



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING

January 13, 2025 at 4:30 PM

Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR COMMISSION MEETING

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

CHAIR

Carol Rogers

VICE CHAIR

Patricia Spann

COMMISSIONERS

Jacqueline Kelleher

Nathalie Martinez

Heidi Paul

Terri Ryan

Juan Vargas

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

MONDAY, JANUARY 13, 2025

FLAG SALUTE

ROLL CALL

ORAL COMMUNICATION

APPROVAL OF MINUTES

- [1.](#) Review and approve the minutes of the November 18, 2024 Special Meeting

PRESENTATION

- [2.](#) **SUBJECT:**

VITAGOLD BRANDS COOPERATIVE PRESENTATION

RECOMMENDATION:

Request that the Public Art Commission provide direction regarding the mural project by Vitagold Brands Cooperative.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

NEW BUSINESS

- [3.](#) **SUBJECT:**

ART, CULTURE, AND CREATIVITY MONTH GRANT PROGRAM

RECOMMENDATION:

Request that the Public Art Commission approve the Arts, Culture, and Creativity Month Grant Program award recipients as recommended by the subcommittee and associated marketing costs.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services and Sandra Aguilar, Management Analyst

- [4.](#) **SUBJECT:**



CITY of ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, JANUARY 13, 2025

ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM UPDATE

RECOMMENDATION:

Request the Public Art Commission approve the changes to the themes and call for artists as recommended by the Escondido Expressions Subcommittee.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

5. SUBJECT:

2025/2026 ANNUAL WORK PLAN

RECOMMENDATION:

Request that the Public Art Commission appoint 2-3 Commissioners to serve on the 2025/2026 Annual Work Plan subcommittee and provide input to the selected subcommittee members for consideration.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

6. SUBJECT:

GRAND AVENUE ROUNDABOUT ART PROJECT

RECOMMENDATION:

Request the Public Art Commission receive and file information about the Grand Avenue Roundabout Art Project.

Staff Recommendation: Receive and File (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services and Sandra Aguilar, Management Analyst

7. SUBJECT:

PUBLIC ART INVENTORY



CITY of ESCONDIDO

PUBLIC ART COMMISSION

MONDAY, JANUARY 13, 2025

RECOMMENDATION:

Request the Public Art Commission receive and file information about Public Art Inventory.

Staff Recommendation: Receive & File (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services

QUEEN CALIFIA REPORT

[8.](#) Queen Califia Report

LIAISON REPORT

[9.](#) Staff Liaison Report

[10.](#) Project Tracking Sheet

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 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING - SPECIAL

November 18, 2024 at 4:30 PM

MINUTES

FLAG SALUTE

ROLL CALL

PRESENT

Commissioner Juan Vargas
Commissioner Terri Ryan
Vice Chair Patricia Spann - Departed meeting at 5:45 p.m.
Commissioner Nathalie Martinez
Chair Carol Rogers
Commissioner Jacqueline Kelleher

ABSENT

Commissioner Heidi Paul

ORAL COMMUNICATION

None

APPROVAL OF MINUTES

1. Review and Approve the Minutes of the September 9, 2024 Meeting

Motion made by Commissioner Ryan
Seconded by Commissioner Kelleher
Approved 6-0

PRESENTATIONS

2. THRESHOLD FIVE SCULPTURE PRESENTATION

Request that the Public Art Commission provide direction regarding the acceptance of Threshold Five Sculpture into the City's Public Art Collection.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

Presentation by Gordon Hoople
Direction to staff to explore permanent installation



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING - SPECIAL

November 18, 2024 at 4:30 PM

Motion by Commissioner Vargas
 Seconded by Commissioner Ryan
 Approved 6-0

NEW BUSINESS

3. ESCONDIDO COMMUNITY FOUNDATION LIBRARY MURAL

Request that the Public Art Commission approve the Escondido Community Foundation Library Mural redesign.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Lisa Ruder, Escondido Community Foundation, SPOT-Art Beautification Committee Chair

Presentation by Lisa Ruder and Ceci Lusky, Escondido Community Foundation / SPOT-Art and Beautification Committee

Motion made by Vice Chair Spann
 Seconded by Commissioner Vargas
 Approved 6-0

4. ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM

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

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

Presentation by Sandra Aguilar, Management Analyst

Motion made by Chair Rogers
 Seconded by Commissioner Martinez
 Approved 6-0



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING - SPECIAL

November 18, 2024 at 4:30 PM

5. ART, CULTURE, AND CREATIVITY MONTH

Request that the Public Art Commission approve the Arts, Culture, and Creativity Month Grant Program and appoint 2-3 Commissioners to serve on the selection subcommittee.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

Presentation by Robert Rhoades, Assistant Director of Community Services

Chair Rogers, Vice Chair Spann and Commissioner Ryan to serve on Art, Culture and Creativity Month Sub-Committee

Motion made by Commissioner Kelleher

Seconded by Vice Chair Spann

Approved 6-0

6. UPDATE SUBCOMMITTEES

Request that the Public Art Commission affirm and/or appoint members to various subcommittees.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

Robert Rhoades, Assistant Director of Community Services provided an update

Nominate and appoint Commissioner Vargas, Commissioner Kelleher and Commissioner Martinez to Mural sub-committee

Motion by Rogers

Seconded by Kelleher

Approved 4-0 (Ryan - Abstaining)

QUEEN CALIFIA REPORT

7. Queen Califia Report

Robert Rhoades, Assistant Director of Community Services provided an update



CITY of ESCONDIDO

PUBLIC ART COMMISSION MEETING - SPECIAL

November 18, 2024 at 4:30 PM

STAFF LIAISON REPORT

8. Staff Liaison Report

Robert Rhoades, Assistant Director of Community Services provided an update

9. Project Tracking

Robert Rhoades, Assistant Director of Community Services provided an update

10. 2025 Meeting Schedule

Approve meeting schedule, moving the November 10, 2025 meeting to November 17, 2025

Motion made by Commissioner Martinez

Seconded by Chair Rogers

Approved 5-0

ADJOURNMENT

Meeting Adjourned at 6:07 p.m

CHAIR

ASSISTANT CITY CLERK



STAFF REPORT

January 13, 2025
Agenda Item No.: 02

SUBJECT:

VITAGOLD BRANDS COOPERATIVE PRESENTATION

RECOMMENDATION:

Request that the Public Art Commission provide direction regarding the mural project by Vitagold Brands Cooperative.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

As a part of the 2024/2025 Annual Work Plan, the Public Art Commission has allocated up to \$100,000 for murals under the art solicitation category. With the completion of the Hummingbird Jubilee mural by Brenda Townsend, the Bella's Rosas mural by Charlie Mejia, and the Know Your History mural by Zane Kingcade the remaining balance is \$39,635.94.

BACKGROUND:

On May 20, 2024 the Public Art Commission adopted the Public Art Strategic Plan and 2024/2025 Annual Work Plan. This was affirmed by the City Council on September 8, 2024 with the formal adoption of these plans and associated budget adjustments.

On November 18, 2024 the Public Art Commission appointed Commissioners Kelleher, Martinez, and Vargas to serve on the Murals Subcommittee. These Subcommittee members serve to offer recommendations to the Public Art Commission based on projects that are initiated internally or as suggested by the public.

\$100,000 was allocated for funding of mural projects as a part of the 2024/2025 Annual Work Plan. Three previously approved mural projects that were outstanding have since been completed. As a result, the funding for these projects were paid for out of this allotment. Thus, the remaining balance for mural projects is \$39,635.94.

ATTACHMENTS:

None



STAFF REPORT

January 13, 2025
Agenda Item No.: 03

SUBJECT:

ART, CULTURE, AND CREATIVITY MONTH GRANT PROGRAM

RECOMMENDATION:

Request that the Public Art Commission approve the Arts, Culture, and Creativity Month Grant Program award recipients as recommended by the subcommittee and associated marketing costs.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services and Sandra Aguilar, Management Analyst

FISCAL IMPACT:

The allocated funding to support the Arts, Culture, and Creativity Month is \$50,000.

BACKGROUND:

On November 18, 2024, the Public Art Commission approved issuing a grant opportunity to local entities to promote Art, Culture, and Creativity Month for April 2025. In doing so, the Commission also appointed three members to a subcommittee that would review the applications and make final recommendations. Commissioners Rogers, Ryan, and Spann were selected to serve on the subcommittee.

Art Culture & Creativity Month

In 2019, California for the Arts successfully lobbied the State of California to recognize and celebrate arts by declaring April as Arts, Culture, and Creativity Month. The goal is to spotlight the sector of cultural arts by empowering individuals to take action and allow for greater investment in the industry. 2025 will mark the first year Escondido will participate in the event.

Grant Program

To assist in promoting events and activities that highlight and celebrate arts in the community, the City of Escondido Public Art Commission offered a grant program to support local nonprofits and businesses in conducting programs and activities to raise awareness for Arts, Culture, and Creativity Month in April 2025. The grant initiative was designed to enhance community engagement, promote local artists, and foster creativity across diverse populations. These efforts include supporting community arts organizations to offer free opportunities such as workshops/classes, demonstrations, public performances, installations/exhibitions, community festivals/events, or discussions/lectures to facilitate learning.



CITY of ESCONDIDO

STAFF REPORT

Total funding available is \$50,000. Requests between \$1,000 and \$7,000 were considered based on project scope. Matching funds and program continuation were not a requirement. The deadline to submit an application was January 3, 2025 by 5 p.m. PST.

Grant Application Review

On January 7, 2025 the Subcommittee met to review the applications that were received by the grant deadline. 11 applicants requested funding that totaled \$60,604. The following lists all of the entities that applied.

Applicant Name	Proposals	Funding Request
ArtHatch	April Arts Showcase	\$7,000
Esco Alley Art	Community School Initiative	\$7,000
CoLabCrafts	Escondido Makes Art	\$7,000
Escondido Art Association	Mayor's Art Contest	\$2,000
Play as One	Dance as One!	\$5,000
Escondido Choral Arts Foundation & CCAEF	First Wednesday at the Center Concert	\$7,000
Glass House Arts & CCAEF	*(Star)	\$3,654
Escondido Art Partnership	Local Color and Ripple Effects	\$5,500
Stone and Glass & CCAEF	Live Glass Blowing Demonstration	\$5,650
Daydream Here Gift Shop	Escondido Art Tank and Marketing	\$3,500
Teresa Belinda Kempner	Six Million Candles: Concert at Auschwitz	\$7,000
Total Funding Request		\$60,604

Selection and Recommendation

After reviewing the submitted applications, the subcommittee selected 9 applicants to fund and reduced the funding request for one applicant. The following outlines the recommendation.

Applicant Name	Funding Request	Funding Recommendation
ArtHatch	\$7,000	\$5,000
Esco Alley Art	\$7,000	\$7,000
CoLabCrafts	\$7,000	\$7,000
Escondido Art Association	\$2,000	\$2,000
Play as one	\$5,000	Not funded
Escondido Choral Arts Foundation & CCAEF	\$7,000	\$7,000
Glass House Arts & CCAEF	\$3,654	\$3,654
Escondido Art Partnership	\$5,500	\$5,500
Stone and Glass & CCAEF	\$5,650	\$5,650
Daydream Here Gift Shop	\$3,500	\$3,500



CITY of ESCONDIDO

STAFF REPORT

Teresa Belinda Kempner	\$7,000	Not funded
Total Funding	\$48,304	\$46,304

By not selecting or reducing the requested funding amounts, the subcommittee provided the following explanations:

ArtHatch, April Arts Showcase – \$2,000 reduction for the venue cost. The Subcommittee was not inclined to pay for a facility that is already owned/rented by the organization.

Play as One, Dance as One! – not funded. The Subcommittee noted there was no free component as a requirement of the grant.

Teresa Belinda Kempner, Six Million Candles: Concert at Auschwitz – not funded. The Subcommittee noted a lack of commitment (support letters or verbal discussions) from noted partner organizations that were listed in the application.

Marketing

Since not all of the allocated funding was expended on the grant recipients, the Subcommittee is recommending the remaining amount, \$3,696, be used toward marketing Art, Culture, and Creativity Month through flyers, banners, and social media posts. The limited capacity and resources of City staff would suggest that a consultant be hired to manage these efforts leading up to the monthslong event. Staff will investigate options that provide the maximum benefit for an Art, Culture, and Creativity Month (April 2025) event marketing and advertising campaign.

ATTACHMENTS:

1. Art, Culture, and Creativity Month Grant Program Packet
2. Art Hatch Application
3. Esco Alley Art Application
4. CoLabCrafts Application
5. Escondido Art Foundation
6. Escondido Choral Arts Foundation
7. Glass House Arts
8. Escondido Arts Partnership
9. Stone and Glass
10. Daydream Here

ARTS, CULTURE, & CREATIVITY MONTH

Grant Opportunity

City of Escondido Public Art Commission

201 N. Broadway
Escondido, CA 92025

760-839-4692
publicart@escondido.gov

Arts, Culture, & Creativity Grant Program

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Announcement

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

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

Background

On September 18, 2024 the Escondido City Council adopted the Public Art Strategic Plan and 2024/2025 Annual Work Plan for the Public Art Commission. This guiding document can be found on the City’s website: <https://www.escondido.gov/1226/Public-Art-Strategic-Plan>.

Public Art Strategic Plan

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

Annual Work Plan

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

Arts, Culture, and Creativity Month

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

Grant Information

The grant’s objective is to support art programs and raising public awareness for Arts, Culture, and Creativity Month in April 2025. This initiative aims to enhance community engagement, promote local artists, and foster creativity across diverse populations.

Grant Priorities

Grant proposals should align with one or more of the following priorities:

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

Programs & Initiatives

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

Evaluation and Impact Measurement

Each program must establish clear, measurable goals and outcomes. Specific metrics should be included to evaluate success, such as total registration/attendance, engagement levels, and qualitative feedback.

Qualitative Feedback

Implement processes to gather feedback from participants, such as surveys, interviews, or focus groups. An emphasis on storytelling is encouraged, highlighting individual experiences and community transformations resulting from the program.

Funding

Total funding available is \$50,000. The number of grant awards will be dependent on the requests received and funding amounts issued by the Public Art Commission. Organizations may request \$1,000 to \$7,000 based on project scope. Matching funds are encouraged but not a requirement.

Funding Guidelines

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

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

Funding Evaluation Criteria

- Detailed Budget: Applicants must provide a line item budget item.
- Cost-Effectiveness: Consideration will be given to projects that demonstrate efficient use of resources and offer the greatest community impact per dollar spent.
- Sustainability: Projects that outline a plan for future funding or continuation beyond the grant period will be favored.

