The tour will provide docents with an opportunity to learn about significant works within the Stuart Collection, including *Sun God* by acclaimed artist Niki de Saint Phalle, a landmark public artwork that several docents have not previously viewed in person. City Staff will be driving docents to the event in our City vehicle.

### Queen Calafia's Anniversary Month (2026)

October is the anniversary of the opening of the sculpture garden and Niki de Saint Phalle's birthday. To celebrate, the trees surrounding the sculpture garden will be decked out. Fiber artists of all levels are invited to decorate the tree trunks as part of a temporary installation called Fiber Expressions. This installation will be on display only during the month of October. If interested in joining us, please fill out the online interest form on our website.

On Saturday, October 10, 17, and 24, staff will host Family Creativity Days. Multiple partners will be in and around Queen Calafia's Magical Circle with free creativity inspiring opportunities for families.



## Queen Calafia's Magical Circle Data Report and Updates

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Participating organizations include Photographer's Eye, EcoVivarium, the Escondido Library, and Barktorium. Interested organizations are welcome to contact staff to learn about opportunities by emailing [publicart@escondido.gov](mailto:publicart@escondido.gov).