Payment Structure

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

Grant Timeline

Applications Available	December 2, 2024
Questions Deadline	December 13, 2024 at 5 p.m. PST
Questions posted	December 18, 2024
Application Deadline	January 3, 2025 at 5 p.m. PST
Panel Review	Week of January 6, 2025
Funding Decision by Public Art Commission	January 13, 2025 at 4:30 p.m. PST
Funding Notifications	By January 24, 2025
Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 - 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

Eligibility & Selection Criteria

- Lead applicant must be Escondido-based.
- Projects must take place in April 2025 and focus on arts, culture, and creativity.
- All activities must take place within the City of Escondido.
- Grant proposals must align with one or more of the grant priorities:
 1. Community Engagement
 2. Public Awareness Campaign
 3. Educational Program
 4. Cultural Diversity
 5. Innovative Collaborations
- Grant proposals shall include specific measurement outcomes that demonstrate successful completion of the program.
- Projects that outline a plan for future funding or continuation beyond the grant period will be favored.

Application Process

1. Application: Applicants must complete the application detailing their proposed project based on the following:
 - a. Organizational Information: A brief description of the organization, including its mission, history, and relevant experience in arts, culture, and creativity programming.
 - b. Project Narrative: A detailed description of the project/initiative, including:
 - Objectives
 - Target audience
 - Methods of implementation
 - Evaluation plan
 - c. Budget: A detailed budget outlining how grant funds will be used, including any matching funds or in-kind contributions.
 - d. Letters of Support: At least one letter of support from a community partner if applying for innovative collaboration priority.
2. Submission: All documents must be submitted via email (publicart@escondido.gov) only by the application deadline to be considered.

Final Reporting

Grantees will be required to submit a final report by May 30, 2025, including:

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

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

Applicant Information

Organization: ArtHatch

Contact Name: Melissa Walker

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

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

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

Email: contact@arthatch.org

Co-Applicant Information Co-

Applicant Organization: Contact

Name:

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

Address: City/State/Zip:

Primary Phone: Alternate Phone:

Email:

Organization Information (use additional sheets of paper as needed)

Description of Organization: ArtHatch was founded in 2010 and has become a cultural hub in Escondido. We host working studio space for 20 local artists and have over 40 additional artists who exhibit artwork within the building. We have several established gallery spaces on display, including Distinction Gallery, Thumbprint Gallery and SDMAAC, which have their second and third locations within our building. We host second Saturday receptions each month from 6-10 pm.

Additionally, we have a free in-depth teen arts program that provides studio space, workshops, art supplies, and exhibition opportunities for at-risk teens.

Organization Mission: To produce free monthly opening receptions for the public to enjoy art, watch artists create, listen to live music, and ask questions. To provide affordable artists' studio and exhibition space, free studio space, workshops, and supplies for at-risk teens.

Brief Organizational History (include significant dates): Distinction Gallery began remodeling our space in September 2003 and opened our doors to the public in April 2004. At the time, we opened as a gallery with 14 artists' studios. In 2010, to expand our offerings to include the free teen program, we converted part of our space to ArtHatch, a 501(c)3 non-profit organization. Several remodels later, our space now consists of 15 artists' studios, the teen art studio, two art-themed escape rooms, four gallery spaces, 25 exhibition spaces, and our newest addition, Last Spot Art Bar. We are proud to have a sizeable international following, with visitors from Europe, Mexico, Canada, Asia, and Australia regularly visiting the complex on their trips abroad.

Project Information

Project/Initiative Name: **April Arts Showcase, 2025**

Location of the Project/Initiative: ArtHatch, 317 E Grand Ave, Escondido, CA 92025

Item 3.

Description of the Project/initiative: In July of 2025, ArtHatch will educate teens from Compact to create a full-scale exhibition, which will be made, executed, mounted, and promoted by Escondido teens from both ArtHatch and Compact, many of whom are on probation. We propose an open house to invite the public to visit our teen art studio, meet the teens, and view their in-progress artworks. Additionally, we propose a month-long feature of our ArtHatch Studio Artists, featuring all local Escondido artists in our main gallery space. The theme for the exhibit will be "Spring is in the Air". During the 2nd Saturday reception on Sat, April 12th, the public can meet with the artists, ask questions, and watch them create live. We will also have a hands-on element where we invite the public to create mini artworks while piecing together elements throughout their tour of our 7,000 sq ft building. Essentially, they can choose a terracotta pot, paint it with assistance from our professional artists, and plant a local Escondido succulent within to take home.

Additionally, we will have live music performances organized by SDMAAC from 6 pm to 10pm. Performances will feature both teen and adult artists from the center. Teens, professional artists, and staff will be on hand for regular talks and Q and A sessions and assist the public in creating Escondido-centric spring artwork succulents.

ArtHatch's proposal includes all 5 elements: **Community Engagement, Public Awareness Campaign, Educational Program, Cultural Diversity, Innovative Collaborations**

Grant Priorities (select all that apply):

Objectives (list 2-3): Despite being in our location for 20 years and welcoming over 200,000 visitors in person and over five million visitors online, we still hear that people have yet to learn we are there every week. We hope the April Arts Showcase 2025 will change that. We plan to engage the community through social media, outreach through schools, and media and print via KPBS and local Escondido publications to build a grassroots Escondido local public awareness campaign. We will promote, highlight, and engage local teens, and the community at large, who may be unfamiliar with our world-class teen arts program to increase the attendance of new teens.

Cultural Diversity is at the center of everything we do at ArtHatch. 100% of our staff falls into one or more categories: Minority, Woman, LGBTQ, or Disabled. Our studio artists, teens, and visitors mimic our diverse community, and we are proud to lead by example. We will continue collaborating with Compact to ensure our programs reach the most needy teens in Escondido. For the proposed project we will continue our long-standing partnership with Compact Achievement Center to fulfill the Innovative Collaborations aspect. We have included a letter of support.

Implementation Plan: Since 2010, ArtHatch has provided local Escondido teens with a high-quality arts education at no cost. Many of the teens we have supported have received scholarships to Palomar College through Distinction Gallery's annual scholarship donation fund. Others have become professional artists or work in other skilled art-related professions. Dozens have returned to us later in their lives, telling us our program saved their lives, something we often hear from parents as well.

We have hosted over 225 exhibitions in the front gallery space and plan, promote, and execute new exhibitions monthly. Our staff consists of nine people, eight of whom are artists. The three lead teachers and marketing experts for April Arts Showase 2025 are Viralboa, originally from Mexico; Mia Savage, originally from Hong Kong; and Megan Darrough, originally from Japan. As required to work with teens, all three have undergone extensive background and fingerprint checks. Our proven track record for past undertakings shows our firm commitment to Escondido and our competency to execute the project expertly.

Evaluation Plan: Evaluation of our programs is critical as it shows us where we can continue to improve and helps us gauge and guide us into the best decisions we can make in the future. At April Arts Showcase 2025, we gather email addresses and follow up with attendees via anonymous feedback surveys. We also plan to have participant teens fill out anonymous paper surveys. We have used these in the past for guidance on which teachers are favorites by the teens as well as what types of media they hope to learn. Past surveys have led us to install the three previously mentioned art teachers, who are the favorites of our program teens.

We hope to make both the teen art exhibition and the April Arts Showcase annual events, and gauging the number of attendees, excitement level of the audience, and survey feedback will show us that planning both events regularly is the right course of action.

Amount Requested: \$7,000

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

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none) ArtHatch regularly applies for grants and donations in addition to our in house funding. Although this is the first year we will be hosting an all teen produced exhibition we hope this will be the first annual exhibition as well as the first annual April Arts Showcase. If Escondido Public Arts Commission approves funding you will be funding ArtHatch along side other 2025 donors, which include CA Arts Council, Goodwin Family Foundation, Escondido Rotary Club, among others.

Submission Information

Please initial that you have read and understood each statement.

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

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

 MW 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.

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

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

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Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Melissa Inez Walker, CEO

Authorized Representative Signature: Melissa Walker

April Arts Showcase, 2025:

Budget:

Direct Costs:

Artists Fees - \$2000 (teaching fees, assisting the public on opening night with art projects, and live painting stipends)

Musician Fees - \$600 (Paid to SDMAAC for opening night entertainment)

Art Supplies - \$400 (for opening night participants)

Venue Cost - \$2000 (rent, utilities, insurance, and wifi for month of April)

Marketing - \$2,000 (ads on KPBS, promotional cards, print ads)

Total Requested: \$7,000



BOARD OF DIRECTORS

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Escondido Police Department

PATRICIA HUERTA
Executive Director

12/18/20024

Re: Art Hatch

To Whom It May Concern,

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

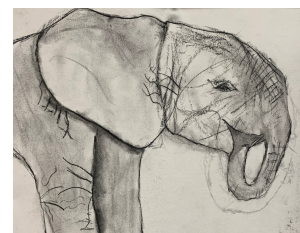
Escondido Education COMPACT is a non-profit organization that is committed to providing innovative youth leadership development, youth workforce development, violence prevention, and healthy/safety/well-being programs that remain consistent with the agency's original motto of **"Creating Opportunities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

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

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

Best,

Mirjana Rodriguez
Program Director
Escondido Education COMPACT



Arts, Culture, and Creativity Month Grant Application



Applicant Information

Organization: ESCO Alley Art (Not-for-Profit)
In association with the
Downtown Business Association

Contact Name: Suzanne Nicolaisen

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

Primary Phone: 760-500-7750

Secondary Phone: 760-294-6255

Email: snicolaisen@cox.net

Co-Applicant Information

Organization: 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 three persons with several other members participating on an as-needed basis.

The Mission of ESCO Alley Art is to beautify Escondido by soliciting art, primarily from local artists. The murals are presented to the public in outdoor art galleries, located in the alleys along the main street of Downtown Escondido. The concept is branching out to encompass other locations than alleys.

Season 2021, 32 murals total

Location: In the alley south of Grand Ave between Maple and Broadway

Phase 1: Unveiling June 12, Number of murals: 11.

Phase 2: Unveiling August 14, Number of murals: 11.

Phase 3: Unveiling October 9, Number of murals: 10.

Season 2022, 27 Murals total

Location: In the alleys south of Grand Avenue between Broadway and Kalmia

Phase 1: Unveiling August 13, Number of murals: 15.

Phase 2: Unveiling November 12, Number of murals: 12.

Season 2023, 11 Murals total

Location: In the alleys south of Grand Avenue between Kalmia and Juniper

Phase 1: Unveiling August 13, Number of murals: 5.

Phase 2: Unveiling September 9, Number of murals: 6.

Global Roots Mosaic Mural Project

Location: John Paul the Great University Building, Grand Avenue
Unveiling: March 26, 2023

Sebastian Stehr Mural

Location: On the north side of Kalmia, between Grand Avenue and W. Valley Parkway.
A philosophical graffiti artist, Sebastian Stehr, from Frankfurt, Germany, came specially to Escondido to participate in the ESCO Alley Art project.
Unveiling: October 8, 2023

Project Information

Project Name: Community Unity School Initiative

Location: John Paul the Great University
218 W. Grand Avenue, Escondido

Description: The objective is to create a mural to be placed next to the existing Global Roots mural on a building owned by John Paul the Great University. The mural will be based on art work by students attending art classes (K through 12) at Escondido school(s). Teams composed of students of all age groups will be formed, with seniors guiding and leading the effort. A competition with a money prize will be initiated with the purpose of selecting an appropriate art work. The art work will be transferred electronically and printed on aluminum composite substrate.

Priorities: Community Engagement
Educational Program
Innovative Collaborations

Implementation Plan: An art competition among students attending art classes at Escondido school(s) will be initiated in early January 2025.
Art work will be submitted in mid-February
Art work will be juried and judged in late February, 2025.
Electronic files for the art work will be created in late February 2025.
Electronic files will be sent to the printer around March 1, 2025.
Mural to be delivered and mounted in late March/early April 2025.
Date of unveiling take place by mid-April.

Evaluation Plan: The metrics for evaluation will be the response to the initiative among participating teachers and students. The response will be generated by a questionnaire, which will be distributed to the school(s). The nature of the response will be the foundation for evaluating future potential initiatives of a similar nature.

FundingAmount Requested: **\$7,000.00**

Budget:	Aluminum Composite Panels 3mm 48"x120"	\$1,746.78	
	Build and Install Frame - Install Graphic to Frame – Lift for Installation	\$4,550.00	
	Base Subtotal:	\$6,296.78	
	Shipping:	\$ 150.00	
	Subtotal:	\$6,446.78	
	Taxes:	\$ 135.38	
	Total:	\$6,582.16	\$6,582.16
	Award money:		\$ 200.00
	Unveiling costs:		\$ 200.00
	Printed matter:		\$ 200.00
	Plaque:		\$ 200.00
	Grand Total		<u>\$7,382.16</u>

Submission InformationSN

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

SN

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

SN

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.

SN

I have reviewed and understand the grant timeline.

SN

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

Escondido, December 27, 2024

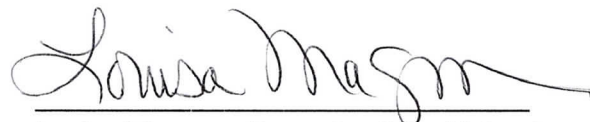
Authorized representative:



Suzanne Nicolaisen, Committee Chair
ESCO Alley Art

Escondido, December 27, 2024

Authorized representative:



Louisa Magoon, Executive Board Member
Downtown Business Association



Arts, Culture, and Creativity Month Grant Application

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

Applicant Information

Organization: CoLabCrafts

Contact Name: Grace Tarrac or Tatiana Tesch

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

Address: City/State/Zip: Escondido 92025

Primary Phone: 619-7350921

Alternate Phone: (415) 712-5526

Email: colabcraftssd@gmail.com

Co-Applicant Information

Co-Applicant Organization:

Contact Name:

Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual Address: City/State/Zip:

Primary Phone: Alternate Phone:

Email:

Organization Information (use additional sheets of paper as needed)

Description of Organization: **CoLabCrafts Escondido** is a locally-based community arts organization dedicated to fostering creativity, collaboration, and cultural expression in Escondido. Our mission is to empower individuals through hands-on creative experiences, enhance the public's understanding of the arts, and provide accessible art education and opportunities for all community members. We strive to make art more inclusive, by engaging diverse populations in innovative, meaningful, and sustainable art projects that foster social connection and cultural exchange.

Core Values

1. **Collaboration:** We believe that community engagement is the key to successful art initiatives. By working together with local artists, organizations, and businesses, we foster an environment of shared learning and growth.
2. **Creativity:** We celebrate the power of creativity to transform lives. Our programs provide diverse opportunities for people of all ages and backgrounds to explore and develop their creative skills.
3. **Cultural Inclusivity:** We are committed to ensuring that our programs reflect the cultural diversity of Escondido. We believe in the value of honoring all cultural traditions and expressions through art.
4. **Sustainability:** We prioritize environmentally-friendly practices by promoting the use of recycled and upcycled materials in our workshops and public art projects.

Brief Organizational History (include significant dates): **History and Experience**

Founded in the beginning of **2024**, **CoLabCrafts Escondido** was created to meet the growing need for local, accessible art initiatives and to help elevate the arts scene in Escondido. Since our inception, we have hosted a variety of art workshops, collaborative public art projects, and educational outreach programs. We believe that the arts are not only a form of self-expression but also a means of bringing people together across cultural and socioeconomic boundaries. Through partnerships with local businesses, schools, and community groups, we have been able to amplify our impact and strengthen the cultural fabric of our city.

In addition to our arts programming, **CoLabCrafts Escondido** operates a vibrant **storefront** that serves as a marketplace for over **40 local makers**. This unique space allows local artisans to showcase and sell their handmade products, ranging from fine art and crafts to jewelry, home goods, and more. By providing this opportunity, we support the local creative economy and encourage the community to shop locally, supporting small businesses and artists in Escondido. The storefront is a hub of creativity where makers can directly engage with customers, share their stories, and grow their businesses, all while strengthening the local arts scene.

Community Engagement Programs

In addition to our workshops and storefront, **CoLabCrafts Escondido** is committed to engaging the wider community through a variety of inclusive, hands-on initiatives:

- **Mini Makers Club:** Twice a month, we host the **Mini Makers Club**, a free event open to children in the community. At these sessions, kids can come to our space and choose from a variety of craft projects to work on. The Mini Makers Club allows children of all backgrounds to explore their creativity, develop new skills, and experience the joy of making art in a supportive and fun environment. This initiative has become a beloved event for families in Escondido and provides a safe, welcoming space for kids to express themselves.
- **School Art Projects in Partnership with PTAs:** We are actively working to bring art directly into local schools through partnerships with **PTAs** and school communities. By collaborating with parent-teacher associations, we aim to offer hands-on art projects and workshops to students, especially those in underserved schools where arts programming may be limited. These school-based initiatives aim to enrich students' educational experiences, foster creativity, and build a sense of pride in their community's artistic traditions.
- **Local Businesses:** Collaborating with downtown Escondido businesses to feature public art installations that draw attention to the local economy and enrich the city's cultural offerings.

Through these partnerships and our storefront initiative, we have built a strong reputation for providing high-quality, impactful arts programming that meets the needs of our diverse community.

Leadership and Team

CoLabCrafts Escondido is led by two passionate artisans and community organizers who bring a wealth of knowledge and experience in arts programming, event planning, and public art initiatives. Our core team includes:

- **Grace Tarrac (Co-Founder)** – With over 15 years of retail experience and a newfound passion for crafting since 2020, Grace thrives on learning new skills and building meaningful connections with customers. A food enthusiast (though spicy foods are not her thing), Grace is also a breast cancer survivor, married to a US Marine veteran, and a proud mother to twin boys. Her mission is to help elevate CoLabCrafts into a thriving business, fostering collaboration with small businesses and creating a strong, supportive community for makers and customers alike.

- **Tatiana Tesch (Co-Founder)** – A professional artist with over 20 years of experience in community arts and creative program management. Tatiana holds a degree in Tourism and Hospitality, as well as a Master's in Business Administration. Growing up in a family immersed in the arts, Tatiana was inspired by her mother, a talented artist who owned a store similar to CoLabCrafts. This early exposure to the creative world fostered her passion for both art and community engagement, which she now brings to life through CoLabCrafts Escondido.

Public Art Commission Rev. 11/2024

Project Information

Project/Initiative Name: **Escondido Makes Art**

Location of the Project/Initiative: 143 W Grand Ave, Escondido

Description of the Project/Initiative: For Arts, Culture, and Creativity Month 2025, we propose the “**Escondido Makes Art**”, a month-long celebration of creativity that will engage the community through a series of interactive craft workshops. Our goal is to bring people together to learn, create, and celebrate the arts, while highlighting the diverse cultural influences that make Escondido unique.

The Project will offer **3 to 4 workshops each weekend**, each with a maximum of **10 participants per class**, providing intimate, hands-on learning experiences. This structure will allow for close interaction with instructors and ensure a more personalized creative process. Over the course of the month, **30 to 40 people per weekend** (150 total participants) will engage in the workshops, exploring various artistic mediums, from traditional crafts to sustainable art-making.

At the end of the month, we will host an **Exhibition** to showcase the artwork created during the workshops, including photographs and the pieces produced by participants. This public exhibition will not only celebrate the accomplishments of the community but also create an opportunity for participants to share their work and see the diverse expressions of creativity that have emerged over the course of the month.

Grant Priorities (select all that apply): ☒ Community Engagement ☐ Public Awareness Campaign ☒ Educational Program ☒ Cultural Diversity ☐ innovative Collaborations

Objectives (list 2-3):

1. **Engage over 150 community members** through weekend workshops (40 people each weekend).
2. **Foster creativity and cultural expression** by offering diverse art forms for participants to explore.
3. **Raise public awareness** of the importance of arts in community life through the exhibition and marketing campaign.
4. **Promote sustainability and recycling** by focusing on eco-friendly art practices, such as using recycled materials in art-making.
5. **Strengthen community bonds** through a shared celebration of creativity, concluding with an exhibition that highlights local talent and collective artistic achievement.

Implementation Plan: **Community Outreach & Marketing:** Our outreach efforts will include digital and print materials distributed throughout Escondido, with a particular focus on engaging underrepresented communities. Partnering with local businesses, schools, and community centers will help us reach a broad audience. We will also promote the art project via social media, email newsletters, and press releases.

- **Workshops:** Note that this is a suggestion, but order or kinds of crafts could vary based on instructors availability.
- - **First Weekend:** Acrylic Painting of a local beauty of Escondido (Saturdays morning and afternoon). Attendees will explore the beautiful city of Escondido and pick an option to paint, we will offer Queen Califia Magical Circle, Orfila Vineyards and Dixon Lake (30 people, one full day and one half day)
 - In the afternoon we will be offering Scratch art for kids with Ms Kara from 1:30 to 3pm (10 people)
 - **Second Weekend: *Recycling Art*** (Saturdays and Sundays) – This workshop will guide participants in transforming everyday household waste (plastic, metal, paper, glass) into creative sculptures and functional art pieces. The class will focus on the importance of sustainability through art. (30 people - one full day and one half day)
 - In the afternoon Watercolor of Queen Califia's Magical Circle for kids - 7yo + (10 people)
 - **Third Weekend:**
 - ***Basket Weaving*** (Saturdays and Sundays mornings) – Participants will learn traditional basket weaving techniques, exploring natural fibers and cultural storytelling. Each session will be limited to 10 participants to ensure individualized attention. (20 people)
 - Drawing class with Ms Kara: (Saturdays and Sundays Mornings): Students will learn how the indigenous local Kumeyaay Indians used the Earth to make an underground fire pit to bake their handmade clay pottery, and will be drawing an Olla pot on tile. (10 people)
 - **Fourth Weekend: *Art with Shells*** (Saturdays and Sundays mornings) – Attendees will create decorative art pieces using shells, exploring their natural beauty and texture while celebrating the coastal culture of Escondido. (30 people, one full day and 1 half day)
 - In the afternoon Hand built clay of Kumeyaay Pottery - miniature reproduction with air dry clay. For kids 7yo + (10 people)
- **Class Structure:** Each workshop will be limited to **10 people per class**, with **two sessions per day**. Over each weekend, **30 to 40 participants** will have the opportunity to engage in the creative process. This intimate setting ensures that everyone has an opportunity to fully immerse themselves in the art-making experience.
- **Exhibition:** At the conclusion of the month, we will host a **public exhibition** showcasing the art created during the workshops. The exhibition will feature the pieces made in each workshop, accompanied by photographs documenting the creative process. This event will serve as a community celebration of the skills learned and the artistic achievements of the participants. The exhibition will be open to the public

Evaluation Plan:

Quantitative Metrics: We will track the number of participants in each workshop and monitor attendance at the exhibition. We will also assess the level of engagement through social media analytics (likes, shares, comments) and website traffic related to the event.

- **Qualitative Metrics:** Feedback will be gathered from workshop participants using surveys and informal interviews. We will assess participant satisfaction, their artistic development, and the impact of the workshops on their sense of community. Participant testimonials will also be collected to showcase the personal transformations that result from the project.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 7000

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

Budget Breakdown

The total budget for the project is **\$7,000**, and the funds will be allocated as follows:

1. Workshops:

- **Cost per person, per class:** \$35 (which includes instructor fees, materials, and venue costs).
- **Total for 150 participants** (4 weekends with 10 participants per class per weekend):
- **\$35 x 150 = \$5250.**

2. Exhibition:

- **Production of materials and exhibition setup:** \$1100,00
This will cover the costs of creating promotional materials for the exhibition, preparing the space, setting up the display, printing photographs of the artwork, and any other related expenses.

3. Marketing:

- **Marketing and promotional expenses:** \$650
This will be used for digital marketing (social media ads), printed materials (flyers, posters), and outreach efforts to ensure high community engagement and awareness of the workshops and exhibition.

Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none)

Our business is growing and we are already offering a variety of workshops to the community, so far besides the paid activities, we are offering twice a month the "Mini Makers Club" where kids can come and pick up a craft to do in our space and enjoy the moment in a safe and creative environment free of charge. In the future if the business keeps growing we can try to offer more free activities to the Community.

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. *GT*

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

☐ 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. *GT*

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

☐ I have reviewed and understand the grant timeline listed below. *GT*

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Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Grace Tarrac co-owner

Authorized Representative Signature:





Arts, Culture, and Creativity Month Grant Application

Item 3.

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

Applicant Information

Organization: Escondido Art Association

Contact Name: Christine Spencer

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

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

Primary Phone: 619-300-2028 Alternate Phone: 442-317-0980

Email: christinespencer@escondidoartassociation.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: The Escondido Art Association is a gallery on Grand Avenue that provides an outlet for members and other local artists to display their work. The Association is active in the community hosting social art demonstrations by professional artists, offering monthly open exhibitions, rewarding scholarships, college internships, and showcasing artwork in downtown businesses through the Rotations Program.

Organization Mission: The Escondido Art Association (EAA) is dedicated to promoting fine arts and artists in our community.

Brief Organizational History (include significant dates): Escondido Art Association has been a 501c3 nonprofit organization since 1959. The gallery has promoted fine art and artists in the community since day one. EAA has grown from serving only members and professional artists to serving the entire community and anyone who is interested in artistic expression. Over the years, many partnerships and collaborations have developed with organizations and businesses throughout the City including CCAE, art rotations at small businesses, Escondido Alley Art, 2nd Saturday, and MAGEC to name a few. Escondido Art Association continues to offer art programs regardless of the ability to pay that ensures everyone has a chance to enjoy creating art.

Project Information

Item 3.

Project/Initiative Name: Mayor's Art Contest

Location of the Project/Initiative: Escondido Art Association Gallery, 121 W Grand Avenue

Description of the Project/initiative: The Mayor's Art Contest is a special contest hosted by EAA and the Mayor of Escondido to further promote art in the community. This contest will also be an exhibition in the gallery and open to everyone. It is juried and judged by the Public Art Commissioner for the City of Escondido, Carol Rogers. There will be special awards and a reception with the Mayor for this event. This is the first contest of its kind and will be sustained by the fees collected from artists entering the contest as well as future grants.

Grant Priorities (select all that apply):

☒ Community Engagement

☐ Public Awareness Campaign

☐ Educational Program

☒ Cultural Diversity

☐ innovative Collaborations

Objectives (list 2-3): 1. Promote collaboration between city officials, EAA, and the community. 2. Increase the number of artists who submit artwork to promote accessibility and opportunity for everyone in Escondido. 3. Increase creativity and artistic expression that teaches community members the different forms and styles of art as well as the chance to learn from professional and non-professional artists.

Implementation Plan: 1. Conduct and implement a marketing plan to recruit a diverse community of artists to submit works of art. 2. Art take-in day for artists to bring their art to the Escondido Art Association gallery, They will have five hours on a Saturday for this process providing increased accessibility for artists to participate in the contest. 3. Art contest: This is one day when art will be juried and judged by the Public Art Commissioner. 4. Art gallery reception: This day the awardees will be announced and everyone from the community is invited to celebrate with food and drink. 5. Art take down: Artists will take down their art from the gallery walls.

Evaluation Plan: Escondido Art Association will conduct two rounds of surveys. The first will be with the artists who submit art work for the Mayor's Art Contest to measure satisfaction of the event and the ease of the submission process as well as the communication from the Association. The second survey will be conducted with community members who attend the reception to measure satisfaction of the contest, the reach in the community, and the level of art work. The Association will measure success by at least 90% satisfaction rate for each survey completed by both artists and community members.

Funding

Amount Requested (\$1,000 - \$5,000): \$ 2,000

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

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none) Escondido Art Association will ensure future success of the Mayor's Art Contest with fees collected with artist submission for the contest, future grants, and individual donors.

Submission Information

Please initial that you have read and 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 packet.

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

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Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Christine Spencer, Fundraising Director

Authorized Representative Signature: Christine Spencer



Escondido Art Association 2025 Mayor's Art Contest Budget

Expenses	
Marketing & Reporting	\$600
Awards	\$1,000
Catering Costs	\$200
Administrative Costs	\$200
Total Expenses	\$2,000



Arts, Culture, and Creativity Month Grant Application

Item 3.

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

Applicant Information

Organization: Escondido Choral Arts Foundation Physical Address: 340 North Escondido Blvd., Escondido
Contact Name: Dana Stanford, Administrative Coordinator John Nettles, ECAF Artistic Director
Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual
Address: Mailing: 5256 S. Mission Rd. Ste 703 #19 City/State/Zip: Bonsall, CA 92003
Primary Phone: 760-803-1299 Alternate Phone: _____
Email: dstanford@EscondidoChoralArts.com website: www. EscondidoChoralArts.com

Co-Applicant Information

Co-Applicant Organization: California Center for the Arts, Escondido www.ArtCenter.org
Contact Name: Benjamin Mann Director of Event Operations, California Center for the Arts, Escondido
Type of Entity: ☒ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual
Address: 340 North Escondido Blvd. City/State/Zip: Escondido, CA 92025
(760) 839-4155
Primary Phone: _____ Alternate Phone: _____
Email: bmann@artcenter.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: Escondido Choral Arts at the Center for the Arts, Escondido, is an educational and performance program which strives to enrich our community through performance of inspirational and quality music of many styles, providing opportunities to participate in choral ensembles of high-level musical artistry and education for a diverse community including children, teens and adults with differing cultural backgrounds and levels of musical experience coming together in multi-generational experiences of music making, and sharing with the community.

Organization Mission: Escondido Choral Arts strives to enrich lives and further the art of singing and performing through the study of music and the sharing of musical experiences.

See Attachment

Brief Organizational History (include significant dates): The Center Chorale, an adult chorus, and the Center Children's Chorus have just begun their 12th year making music at the Center for the Arts, Escondido as a community partner and performing a four concert season each year. The choruses meet weekly under the direction of John Nettles, Artistic Director and Dana Stanford, children's chorus Director and Administrative Coordinator. The children's chorus, with singers in Escondido and North County, recently performed for a local Senior Home and will host a Children's Chorus Festival at the CCAE in the Center Theater. The Center Chorale performed for a sold out audience this fall in collaboration with full orchestra, a SD Chorus, and soloists in the CCAE Center Theater. Escondido Choral Arts is a 501(c)(3) non-profit foundation established in 2015 to actively involve the community in participation in the arts in collaboration with CCAE and professional musicians in the area. See Attachment

Project Information

Item 3.

Project/Initiative Name: First Wednesday at The Center Concert

Location of the Project/Initiative: The Center for the Arts, Escondido Concert Hall

Description of the Project/initiative: The Center Chorale, The Center Children's Chorus, City Ballet Orchestra, Cinballera Dance Company, Soloists and Professional Vocal and Instrumental Ensembles perform in a Free Concert for the Community in a collaborative event with performers of the community hosted by ECAF and the CCAE Foundation.

[See attachment](#)

Grant Priorities (select all that apply):

☒ Community Engagement

☐ Public Awareness Campaign

☒ Educational Program

☐ Cultural Diversity

☒ innovative Collaborations

Objectives (list 2-3): _____

The Escondido Choral Arts Foundation objectives would be to expand upon the performance arts component of the Escondido Inaugural Arts, Culture and Creativity Month, offer a free, collaborative, performance accessible to the community, strengthen community connections and highlight the vital role of the arts in enriching Escondido's vibrant cultural identity.

Implementation Plan: Design, Produce, Collaborate, and Present the event in the California Center for the Arts, Escondido's Concert Hall bringing together diverse groups of the community in planning, rehearsals, and performance. Working with the CCAE technical for the staging and marketing teams to invite audiences, ECAF will coordinate all aspects of this production. Focus on promoting the arts in the City of Escondido as an important aspect of the event and providing access for seniors, individuals with disabilities, and language support.

Evaluation Plan: ECAF proposes to collect participation and attendance data for the event, onsite comments and feedback after the event including asking about the venue, the music, the atmosphere, and what made the concert unique.

Identifying patterns and successes and comparing the results to previous events would be a part of the evaluation.

An narrative review would be written and shared regarding the concert experience from the audience and the participants point of view to help evaluate the success of the project.

Funding

Amount Requested (\$1,000 - \$5,000): \$ \$7000

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

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none) _____

This project is an event based particularly for the April 2, 2025 date. However, we hope to continue participation in the First Wednesday events in future concert seasons. These events are funded by grants and donors in the community.

Submission Information

Please initial that you have read and understood each statement.

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

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

DS 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.

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

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

Applications Available	December 2, 2024
Questions Deadline	December 13, 2024 at 5 p.m. PST
Questions posted	December 18, 2024
Application Deadline	January 3, 2025 at 5 p.m. PST
Panel Review	Week of January 6, 2025
Funding Decision by Public Art Commission	January 13, 2025 at 4:30 p.m. PST
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Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Dana Stanford, ECAF Administrative Coordinator

Authorized Representative Name & Title: _____

Authorized Representative Signature: Dana Stanford

Description of Organization (ECAF)

The Escondido Choral Arts Foundation (ECAF) and its adult ensemble, The Center Chorale, stand as cornerstones of the vocal arts in the Escondido community. Endorsed by the California Center for the Arts, Escondido Foundation, The Center Chorale is a premier ensemble performing a rich repertoire that spans the masterworks of the past and contemporary compositions from the twentieth and twenty-first centuries. With an unwavering dedication to artistic excellence and education, The Center Chorale fosters a deep appreciation for choral music—from traditional styles to innovative interpretations. ECAF also proudly facilitates the Center Children's and Chorus, which nurtures musical literacy, creativity, and participation in the vocal arts among young singers in an engaging and supportive environment.

ECAF's mission is to inspire creativity and foster meaningful connections through the power of choral music. As a hub for cultural collaboration, ECAF partners with local organizations, global artists, and individual musicians to present a wide array of artistic experiences. By emphasizing accessibility and relevance, ECAF ensures that the arts remain a vibrant and integral part of the Escondido community, enriching lives and contributing to a healthier, more connected society.

Brief Organizational History

Founded with a vision to preserve and promote the vocal arts, the Escondido Choral Arts Foundation has grown into a beacon of musical excellence and cultural enrichment. From its inception, The Center Chorale has delighted audiences with performances of masterful choral works and innovative contemporary pieces, bringing together vocalists dedicated to the highest standards of artistry.

Recognizing the vital role of education in the arts, ECAF established the Center Children's Chorus to provide young singers with opportunities to explore and develop their musical talents. By offering a friendly and engaging environment, the children's chorus has cultivated a new generation of musicians who perform alongside The Center Chorale, sharing the stage at prestigious venues such as the California Center for the Arts concert hall and performance theatre.

ECAF's mission-driven work extends beyond performances. Designed to inspire creativity and foster connection, the organization embodies the fulfillment of a promise: to make vocal and music education accessible to all and to create spaces where community and culture converge. By collaborating with cultural organizations, individual artists, and global partners, ECAF fosters cross-cultural understanding and brings diverse artistic experiences to Escondido. This commitment to the arts ensures that music remains a transformative force, uniting individuals and strengthening the fabric of the community.



Description of the project

To expand upon the performance arts component of Escondido's inaugural Arts, Culture & Creativity Month, this project will unite The Center Chorale, The Center Children's Chorus, City Ballet Orchestra, Cinballera Dance Company, esteemed soloists, and professional ensembles for an extraordinary collaborative performance in the California Center for the Arts, Escondido Concert Hall on April 2, 2025. Hosted by ECAF & the CCAE Foundation as part of Escondido's Arts and Culture Month, this free community concert celebrates the diverse artistic talents within the region, offering an inspiring showcase of music, dance, and collaboration. By providing accessible cultural experiences, the event strengthens community connections and highlights the vital role of the arts in enriching Escondido's vibrant cultural identity.

Project Budget

Expense	Costs	Notes
SD City Ballet Orchestra Members & Soloist:	\$2000	Ten (10) Musicians at \$200/ea
Cin Ballera Dance Company:	\$400	Compensation
CCAEF Facility Estimates:	\$600	Front of House Labor
	\$800	Housekeeping
	\$2500	Technical Production Labor
	\$150	ASCAP/BMI Music Licensing
	\$750	Marketing & Programs
	\$250	Backstage Hospitality
	\$200	Bud Fisher Piano Tuning Service
<u>Sub Total:</u>	\$7650	Hard Costs
<u>Total:</u>	\$14050	Hard Costs + In-Kind
Income:	In-Kind	Notes
CCAEF Waived Fees (In-Kind Contribution)	\$6400	Room Rental, Equipment Rental Fee, Administrative Charges, Facility Fees
Public Art Commission Request	\$7000.00	

Escondido Public Art Commission
201 North Broadway
Escondido CA, 92025

Dear Members of the Escondido Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation (CCAIE Foundation), I am writing to express our enthusiastic support for the collaborative performance event organized by the Escondido Choral Arts Foundation (ECAIE) on 7:00 pm on April 2, 2025 at the California Center for the Arts, Escondido Concert Hall. This event, held as part of Escondido's Arts and Culture Month, exemplifies the power of community partnerships to celebrate the diverse artistic heritage of our city and provide accessible cultural experiences to all.

This remarkable event brings together a dynamic ensemble of performers, including The Center Chorale, The Center Children's Chorus, City Ballet Orchestra, Cinballera Dance Company, soloists, and professional vocal and instrumental ensembles. By showcasing this breadth of talent, the event not only highlights the extraordinary cultural resources within Escondido but also fosters collaboration between artists of varying disciplines. This unique performance underscores our shared commitment to enriching lives through the arts and reflects the CCAIE Foundation's mission to connect people through inspiring cultural experiences.

As a proud community partner and collaborator for this event, the CCAIE Foundation recognizes its significance in advancing the cultural vibrancy of Escondido. By offering this concert free to the public, ECAIE ensures that all members of our community, regardless of background or circumstance, can partake in an evening of artistic excellence. Events such as these demonstrate the profound impact of the arts in strengthening community bonds, inspiring creativity, and enhancing the quality of life in our city.

Thank you for your attention and support of this meaningful event. Please do not hesitate to contact me if you require further information or have any questions.

Warm regards,

Benjamin Mann | Director of Event Operations
California Center for the Arts, Escondido Foundation
340 N. Escondido Blvd, Escondido, CA 92025
Bmann@artcenter.org
(760) 839-4155



Arts, Culture, and Creativity Month Grant Application

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

Applicant Information

Organization: Glass House Arts

Contact Name: Colin Jemmott

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

Address: 20307 Beech Ln, Escondido, CA 92029

Primary Phone: 858-774-8742

Email: art@deldiosglasshouse.com

Co-Applicant Information

Co-Applicant Organization: California Center of the Arts, Escondido

Contact Name: Gina Lopez

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

Address: 340 N. Escondido Blvd. Escondido, CA 92025

Primary Phone: 760.839.4138

Email: glopez@artcenter.org

Organization Information (use additional sheets of paper as needed)

Description of Organization:

Glass House Arts, founded by MJ Brovold and Colin Jemmott, creates large-scale, interactive, and playful public art. Our work blends geometry, engineering, and imaginativeness to craft installations that invite exploration and foster connection.

Over the past decade, our art practice has evolved into a collaborative hub. Our workshop in Escondido is not just a fabrication space—it's a gathering point for artists, engineers, and community members of all backgrounds. We specialize in bringing together people who might not consider themselves artists and giving them the tools, confidence, and support to create something extraordinary. From experienced welders to first-time creators, everyone contributes to the process, expanding their skills while deepening community bonds.

Our art isn't just about the finished pieces; it's about the connections made along the way. Whether we're debating construction techniques, hosting collaborative workdays, or building a 30-foot geometric structure, we aim to create art that both inspires and involves.

Organization Mission:

To expand skills, share knowledge, and bring people together through the creation of large-scale public art. We believe art is a collaborative act that strengthens community and shows anyone they can be an artist.

Brief Organizational History (include significant dates):

2019–2022: Created installations including Tensegrity Icosahedron, Talk to Hodgee, and The Kiosk

2023: Expanded into large-scale projects, debuting Temple of Floating Compression at Burning Man and regional events. It is now permanently installed in Bombay Beach, CA, near the Salton Sea.

2024: Created *, a 30-foot geometric sculpture that engaged over 300 volunteers, including a local Escondido quilting scientist who now hosts art meetups at Last Spot on Grand Ave, and a computer programmer who now considers themselves an artist. We brought in contributors from a wide range of backgrounds and skill levels, ages 18-80, teaching many first-time participants to weld and work with tools.

Project Information

Project/Initiative Name: * (pronounced “star”)

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

Description of the Project/initiative:

* (Star) is a great stellated dodecahedron—a striking, spiky geometric sculpture spanning 30 feet in diameter and weighing over 3,000 pounds. The structure is crafted from welded, round aluminum tubes, with 30 white fabric sails stretched across two faces of each spike. Its five lower spikes are truncated and anchored into the ground, creating the impression of * emerging from the earth like a celestial artifact.

At night, 30 individually addressable LED floodlights illuminate the sails with vibrant, shifting patterns, transforming the structure into a dynamic beacon visible from afar. The lights interact with the geometry of the sculpture to create mesmerizing effects, blending color and shadow across the fabric. During the day, the aluminum framework glints in the sunlight, while the sails add a sense of movement and softness, evoking curiosity and awe.

Bringing this piece to Escondido, where it was conceived and built, celebrates the community’s role in its creation. Residents will see firsthand how large-scale Burning Man art, crafted by their neighbors, can inspire and transform public spaces. * stands as a testament to what collaboration and creativity can achieve, encouraging others to dream big and discover their own potential to contribute to the arts.

Grant Priorities (select all that apply): ☒ Community Engagement ☐ Public Awareness Campaign ☐ Educational Program ☐ Cultural Diversity ☒ innovative Collaborations

Objectives (list 2-3):

Foster Community Engagement: Inspire local residents by showcasing a large-scale public art piece created entirely by volunteers, with contributions from over 300 people from diverse backgrounds. Highlight the collaborative effort and demonstrate how community-driven projects can make ambitious art accessible to everyone.

Bridge Artistic Communities: Strengthen connections between the “traditional” art world and Escondido’s vibrant community of Burning Man artists. Use this installation to showcase the creativity of local makers and open the door for future collaborations that blend unconventional, grassroots approaches with established art institutions.

Enhance CCAEF’s Visibility: Draw attention to the California Center for the Arts, Escondido, with a bold and visually striking display. Position the Center as a hub for innovative and exciting public art, attracting new audiences and reinforcing its role as a cultural landmark.

Implementation Plan:

Glass House Arts will handle all aspects of transportation, assembly, and maintenance for the installation of *. In partnership with CCAE, we will ensure all necessary permits are obtained, streamlining the installation process. The 30-foot, 3,000-pound sculpture will be transported in its disassembled state. Assembly will be carried out by a team of 12 experienced volunteers who have safely erected * twice before. The entire process takes approximately eight hours, with all components bolted together on-site—no fabrication or welding is required. Ground anchors will be securely installed to ensure stability throughout the display period. Deinstallation is similarly straightforward and efficient, taking about four hours.

The only heavy equipment required for installation is a scissor lift, which CCAE will provide. During the month-long display, we will conduct twice-weekly safety checks to ensure the structure remains secure and in excellent condition. Lighting patterns will be updated regularly to maintain visual interest and keep the installation fresh for returning visitors.

Glass House Arts is committed to a seamless and professional installation process, with safety and efficiency as top priorities. Our experience with large-scale public art and our established crew ensure that the installation will be executed smoothly with minimal disruption to the site or surrounding activities. Item 3.

To properly market the installation as part of Escondido's Arts, Culture and Creativity Month, both CCAEF and Glass House Arts will emphasize the unique and time-sensitive nature of the temporary installation, creating excitement and urgency through targeted marketing. We will utilize social media platforms, email campaigns, and local media outlets to showcase behind-the-scenes content, artist interviews, and sneak peeks of the installation. We look to partner with community leaders to amplify visibility and an artist talk on social media to engage the public to come experience the piece before it's gone. We will work together to highlight the installation's relevance to the community and its impact, encouraging attendance and participation.

Evaluation Plan:

We will evaluate the project through community engagement both live and on social media as well as outside, grassroots word of mouth campaigns and hype. Success metrics include total visitors, social media engagement, and participation in artist talks.

Funding

Amount Requested (\$1,000 - \$5,000): \$ 3,954

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

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none)

N/A

Submission Information

Please initial that you have read and understood each statement.

CWJ 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.

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

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

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

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Questions Deadline	December 13, 2024 at 5 p.m. PST
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Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025

Final Payment	By June 30, 2025
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Item 3.

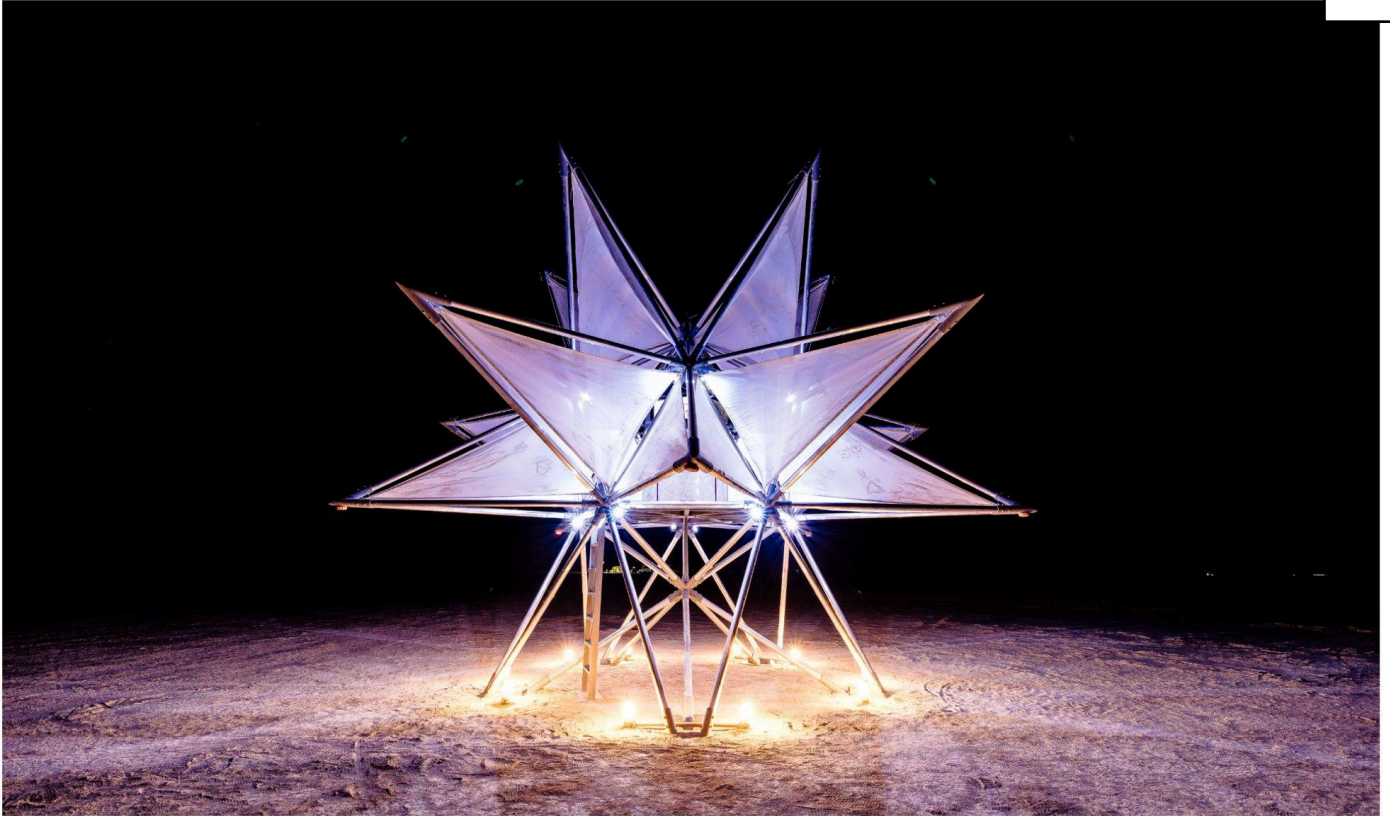
CWJ I have properly completed and submitted the following required items as a part of the application process

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Colin Jemmott, Lead Fabricator for Glass House Arts

Authorized Representative Signature:

A handwritten signature in blue ink, consisting of a long horizontal stroke with a loop at the end and a small circle below it.



* at California Center of the Arts, Escondido

Items are actual expenses unless noted. Full detail [here](#).

We are asking for 15% of materials and consumables cost, plus the fee for transport / install / deinstall, CCAE and promotion

Expense Category	Total Cost	Amount Requested	Remaining Expense/Amount Outside of Grant	Notes (optional)	Description (examples)
Build Space					
Wiring (upgrade for air compressor 240V, replace blown breaker)	\$403	\$0	\$403		Upgrades to the Glass House Arts shop needed to support fabrication of *.
Organizing (Yukon 46" toolbox, parts organizers, pegboard, bins, plier storage, label maker tape)	\$1,157	\$0	\$1,157		
Safety supplies (fireproof trash can, welding screen, ear muffs, ear plugs, gloves, nitrile gloves, welding gloves, safety glasses, hard hats, respirators)	\$491	\$0	\$491		
Build Space Subtotal	\$2,051	\$0	\$2,051		
Structural Materials					
Steel and aluminum tube for the main structure	\$7,057	\$1,059	\$5,998		Aluminum and steel that make up the structure, plus ground anchors.
Steel tube for prototyping and jigs	\$242	\$36	\$206		
Steel for interior floor (perforated sheet, 1x3 tube)	\$1,676	\$251	\$1,425		
Structural Materials Subtotal	\$8,975	\$1,346	\$7,629		
Tools & Consumables					
Air Compressor	\$1,778	\$0	\$1,778	Needed to upgrade for plasma cutter, bought used	Tools purchased for the fabrication of *.
MIG Welder (Hobart 220)	\$1,131	\$0	\$1,131	Upgrade needed for thicker material	
Drill press (3 HP, 240 V)	\$1,185	\$0	\$1,185	Upgrade needed for thicker material	
Hand tools (level, screwdriver, pipe reamer, clamps, variable power supply, heat gun)	\$254	\$0	\$254	Shop is generally very well stocked, but need to replace tools we broke	
Shop consumables (shop vac bags, light bulbs, sandpaper, locktite, drill bits, shop towels, cutting fluid, tape, impact driver bits)	\$409	\$61	\$348		
Steel working consumables (grinding discs, cutoff saw blade, bandsaw blade and coolant)	\$296	\$44	\$252		
Welding consumables (argon, welding wire, tip lube, degreaser, TIG rods and electrodes)	\$757	\$114	\$643		
CAD software	\$50	\$0	\$50		
Tools & Consumables Subtotal	\$5,860	\$219	\$5,641		
Hardware					
Eye bolts and weldable nuts	\$275	\$41	\$234	For sails	Screws, nails, fasteners, connector plates, cables for ground anchors, rigging gear
Main bolts (500 1/2x3.5 with lock nuts)	\$502	\$75	\$427		
Hose clamps (60)	\$107	\$16	\$91	To hold lights	
Ground anchors (26" earth penetrators and shear lags)	\$384	\$58	\$326		
Zip ties	\$87	\$13	\$74	Hold sails on	
Hardware Subtotal	\$1,355	\$203	\$1,152		
Lighting / Electrical					
LED Floods (32 includes two spares)	\$1,033	\$155	\$878		Wire, connectors, lights, lighting controller
Pixelblaze (LED controller)	\$63	\$9	\$54		
Cords (100 ft 3 conductor 12 Ga, 100 ft 2 conductor 10 Ga)	\$277	\$42	\$235		
Connectors (XT60, WAGO, LED, spade)	\$189	\$28	\$161		
Power supplies (24 V x 2)	\$57	\$9	\$48		
Enclosure for lighting power and controller	\$62	\$9	\$53		
Electrical consumables (flux, solder, shrink tube, electronics cleaner spray)	\$44	\$7	\$37		
Lighting / Electrical Subtotal	\$1,725	\$259	\$1,466		
Decor					

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

Applicant Information

Organization: Escondido Arts Partnership

Contact Name: Chrisanne Moats

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

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

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

Email: eapchris@yahoo.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Organization Information

Description of Organization:

The Escondido Arts Partnership is a free community space where all ages can learn about art and community issues through creative expression and hands-on activities. We focus on programs that engage the public in an environment where they can explore their artistic visions. Monthly themed exhibitions challenge regional artists to create new work to be viewed. The EAP's programs support an environment of creativity and communication, and in this way, we secure artistic excellence now and for our future. We operate the California State Certified Escondido Farmers' Market. This weekly event promotes the farms of our agricultural region as well as the local artisans and cottage industry purveyors. Engaging with our community at the market builds connections and creates hope for our town's economy. We encourage supporting local agriculture, businesses and the arts to cultivate a healthy and sustainable future.

Organization Mission:

Our Mission is to strengthen and enrich our community as a cultural destination through the power of the arts.

Brief Organizational History:

The Escondido Arts Partnership (EAP) is a 501(c)(3) nonprofit arts agency established in December 1995. Our mission is to create a collaborative environment where San Diego art and artists can prosper. The EAP nurtures a community of artists with opportunities for ongoing arts education, peer and public interactions, exhibitions, and performance space. Further, the EAP's mission is to enhance the quality of life in the Southern California region through offering diverse artistic, education, social and entertainment experiences.

Project Information

Project/Initiative Name:

“Local Color” and “Ripple Effects”

Location of the Project/Initiative:

Escondido Arts Partnership / Escondido Farmers Market / Heritage Garden

Description of the Project/initiative:

“Local Color” is an ongoing children's art program of learning art techniques taught by guest artists creating banner flags on durable canvas inspired by botanical motifs. The “Local Color” flags will be displayed weekly at the Escondido Farmers Market and at community events throughout the year.

“Ripple Effects” is a series of free evening gatherings featuring guest artists with inspirational storytelling and lectures paired with visual art demonstrations sharing art techniques and stories of their artistic journeys with the public. As well as opportunities for hands on art making experiences.

Grant Priorities (select all that apply):

☒ Community Engagement ☐ Public Awareness Campaign

☒ Educational Program ☐ Cultural Diversity ☐ Innovative Collaborations

Objectives (list 2-3):

Provide educational opportunities and resources for ongoing creative exploration.

Build partnerships to sustain artistic and cultural engagement year round moving forward.

Inspire and engage the community through collaborative art projects and events.

Implementation Plan:

Part of the outreach for the community will involve guest educators invited weekly for “Ripple Effects” led by professional artists, these educational programs provide high-quality artistic experiences, elevating the community's engagement with the arts, bringing people together through shared narratives paired with free live art demos and lecture events at the EAP.

The “Local Color” children’s flags public art project can increase cultural identity, provide valued recreational experiences, strengthen the communities image and sense of place while supporting economic development to Escondido’s downtown. Free art kits with supplies and prompts for continued creativity at home will be available. Both of these projects are intended as free ongoing programs made available by the Escondido Arts Partnership.

Evaluation Plan:

Engaging as many children as possible and creating a banner with hundreds of flags is part of the fun of the project.

Attendees at the children’s “Local Color” art events will be encouraged to comment and post photos of themselves in front of their favorite length of the children’s flags.

Having offerings of free evening art programs such as “Ripple Effects” provides more opportunities to actively involve community members, provide hands-on participation opportunities, and create inclusive environments that encourage engagement from all backgrounds. During these events (and ongoing) we can leverage digital platforms to amplify the importance of arts and culture, encourage participants to share their experiences and art creations using designated hashtags, social media, collaborate with local influencers and media outlets.

Project Information

Funding

Amount Requested (\$1,000 - \$5,000): \$ 5,500

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

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period?

Possible grant from State, County and private funders and fundraising events for additional funding to continue these ongoing programs.

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.

CM 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 packet.

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Chrisanne Moats Executive Director

Authorized Representative Signature: 



City of Escondido Arts, Culture and Creativity Month	
Amount requested by the Escondido Arts Partnership	
for both <i>Local Color</i> and <i>Ripple Effects</i> Art Events	
Funds will be used for the following items	
purpose	amount
Artist/ Lecturer Stipends (for 8 events)	\$2,600
Art Materials (for 8 events)	1,200
canvas cloth, scissors, brushes, tarps, paints, glues, art kits, etc.	
Refreshments for workshops/events	\$500
marketing/promotional materials	\$700
admin costs	\$500
Total requested	\$5,500

Chrisanne Moats
 Executive Director
 Escondido Arts Partnership



Arts, Culture, and Creativity Month Grant Application

Item 3.

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

Applicant Information

Organization: Stone and Glass

Contact Name: James Stone

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

Address: 945 West Fifth Ave City/State/Zip: Escondido CA 92025

Primary Phone: 858 776 1779 858-776-1770 Alternate Phone: _____

Email: James@stoneandglass.com

Co-Applicant Information

Co-Applicant **Organization**: California Center for the Arts Escondido, Foundation (CCAEF)

Contact Name: Gina Lopez

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

Address: 340 N. Escondido Blvd. City/State/Zip: Escondido, CA 92025

Primary Phone: 760.839.4138 Alternate Phone: _____

Email: glopez@artcenter.org

Organization Information (use additional sheets of paper as needed)
Description of Organization: CCAEF's mission is to enrich the community through the power of the arts. For the past 30 years, the California Center for the Arts, Escondido Foundation has become the cultural epicenter of North San Diego County.

See Attachment 1 for CCAEF Description of Organization

Organization Mission:

Over the course of his career artist James Stone created artwork that was displayed in venues that varied from public artwork, private collections, museums and galleries across the United States. Works on permanent public display are located at the Long Beach Aquarium of the Pacific and UCSD.

Brief Organizational History (include significant dates):

Stone and Glass officially began as a sole prop artist's studio/gallery in 2001 located on the grounds of the Bernardo Winery. In 2014 the business was moved to Escondido. Stone and Glass created glass artwork and taught classes in Escondido until 2024 when Stone and Glass transitioned from a brick and mortar operation to a project based initiative still based in Escondido.

**See Attachment 1 for CCAEF
Organization History**

Project InformationProject/Initiative Name: Live Glass Blowing Demonstration - April 18-19Location of the Project/Initiative: CCAIE's Cal Club CourtyardDescription of the Project/initiative: See Attachment 1 for Project Description

Grant Priorities (select all that apply): ☒ Community Engagement ☒ Public Awareness Campaign
☒ Educational Program ☐ Cultural Diversity ☒ innovative Collaborations

Objectives (list 2-3): _____

The objective of this endeavor is first to enlighten and entertain the public with the unique art of glass blowing performances while fostering appreciation for this intricate medium. Secondly, to expose people who visit the CCAEF to future potential educational opportunities in glass arts and, on a broader scale, evaluate the potential interest in an ongoing arts education and art demonstration efforts at the CCAE. Most importantly, it will enhance the overall experience of Arts and Culture month by encouraging creative exploration, and strengthening connections between the arts and the public.

Implementation Plan: _____

This effort will start with a donation from the Bernardo Winery for the use of all equipment needed to set up a temporary glassblowing portable unit. The equipment and resources will be moved and set up on April 17th. The equipment will be turned on the morning of the 18 and run through the evening of the 19th. The paid crew will include an administration person, a master glass artist and an assistant. Additional CCAEF volunteers will be utilized to help patrons with seating and the measuring the crowd engagement. CCAEF will provide a secure working space, display tables, seating area and security as needed. Also included will be joint marketing efforts. James from Stone and Glass will orchestrate all of the setup, operation, removal and cleanup of the efforts.

Evaluation Plan: _____

The effort will be evaluated by audience count and also audience email sign up for future glass blowing classes. CCAEF staff and volunteers will be on hand for informal discussion about the project with participants and guests and will be making notes of those findings. These discussion notes as well as photographs from the event can be made available to the Grant Selection Committee upon request for promotional and evaluation purposes.

FundingAmount Requested (\$1,000 - \$5,000): \$ 5650.00☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none) _____

With strategic marketing and social media promotion, this unique experience has the potential to expand significantly, attracting broader audiences and elevating its impact. By leveraging its appeal, we can secure external grants and sponsorships to support the initiative's growth in future years, reducing reliance on funding from the Public Arts Commission for similar projects over time.

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

Applications Available	December 2, 2024
Questions Deadline	December 13, 2024 at 5 p.m. PST
Questions posted	December 18, 2024
Application Deadline	January 3, 2025 at 5 p.m. PST
Panel Review	Week of January 6, 2025
Funding Decision by Public Art Commission	January 13, 2025 at 4:30 p.m. PST
Funding Notifications	By January 24, 2025
Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

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

Authorized Representative Signature: James Stone

Description of Organization (CCAEF)

Since its opening in October 1994, the California Center for the Arts, Escondido Foundation (CCAEF) has embodied the vision and collaborative spirit of Escondido, becoming a beacon of arts and culture. For over three decades, it has welcomed millions of visitors, showcasing diverse programming and providing a professional platform that celebrates the vibrant spirit of North County.

The Center also runs an extensive education program and produces over 52 free community events, such as Música en la Plaza, the Independence Day Festival, Día de los Muertos Festival, and the Winter Wonderland Festival.

Partnerships and collaborations are essential to the success of any arts organization, and the CCAE Foundation is proud to continue offering the Center's facilities as a home for valued partners. Over the years, CCAEF has cultivated a diverse network of meaningful relationships that have become the backbone of the organization.

By working alongside local businesses, educational institutions, cultural organizations, individual artists and global partners, CCAEF brings a wide array of artistic experiences to Escondido, foster cross-cultural connections, and ensure that the arts remain accessible and relevant for all.

Brief Organizational History

In June 1985, the voters of Escondido approved the building of a \$73-million arts center that would bring music, dance, theater, education and the visual arts together on one dynamic campus as part of an overall redevelopment project.

The California Center for the Arts, Escondido officially opened its doors in 1994, becoming an immediate focal point for artistic innovation and civic engagement. Its 12-acre campus, featuring a 1,500-seat Concert Hall, a 400-seat Center Theater, a museum, conference center and multiple educational spaces, was designed to inspire creativity and foster connection. Beyond the brick and mortar, the Center represented something much larger: the fulfillment of a promise to provide a space where art, education, and community could converge to create a healthier community.

The CCAEF is currently celebrating its 30th year of enriching the community through the power of the arts.

Description of the project

To enhance the visual arts component of Escondido's inaugural Arts, Culture & Creativity Month, this project will feature a captivating two-day live glass blowing demonstration, where audiences can witness the artistry and precision of this intricate craft in real time. This immersive experience offers a unique opportunity for the community to engage with the creative process, sparking inspiration and appreciation for the beauty of this unique artform.

This project will serve as a dynamic convergence of artistry and community, acting as both an inviting destination for those seeking a unique cultural experience and a delightful surprise for those who happen upon it. Embodying the true spirit of Arts, Culture and Creativity Month, it creates an accessible and engaging platform that brings creativity to the forefront, inviting everyone to celebrate the transformative power of the arts.

Budget

Expense	Cash	In-kind	Notes
Glass blowing equipment rental	4000		Donation from Bernardo Winery
Equipment delivery and return	500		Truck rental, gas, labor
Oxygen	100		Needed for project
Propane	300		Approximate
Site Administrator	250		Equipment operations manager
Lead Glass Artist	2000		Professional artist fees
Glass Assistant	500		Professional artist fees
Marketing	1000		PR and printed materials
CCAIE Facility Fee	2000		Cost for set up, equipment, housekeeping, security
Total	10650		
Income			
Public Art Commission Request	\$5650.00		
Equipment Donation		4000	In-Kind
CCAIEF Contribution		1000	In- Kind



Arts, Culture, and Creativity Month Grant Application

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

Applicant Information

Organization: Daydream Here Gift Shop
 Contact Name: Meileena Bautista
 Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☒ Business ☐ Public Agency ☐ Individual
 Address: 227 E. Grand Avenue City/State/Zip: Escondido/CA/92025
 Primary Phone: (760) 975-6173 Alternate Phone: (760) 532-5264
 Email: miss.meileena@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____
 Contact Name: _____
 Type of Entity: ☐ Nonprofit ☐ Not-for-Profit ☐ Business ☐ Public Agency ☐ Individual
 Address: _____ City/State/Zip: _____
 Primary Phone: _____ Alternate Phone: _____
 Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: A dynamic collective gift shop featuring over forty local makers and artists. (see attached document for additional information)

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

Brief Organizational History (include significant dates): Established July 2020, born from a vision to create a vibrant space where local makers, artists, and vendors could showcase their talents. Since then, we have grown into a cornerstore for creativity and community, supporting small businesses and connecting customers with unique gifts that tell meaningful stories.

Project InformationProject/Initiative Name: ESCONDIDO ART TANK + Marketing Arts, Culture, and Creativity MonthLocation of the Project/Initiative: Daydream Here 227 E. Grand Ave Escondido, CA 92025Description of the Project/initiative: A month-long initiative Empowering artists and makers to create impactful marketing plans for their creative projects and businesses. Participants will learn marketing strategies, gain community exposure, and compete for cash prizes to help scale their artistic endeavors. This initiative emphasizes collaboration, education, and celebration of creativity while encouraging the community to support local talent.

Grant Priorities (select all that apply):

☒ Community Engagement☒ Public Awareness Campaign☒ Educational Program☒ Cultural Diversity☐ Innovative CollaborationsObjectives (list 2-3): ① Empower local makers, artists, and vendors by providing a platform to showcase their talents and grow their businesses② Foster community engagement through this month-long event series as a cornerstone of Arts, Culture, and Creativity Month serving as one of the main features that brings Escondido together.③ Market all featured events for Arts, Culture, and Creativity Month through social mediaImplementation Plan: The Escondido Art Tank will be a series of events throughout April, including workshops, networking sessions, and a final live pitch competition. Artists and creatives will attend hands-on workshops to refine their marketing plans and learn innovative marketing strategies to promote their projects. The program culminates in a live pitch event judged by a panel of experts, with prizes to help participants achieve their goals. A voter's choice component will engage the community.Evaluation Plan: Success will be measured through:

- Attendance and participation rates at the workshop and pitch events
- Level of social media engagement and user-generated content
- Feedback from participants, judges and attendees.
- Post-event tracking of participants' business growth and community engagement outcomes, including any collaborative opportunities that emerge.

FundingAmount Requested (\$1,000 - \$5,000): \$ 3,500.00☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

Financial Sustainability: How will this project/initiative be funded in future years beyond the grant period? (N/A if none)

Future funding would come from the membership program we are launching this year, ensuring a steady stream of funding and built-in engagement community.

Submission Information

Please initial that you have read and understood each statement.

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

Applications Available	December 2, 2024
Questions Deadline	December 13, 2024 at 5 p.m. PST
Questions posted	December 18, 2024
Application Deadline	January 3, 2025 at 5 p.m. PST
Panel Review	Week of January 6, 2025
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Estimated Funds Received (1 st payment)	By February 28, 2025
Grant Activity	April 1 – 30, 2025
Final Report Deadline	May 30, 2025
Final Payment	By June 30, 2025

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

- Completed application
- Budget
- Letter of Support (for Innovative Collaboration category)

Authorized Representative Name & Title: Heikeena Bartista, Owner

Authorized Representative Signature: *[Signature]*

Applicant Information:

Organization: Daydream Here (227 E. Grand Ave. Escondido, CA 92025)

Contact Info: Meileena Bautista (Owner) 760-975-6173

- A) Organization Information: My name is Meileena Bautista, and I am the owner of **Daydream Here**, located at 227 E. Grand Ave. in Historic Downtown Escondido. We are a dynamic collective gift shop featuring over forty talented local makers and artists. Over the past four and a half years, we've proudly celebrated Escondido culture and hometown pride, while leading efforts to encourage people to **Shop Downtown**. Our shop has become a destination where the local community eagerly looks to see what's new and now—discovering fresh, handmade and curated products to inspire their wardrobes, homes, and lives. We've fostered a vibrant space where thoughtful gifting is always at the forefront, offering unique treasures that resonate with both gift-givers and recipients alike.

Through creative events and strategic marketing, we've drawn visitors from all over San Diego and California, strengthening the local economy and enhancing the Escondido experience. We have created a platform where vendors can succeed and scale and sell their products to the local Escondido community. Each of my vendors and I work closely together to help grow their businesses by sharing their stories on social media and implementing innovative marketing strategies that highlight their artistry, craftsmanship, and visual merchandising talents.

I'm excited to present my upcoming event, which builds on these same efforts. It will showcase the importance of creative marketing, celebrate the intersection of art and commerce, and inspire creative entrepreneurs in Escondido. My goal is to raise awareness of the incredible talent in our community and spark new ideas that will continue to fuel local creativity for years to come.

Additionally, as part of my grant application and my ongoing commitment to Escondido's vibrant creative community, I'm eager to apply my marketing efforts to promote Arts, Culture, and Creativity Month. I have a proven track record of successfully creating and deploying marketing campaigns across the MAGEC and Downtown Business Association Instagram accounts. Through these platforms, I've consistently engaged our local community, building deeper connections between Escondido's residents, visitors, and the exceptional talent within our arts and culture scene. For Arts, Culture, and Creativity Month, I plan to expand on this foundation by sharing the stories behind the creatives involved, promoting the featured events, and driving engagement with dynamic, visually captivating content. My goal is to raise awareness, inspire participation, and further establish Escondido as a thriving hub for creativity.

B) Project Narrative: ESCONDIDO ART TANK - Marketing Mondays Series + Marketing Pitch Competition

Core Concept: Escondido Art Tank is a month-long initiative empowering artists and makers to create impactful marketing plans for their creative projects and businesses. Participants will learn marketing strategies, gain community exposure, and compete for cash prizes to help scale their artistic endeavors.

This initiative emphasises collaboration, education, and celebration of creativity while encouraging the community to support local talent.

Timeline:

April 1st-6th, 2025: Social Media Launch and Kick-Off

Explanation of the event series shared on social media in alignment with the kick-off of Arts, Culture, and Creativity Month. Sign-ups open for all workshops and the pitch competition. Workshop speakers and pitch competition judges announced.

April 7th, 2024 from 6-8pm: MARKETING MONDAYS #1 - Share your Creative Vision

- Welcome and Program Overview + Pitch Competition Overview
- Keynote: Why Marketing Matters for Creatives and How to Share Your Creative Vision
- Interactive Session: Elements of a strong marketing campaign

Goal: Participants understand the program and begin drafting their plans/pitch ideas

April 14th, 2024 from 6-8pm: MARKETING MONDAYS #2 - Build a Brand that people LOVE

- Workshop: Storytelling and Brand Identity + Crafting your Pitch
- Peer Feedback Session: What is your marketing message?
- Video Op: the person behind the brand!

Goal: Participants refine their brand stories and messaging

April 21st, 2024 from 6-8pm: MARKETING MONDAYS #3 - Connect with the Community

- Workshop: Building an Audience & Community around your brand + Leveraging your network
- Networking Mixer with local creatives, businesses, and supporters

Goal: Participants learn to cultivate and audience and build collaborative connections

April 28th, 2024 from 6-9pm: MARKETING MONDAYS #4 - PITCH PERFECT (Live Pitch Day)

- Participants present live pitches focused on their marketing plans

- Judges provide constructive feedback and select winners
- Videos of pitches are recorded for community sharing, community vote to occur April 28th through 30th

-All winners announced on social media and awarded on April 30th

Goal: Participants showcase their projects to a panel of judges, pitches recorded for community sharing and community vote.

April 30th, 2024 from 6-8pm: WINNER WEDNESDAY! Winners & Celebration

- Announcement of winners for Grand Prize, Runner-Up, and Voter's Choice
- Celebration event highlighting local creatives and community connections

Outcome: Recognition and celebration of creative talent, with prizes awarded

Logistics:

Pre-Event Marketing Campaign Launch: April 1-6th on Social Media

Dates:

Marketing Mondays: Every Monday in April (April 7th, 14th, 21st, and 28th, 2025)

Winner Wednesday: Wednesday April 30th, 2025

Structure:

- Week 1- Monday April 7th: Kickoff and Info Session
- Week 2 - Monday April 14th: Marketing Strategy Workshop
- Week 3 - Monday April 21st: Building Community and Networking
- Week 4 - Monday April 28th: Live Pitch Night
- Wednesday April 30th: Winners Announcement and Celebration

Pitch Night Logistics April 28th:

Format:

- Participants present a 3-minute live elevator pitch about their creative project or business' marketing strategy to a panel of judges.
- Judges deliberate privately after all pitches are completed.

Participant Requirements:

- Open to creatives, artists, makers, and entrepreneurs within Escondido.
- Participants under 18-years-old can participate with parental permission and supervision.
- Participants must attend at least two workshops to be eligible for Pitch Night.

Prize Awards:

Grand Prize: \$500 + a 3 month booth feature in Daydream Here

First Runner Up: \$300

Voter's Choice: \$200

Judges will score each pitch based on these dynamic categories:

1. Vision & Passion: Painting the Big Picture (30 points)

- How vividly does the participant convey their creative vision?
- Is their project unique, inspiring, and packed with potential?
- Are they truly passionate about their craft and its impact?

2. Marketing Magic: Strategies That Shine (30 points)

- Does the participant present a standout, actionable marketing plan?
- Are their ideas innovative, audience-focused, and realistic?
- Do they show an understanding of what makes their project marketable?

3. Feasibility: Can They Bring It to Life? (20 points)

- Is the marketing plan achievable within their resources and timeframe?
- Does the project have a clear path to success?

4. Community Impact: Ripples of Inspiration (20 points)

- How does the project connect to the Escondido community?
- Will it inspire, support, or enhance local arts and culture?

Judging Panel: Who Are the “Art Sharks”?

We are assembling a diverse panel of experts to provide thoughtful and inspiring feedback. Judges will include:

1. Creative Entrepreneur

- An experienced artist, maker, or creative business owner who has successfully marketed their work.

2. Marketing Maven

- A professional in marketing, branding, or public relations with experience in creative industries.

3. Community Leader

- A representative of the local Escondido arts and culture scene, such as a gallery owner, arts commissioner, or nonprofit director.

4. Youth Visionary

- A young and enthusiastic artist or creative (e.g., a grade school or college student) who brings a fresh perspective on the pitches.

NOTE: As the event coordinator, I will NOT serve as a judge.

Implementation Timeline

FEB/MARCH 2025

- Recruit participants and judges.
- Promote events through social media, local publications, and community partners.

APRIL 2025

- Execute the Marketing Mondays series.
- Record and publish finalists' pitch videos.
- Conduct community voting and finalize winner selections.

MAY 2025:

- Begin booth feature for Grand Prize Winner

Why Escondido Art Tank?

Escondido Art Tank is more than just a competition—it's a celebration of the creative spirit and entrepreneurial drive that fuels our community. This innovative program invites local artists, makers, and creatives to pitch their marketing strategies, turning their artistic passions into impactful businesses. By focusing on the “how” behind their vision, Art Tank empowers participants to develop actionable plans that connect with audiences, drive engagement, and amplify their creative success.

Through workshops, mentorship, and a live pitch event, Art Tank builds community, fosters collaboration, and equips creatives with the tools they need to thrive in today's market. Whether it's through honing their marketing skills or forming new connections, Escondido Art Tank is designed to spark ideas, elevate local talent, and leave a lasting impression on the Escondido arts scene.

BUDGET - TOTAL BUDGET REQUEST: \$3,500.00**1. Program Expenses - \$2200.00**

-Workshop Facilitators + Judges Thank you Gift Cards: \$950

(\$250 gift card for each expert to lead workshops on marketing strategies, branding, and crowdfunding x 3 workshop leaders = \$750)

-\$50 gift card to each judge x 4 judges = \$200

-Videography and Editing and Marketing Services for Meileena Bautista to market the entire Arts, Culture, and Creativity Month: \$750 (Estimated hours for APRIL 2025: 37.50 hours x \$20 per hour = \$750) Any additional time spent will be donated In-Kind.

-Marketing Materials and Printing: \$500

(Costs to promote the program through social media, branded swag, and printed materials.)

2. Prizes and Awards - \$1,000.00

-Grand Prize: \$500

Cash award for the most compelling marketing pitch, as judged by the panel.

-First Runner-Up: \$300

Cash award for the second-place finalist.

-Voter's Choice Award: \$200

Cash award for the Voter's Choice Selection.

-Grand Prize Booth Feature: \$0 (In-Kind)

A three-month feature in Daydream Here, either as a seller or for showcasing a creative project. Booth Rental Fee will be waived and donated In-Kind.

3. Administrative Costs:

-Miscellaneous Expenses: \$300

Refreshments and desserts table for WINNER WEDNESDAY event.

Total Budget Request: \$3,500

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



STAFF REPORT

January 13, 2025
Agenda Item No.: 04

SUBJECT:

ESCONDIDO EXPRESSIONS TRAFFIC SIGNAL BOX PROGRAM UPDATE

RECOMMENDATION:

Request the Public Art Commission approve the changes to the themes and call for artists as recommended by the Escondido Expressions Subcommittee.

Staff Recommendation: Approve (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Sandra Aguilar, Management Analyst

FISCAL IMPACT:

As a part of the Escondido Expressions Traffic Signal Box Program, an artist receives a \$500 stipend per box that they paint. One box in this phase requires extra preparation work and will be granted an additional stipend of \$200. The total cost for Phase 3.2 and 3.3 of the Escondido Expressions Utility Box Program will be \$4,700 once complete.

BACKGROUND:

On November 18, 2024, the Public Art Commission voted (7-0) to approve artist submissions for six traffic signal boxes referred to as Phase 3.1. These boxes are being painted starting in January 2025. The remaining boxes, as outlined in the 2024/2025 Annual Work Plan will be installed during Phases 3.2 and 3.3.

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

Adjustment to Themes

On December 16, 2024, the Escondido Expressions Subcommittee met to discuss changes to Escondido Expressions Phases 3.2 and 3.2 in order to address the learning points from the original Call for Artists. It was determined that a proposed change to four themes to encompass a broader subject matter and artist qualifications would be necessary.



CITY of ESCONDIDO

STAFF REPORT

The subcommittee's proposed changes are:

1. Honoring the Rincon Tribe to Honoring Native Heritage
2. Dairy and Interactive for Children to Dairy Farm
3. Cultural Diversity and Community to Celebrating Latino Heritage
4. Honoring Native Heritage to Artist Choice

The following themes had no proposed changes: People of Escondido, Community, Colorful, Old Escondido Historic District and Modern with Bright Colors.

Adjustment to Call for Artists

Given the large size of the initial Call for Artists, it is proposed that an adjustment to the size and scope of future calls to allow artist multiple opportunities for submission.

Phase 3.2, the proposed themes to be released are:

1. Honoring Native Heritage
 - Location: Lake Wohlford Rd & Valley Center Rd (92027)
2. Old Escondido Historic District
 - Location: S Juniper Ct and E 5th Ave (92025)
3. Community
 - Location: N Tulip St & W Valley Pkwy (92025)
4. Modern with bright colors
 - Location: N Midway & E Valley Parkway (92027)
5. Celebrating Latino Heritage
 - Location: E Mission Ave & N Midway Dr (92027)

For Phase 3.3, the proposed themes to be released are:

1. Dairy Farm
 - Location: E Lincoln Ave & N Ash St (92026)
2. People of Escondido
 - Location: N Broadway & E El Norte Pkwy (92026)
3. Artist Choice
 - Location: Harding and East Valley (92027)
4. Colorful
 - Location: W 13th Avenue & S Escondido Blvd (92025)

ATTACHMENTS:

None



STAFF REPORT

January 13, 2025
Agenda Item No.: 05

SUBJECT:

2025/2026 ANNUAL WORK PLAN

RECOMMENDATION:

Request that the Public Art Commission appoint 2-3 Commissioners to serve on the 2025/2026 Annual Work Plan subcommittee and provide input to the selected subcommittee members for consideration.

Staff Recommendation: Provide Direction (Community Services: Robert Rhoades, Assistant Director of Community Services)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

None

BACKGROUND:

On May 20, 2024 the Public Art Commission adopted the Public Art Strategic Plan which includes an annually updated Work Plan. As directed by the Public Art Strategic Plan, "each year the Public Art Commission will establish a subcommittee to create an Annual Work Plan to fund new art, art education, maintenance, and decommissioning."

The established work plan timeline is as follows:

- January - Public Art Commission appoints 2-3 members to the Annual Work Plan subcommittee
- May - Annual Work Plan subcommittee via staff brings forth a proposed plan for Public Art Commission approval
- July - Public Art Annual Work Plan goes to Council for review and adoption
- August - Solicitation and work process begins

The Annual Work Plan shall include the following categories:

- Art Solicitation
- Art Education
- Art Maintenance
- Decommissioning

The 2024/2025 Work Plan included:

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



CITY of ESCONDIDO

STAFF REPORT

- Murals
- Art Education
 - Art, Culture, and Creativity Month
 - Pamphlet/Handout
 - EUHSD Student Murals
- Art Maintenance
 - Community Sculpture
 - Queen Califia Magical Garden
- Decommissioning
 - Vinehenge
 - Community Sculpture

The Public Art Commission shall reappoint 2-3 members to serve on the subcommittee to develop a work plan for the 2025/2026 fiscal year. The newly appointed/reappointed subcommittee members would be responsible identifying new and/or continue projects based on the above identified categories with general input and discussion from the members of the full commission.

The subcommittee would meet as needed to formulate a plan. This plan would then be presented to the Public Art Commission at the May meeting for final approval and formal adoption.

ATTACHMENTS:

None



STAFF REPORT

January 13, 2025
Agenda Item No.: 06

SUBJECT:**GRAND AVENUE ROUNDABOUT ART PROJECT****RECOMMENDATION:**

Request the Public Art Commission receive and file information about the Grand Avenue Roundabout Art Project.

Staff Recommendation: Receive and File (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services and Sandra Aguilar, Management Analyst

FISCAL IMPACT:

The Grand Avenue Project is funded through Public Art Funds with no impact to the General Fund. The total funding for the project is \$500,000.

BACKGROUND:

On May 20, 2024, the Public Art Commission adopted the 2024/2025 Annual Work Plan. This included the installation of art within the Grand Avenue and Broadway Roundabout. On July 8, 2024, the Public Art Commission selected a subcommittee to oversee the project, approved the theme "Authentically Escondido," and gave City Staff direction on the inclusion of companion pieces.

Based on the feedback provided by the Commission, City staff began crafting the timeline for the project as well as engaged the Subcommittee to provide further direction. Based on the scale and scope of the project, it was determined that an RFQ/RFP process will be established.

RFQ/RFP Process

A request for qualifications (RFQ) and request for proposal (RFP) allows for a more detailed screening process. An RFQ is used to pre-qualify potential artists and artist groups based on their experience and capabilities in completing the work. An RFP is the next step in the process that asks those that have been pre-qualified to submit a detailed proposal for the project as outlined by the requirements.

Anticipated Schedule

Release Request for Qualifications	Week of January 13, 2025
Questions Deadline	January 17, 2025 at 5 p.m. PST
Question Responses	January 23, 2025
RFQ Submission Deadline	February 14, 2025 at 5 p.m. PST



CITY of ESCONDIDO

STAFF REPORT

Community Input	March 24 – April 4, 2025
Public Art Commission RFP Offer	May 12, 2025
City Council RFP Offer Approval	June 4, 2025
Release Request for Proposals	June 16, 2025
Proposals Due	August 8, 2025 at 5 p.m. PDT
Community Input	August 18 – 29, 2025
Public Art Commission Artist Selection	September 8, 2025
City Council Approval	October 1, 2025
Anticipated Installation	January 2026

The City reserves the right to make modification to the dates listed herein.

Budget

The total budget for the project is \$500,000. This will be divided as follows:

- \$350,000 – Roundabout art installation
- \$100,000 – Companion pieces (optional)
- \$50,000 – reserved for traffic/glare studies or other City incurred expenses

Eligibility Requirements

In general, the Subcommittee felt that it was necessary to maintain an open field of potential candidates as long as they could demonstrate through their application materials the ability to complete the work. Potential applicants must reside in North America (United States, Canada, or Mexico) and have the ability to provide a W-9 or its equivalent if selected as a finalist.

Next Steps

Staff will finalize the RFQ packet and issue a wide release. Following the submission deadline, City staff will review all applications for completeness and proposal requirements. The subcommittee will then identify up to 10 candidates to advance for community input and review. Based on the community's rankings and with further comments from the Subcommittee, a recommendation will be made to the Public Art Commission of up to five candidates that shall be advanced to the RFP process.

ATTACHMENTS:

Draft RFQ Grand Avenue Roundabout Public Art Project

CITY OF ESCONDIDO PUBLIC
ART COMMISSION

**REQUEST FOR
QUALIFICATIONS**

GRAND AVENUE
ROUNDBOUT
PUBLIC ART
PROJECT



Project Type: Sculpture(s)

Date Issued:

Due: February 14, 2025 at
5 p.m. PST

Contact: Public Art Administrator
PublicArt@escondido.gov
760-839-4692



ACKNOWLEDGMENTS

Escondido City Council

Mayor Dane White

Deputy Mayor Consuelo Martinez

Councilmember Christian Garcia

Councilmember Joe Garcia

Councilmember Judy Fitzgerald

Public Art Commission

Chairperson Carol Rogers

Vice Chair Patricia Spann

Commissioner Jacqueline Kelleher

Commissioner Nathalie Martinez

Commissioner Heidi Paul

Commissioner Teri Ryan

Commissioner Juan Vargas



REQUEST FOR QUALIFICATIONS

Request for Qualifications

The City of Escondido is seeking qualified artists or artist teams to perform the work outlined herein. This Request for Qualifications (RFQ) is the first step in a two-step process designed to pre-qualify potential artists or artist teams with the necessary experience and background that demonstrates an understanding of large-scale community art projects through a public design process, site and ancillary site analysis, community understanding, and thematic vision. Three to five artist or artist teams will be selected as a result of the RFQ and be extended an opportunity to apply for the Request for Proposal (RFP) specific to the Grand Avenue Roundabout Public Art Project.

Project Description

The Grand Avenue Vision Project is all about preserving Escondido's historic small-town look and feel while infusing new energy and vibrancy into the heart of Escondido. This exciting initiative aims to transform Grand Avenue into a welcoming and pedestrian-friendly corridor and boost the economic vitality of the downtown area. As part of the project, the City is seeking a public art sculpture that reflects the community of Escondido which will be placed in the new roundabout at the intersection of Grand Avenue and Broadway. The artist also has an option to propose companion pieces placed along Grand Avenue or throughout the City.

Location: Intersection of Grand Avenue & Broadway

Optional: Companion pieces along Grand Ave. or throughout the City

Theme: Authentically Escondido

ANTICIPATED SCHEDULE

Release Request for Qualifications	January 6, 2025
Questions Deadline	January 17, 2025 at 5 p.m. PST
Question Responses	January 23, 2025
Submission Deadlines	February 14, 2025 at 5 p.m. PST
Community Input	March 24 – April 4, 2025
Public Art Commission RFP Offer	May 12, 2025
City Council RFP Offer Approval	June 4, 2025
Release Request for Proposals	June 16, 2025
Proposals Due	August 8, 2025 at 5 p.m. PDT
Community Input	August 18 – 29, 2025
Public Art Commission Artist Selection	September 8, 2025
City Council Approval	October 1, 2025
Anticipated Installation	January 2026

Budget

Sculpture:	\$350,000
Optional Companion Pieces:	\$100,000

The City reserves the right to make modifications to the dates listed herein.

BACKGROUND

Introduction

On September 18, 2024, the Escondido City Council unanimously adopted the [Public Art Strategic Plan and Annual Work Plan](#) ("Plan"). These documents represent a foundational shift and reimagining of the role of the Public Art Commission as an architect and guardian of the City's cultural resources. Through the implementation of this Plan, Escondido has the opportunity to be a cultural hub in San Diego County by highlighting, attracting, and showcasing organizations, artists, and artwork that have profound impact and meaning regionally, nationally, and internationally; thereby becoming an economic driver and sustaining the local economy, revitalizing downtown and other neighborhoods throughout the City.

About Escondido

Settled in a valley along the coastal mountains of Southern California, Escondido, which means "hidden" in Spanish, lies about 18 miles inland and 30 miles northeast of San Diego. Established in 1888, the city's rich past brings charm and tradition to the community. As the heart of North San Diego County, the City offers a wide array of quality-of-life opportunities through two lakes, several parks, a sports center, golf courses, restaurants, wineries, shopping centers, comprehensive healthcare, and the nearby San Diego Zoo Safari Park. In addition, the California Center for the Arts, Escondido, brings world-class entertainment to the area along with Queen Califia's Magical Circle, a sculpture garden in Kit Carson Park donated by late internationally renowned artist Niki de Saint Phalle. The historic homes of Old Escondido coupled with the charm of downtown Grand Avenue, come together as a part of our storied past while embracing the promise of a thriving future.

A Brief History of Escondido

Escondido is the heart of northern San Diego County due to its rich history and culture. Escondido has one of the few remaining original downtown historic districts complete with vintage buildings filled with eclectic shops, galleries, parks, iconic locals' eateries and new culinary destinations making headlines.

Escondido was first identified by Spanish explorer Juan Bautista de Anza in 1776 and later became part of the Rancho Rincon del Diablo land grant, awarded to Juan Bautista Alvarado in 1843. In 1887, construction began on a rail line connecting Oceanside to Escondido. The city was officially incorporated in 1888.

Escondido grew into a thriving commercial city known for its extensive agriculture, including vineyards, citrus growing and shipping, and an adobe brick factory. To celebrate the grape harvest every September, the Grape Day festival began in 1908 and continues today in the historic Grape Day Park. Today, Grape Day Park is the home of the Escondido History Center and is located next to the California Center for the Arts and City Hall.

Our gateway location and convenient Transit Center keep Escondido on the top of the lists for people looking for great places to live with easy access to all of Southern California. Grand Avenue is the home to various street fairs, 5k's and the long running car show known as Cruisin' Grand Escondido which takes place in the summer months.

Grand Avenue Vision Project

The Grand Avenue Vision Project is an initiative to revitalize downtown Escondido by preserving its historic charm while introducing modern, vibrant changes. The Grand Avenue Vision Project aims to transform Grand Avenue into a pedestrian-friendly corridor that boosts economic vitality. Key improvements include wider sidewalks, diagonal parking, one-lane traffic in each direction, shorter pedestrian crossings, streetscape upgrades, and the addition of three roundabouts to calm traffic, one of which will contain a sculpture.

The Grand Avenue Vision Project will create more space for pedestrians, promote outdoor dining, slow traffic for increased safety, and improve parking availability, making downtown Escondido a more inviting and accessible community hub. The improvements are designed to enhance the area's appeal, support local businesses, and encourage more people to enjoy the heart of Escondido.

Public Art

As a part of the Grand Avenue Vision Project, the Public Art Commission is conducting an RFQ/RFP process to identify potential artists or artist teams in creating a sculpture that reflects the community of Escondido (theme: Authentically Escondido). This will include the primary sculpture at the Grand Avenue and Broadway intersection roundabout (up to \$350,000). The Commission will also entertain companion pieces installed along Grand Avenue or throughout the City (\$100,000). In order to be eligible to submit a proposal, the artist or artist teams must submit and pre-qualify through the request for qualifications process.

QUALIFICATIONS

Eligibility Criteria

All applicants must meet the following criteria must reside in the United States of America, Canada, or Mexico and have the ability to provide a W-9 or its equivalent if selected as a finalist.

Application Requirements

- Provide website and/or social media handles for the applicant
- Submit the three examples of original representative work that demonstrate their style and capability from the last three years.
- Please include title, medium, dimensions, year completed, and location.
- Applicants are encouraged to submit examples of large-scale art that they have fabricated.
- Resume/CV
- Three professional references that can speak to the quality and scope of previous work.
- Letter of interest that includes the reason for interest in this project.

Selection Process Details

All submissions will be evaluated by the Grand Avenue Project Subcommittee, which will select the artists for whom they seek community input. The subcommittee will then present its final recommendations, including a list of top artists, to the Public Art Commission for approval. Following this, the City Council will review the selection and provide final approval, inviting the top artists to submit proposals.

Conflicts of Interest

No individual providing services to the City of Escondido shall have any financial or personal interest in the matter. Individuals with such interests are ineligible to apply.

Notification of Results

All applicants will be notified of their standing following the completion of the results.

Finalist Expectations and Requirements

- Will provide an original creation by the artist
- Will need to submit proof of general liability insurance coverage with limits no less than \$2,000,000 per occurrence and \$4,000,000 general aggregate in addition to other insurance documents outlined in the contract resulting from the RFP. Insurance requirements may change depending on the final submission.
- Will obtain the all required permits for installation
- Will secure a structural engineer
- Must pay prevailing wages (see next section for more information)

Prevailing Wages and Department of Industrial Relations Compliance

Pursuant to California Labor Code section 1770 et seq., the selected contractor shall be required to pay not less than the prevailing rate and scale of wages, in accordance with applicable laws, to any subcontractor employed by them in the execution of the

work contemplated by this RFQ. Prevailing wage rates are available on the Internet at (Prevailing Wages). It shall be mandatory upon the selected contractor to whom the

work is awarded to keep itself informed of and comply with all applicable federal, state, and local laws, statutes, codes, ordinances, regulations, rules, and other legal

requirements pertaining to the payment of prevailing wages, including but not limited to the keeping of certified payroll records, overtime pay, employment of apprentices, and workers' compensation coverage, as further set forth in this RFQ. The selected

contractor shall file the required workers' compensation certificate before commencing work described in this RFQ. Work contemplated by this RFQ is subject to compliance monitoring and enforcement by the Department of Industrial Relations. The selected

contractor shall post all job site notices required by regulation. The selected

contractor, as well as any subcontractors, shall be registered pursuant to California

Labor Code section 1725.5 to be qualified to bid on, be listed in a bid proposal (subject to the requirements of Public Contract Code section 4104), or engage in the

performance of any public works contract subject to the requirements of Division 2,

Part 7, Chapter 1 of the California Labor Code. Neither the City, nor any elected or

appointed boards, officers, officials, employees, or agents of the City, shall be liable, at law or in equity, as a result of any failure of the selected contractor's failure to

comply with this section.



STAFF REPORT

January 13, 2025
Agenda Item No.: 07

SUBJECT:

PUBLIC ART INVENTORY

RECOMMENDATION:

Request the Public Art Commission receive and file information about Public Art Inventory.

Staff Recommendation: Receive & File (Community Services: Robert Rhoades)

Presenter: Robert Rhoades, Assistant Director of Community Services

FISCAL IMPACT:

None.

BACKGROUND:

On September 9, 2024, the Public Art Commission discussed art maintenance and the assignments of Commissioners that would provide an assessment/inspection of the City's public art inventory, permanent and temporary collections.

In order to adequately provide the Commissioners with direction and assignments, it is necessary to make available the known public art inventory. Unfortunately, the City's inventory lists were disjointed and incomplete. City staff searched through files and records to identify those public art pieces that may be a part of the collection. While there remains a significant amount of work to be completed, the staff are working toward a self-directed, crowd sourced process.

As a result, staff have developed an online directory accessed through the public art website, <https://www.escondido.gov/219/Public-Art-Program>. Beginning January 10, 2025, the public will be able to view a map with three distinct sections of art, including a public art inventory (sculptures/mosaics), murals, and Escondido Expressions. In addition to these maps, the public will be able to identify new pieces not on the mapping tool or maintenance concerns through an online form called CREATE.

The Community Reporting and Evaluation of Art Through Engagement (CREATE) form is designed to crowd source missed art pieces, report a maintenance issue, and add more or correct information about the various art pieces. Over time, this will provide a robust resource for the public and staff to reference current and past (deaccessioned) art pieces. Prior to any updates to the information, it will be evaluated by City staff for accuracy and verification of information. All art in view of the public, as defined by the Public Art Strategic Plan as public art, will be considered for inclusion into this online database.

ATTACHMENTS:

None



Queen Calafia Data Report and Updates

Item 8.

November Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
9	1,469	603	1

December Visitor Data

Open Days	Visitors (Logs)	Visitors (Geolocation data)	Private Tours
11	976	363	2

Docent Information

Active Docents	New Docents	YTD Docent Hours	Private Tour Fees Collected
29	0	650	\$150.00

Queen Calafia Updates

- We are currently recruiting for a new part-time Recreation Leader II position to support Queen Calafia and docents.
- Coming soon: We have found a new tool for ease in scheduling and communication with docents and are excited to implement when new staff member is on board.
- Visiting guidelines have been finalized and added to our Queen Calafia webpage. They were also submitted to our graphics team so they can design to go on the fence.
- Updating of docent binder underway to include artist and project facts and docent toolkit.
- New Docent Welcome packet being developed.

**Public Art Commission
Staff Liaison Report
January 13, 2025**

Threshold Five Sculpture (Escondido Community Foundation)

At the previous Public Art Commission Meeting, the Threshold Five artist, Gordon Hoople, gave a presentation requesting that the City accept the art as a part of its permanent collection. The art administration team spoke with several departments including Risk Management, Public Works/Parks, Engineering, and Planning. These conversations uncovered a couple of factors that need to be addressed before moving forward. These include proper setbacks from the adjacent residential neighborhood, environmental impact due to an identified mitigation area, conflict check with SDG&E, and possible ADA path of travel. As a result, the decision on acceptance and/or installation may be significantly delayed.

Public Art Municipal Code Update

On September 18, 2024 the City Council adopted the Public Art Strategic Plan. The plan made recommendations to update sections of Chapter 37: Public Art of the Escondido Municipal Code. These revisions were completed and sent to Planning Division for review and inclusion into the annual omnibus code update. The Planning Commission will hear the matter on January 14.

Art Speaks, Escondido Community Foundation

There are three projects that were identified to be placed on City property approved by the Public Art Commission on July 8. The following outlines their status.

Library Mural: Installation is set to begin by the end of the month.

Escondido Creek Trail Mural: City staff met with the project team in December. The

Threshold Five: see above information

Next Meeting Agenda

The following item(s) are anticipated to be on the next meeting agenda.

- Escondido Expressions Phase 3.2 art selections
- EUHSD Mural
- Escondido Creek Trail Update

PUBLIC ART COMMISSION

Project Tracking Sheet

Category	Title	Artist	Budget	Risk, Safety & Compliance Review	Subcommittee Review	PAC Approval	Status
ECF Project	Library Mural	Tim Topalov	FREE	12/9/2024	N/A	11/18/2024	will begin installation by end of January
ECF Project	Threshold Five	Gordon Hoople	FREE	TBD	N/A	7/8/2024	being considered for inclusion to permanent collection
ECF Project	ECT Mural	Sasha Reisin	FREE	TBD	N/A	7/8/2024	Coordinating with ECT contractor on date to begin work
Escondido Expressions	What a Wonderful World	Keith Ryan Ross	\$ 500.00	12/9/2024	11/13/2024	11/18/2024	Start date to be determined
Escondido Expressions	The Smashing	Steven Zamora	\$ 500.00	12/9/2024	11/13/2024	11/18/2024	Approximate Start Date 1/15/2025
Escondido Expressions	Citrus Splash	Sophia Pappas	\$ 500.00	12/9/2024	11/13/2024	11/18/2024	Approximate Start Date 1/11/2025
Escondido Expressions	Nature's Tapestry	K.Edwards and K. Harrod	\$ 500.00	12/9/2024	11/13/2024	11/18/2024	Start date to be determined
Escondido Expressions	Farmers Market	Zane Kingcade	\$ 700.00	12/9/2024	11/13/2024	11/18/2024	Start date to be determined
Escondido Expressions	Cruisin' in the Clouds	Lydia Martin	\$ 500.00	12/9/2024	11/13/2024	11/18/2024	Approximate Start Date 1/20/2025
ECT Project	Flora & Fauna	not selected	\$ 250,000.00	TBD	TBD	TBD	subcommittee will meet in February to start process
Grand Avenue Art Project	Authentically Escondido	not selected	\$ 500,000.00	TBD	TBD	TBD	RFQ being issues this month

Updated 1/7/2025