



CITY *of* ESCONDIDO

PUBLIC ARTS COMMISSION SUBCOMMITTEE

October 13, 2025 at 3:30 PM
Mitchell Room: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR SUBCOMMITTEE MEETING

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

COMMISSIONER

Leila Sackfield

COMMISSIONER

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COMMISSIONER

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STAFF LIAISON

Sandra Aguilar

HOW TO WATCH

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

In Person



201 N. Broadway, Escondido, CA 92025



CITY *of* ESCONDIDO

PUBLIC ARTS COMMISSION SUBCOMMITTEE

MEETING AGENDA

Roll Call

Review April is Arts, Culture, and Creativity Month Applications

1. Arts, Culture and Creativity Month Applications

Discuss Banner Project

Adjournment

How to Participate

The City of Escondido provides one way to communicate with the Subcommittee during a meeting:

In Person



Fill out Speaker Slip and Submit to the Staff Liaison

Assistance Provided

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at (760) 839-4643. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for

distribution Organization: ArtHatch

Contact Name: Melissa Walker

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

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

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

Email: contact@arthatch.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

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

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

Project Information

Project/Initiative Name: April Arts Showcase Spring in SoCal²

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

Dates of Project: April 11 - April 30, 2026

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

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

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

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

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

We will begin to promote the event, including securing radio, internet ads with KPBS and the Reader. Our graphic designer will

create the promotional cards so we can begin to promote the event well in advance. We did similar promoting in 2025 and had over 200 guests in attendance.

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

Funding

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

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

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

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

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

Authorized Representative Name & Title: Melissa Walker owner + CEO

Authorized Representative Signature: 

April Arts Showcase: Spring in SoCal²

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



BOARD OF DIRECTORS

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EUSD, Retired

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Mira Costa College, Retired

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Escondido Adult Education, Retired

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Escondido Union School District

LISA RODELO
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

Item 1.

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Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Brilliant Spectrum Art

Contact Name: Brenda Townsend

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

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

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

Email: brilliantspectrumart@gmail.com

Co-Applicant Information

Co-Applicant Organization: N/A

Contact Name: _____

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

Organization Information (use additional sheets of paper as needed)

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

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

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

Project Information

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

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

Dates of Project: April 1- 30, 2026

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

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

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

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

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

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

Funding

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

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

Authorized Representative Signature: Brenda Townsend

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

LINE ITEM BUDGET

Lead Applicant: Brilliant Spectrum Art

Collaborators: CCAE, ColabCrafts

*Administration- \$200

*General Operating Expenses- \$200

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

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

Supplies and materials- \$975

Venue Costs- \$1000

Marketing and Promotional expenses- \$225

Event Insurance- \$188

\$6,588



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

September 22, 2025

Dear Members of the Public Art Commission,

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

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

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

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

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

With respect and appreciation,

Sincerely,

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



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

September 22, 2025

Dear City of Escondido, Public Art Commission,

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

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

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

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

CoLabCrafts

Where Collaboration Crafts Inspiration



October 03, 2025

Dear Members of the Public Art Commission,

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

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

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

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

Warm regards,

Tatiana Tesch

Co-Founder, CoLabCrafts

www.colabcrafts.com

Instagram: @colabcraftssd

Facebook: @colabcrafts

143 W. Grand Ave, Downtown Escondido



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: CCAIE Theatricals, Inc.

Contact Name: Dr. Tom Abruzzo

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

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

Primary Phone: 4423040504 Alternate Phone: 8563413227

Email: tabruzzo@theatricals.org

Co-Applicant Information

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

Contact Name: Heather Disher

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

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

Primary Phone: 760-420-3149 Alternate Phone: _____

Email: heatherd@visitmod.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: See attached

Organization Mission: See attached

Brief Organizational History (include significant dates): See attached

Project Information

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

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

Dates of Project: Friday, April 24th, 2026

Description of the Project/initiative:

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

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

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

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

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

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

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

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

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

Implementation Plan:

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

Evaluation Plan:

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

Funding

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

TA

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

TA

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

TA

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

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

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

Authorized Representative Signature: _____

Tom Abruzzo

CCAE Theatricals

Organization Information

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

Organization Mission

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

Brief Organizational History

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

The Children's Museum of Discovery

Organization Information

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

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

Organization Mission

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

Brief Organizational History

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

Line Item Project Budget Narrative and Table

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

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

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

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

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



BOARD OF DIRECTORS

Amanda Flisher
Board Chair
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 Relations, PNC

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Kush Kapila
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 Therapist, Owner of Next Epoch
 Wellness

Mae Madge Howard
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Marcelle Rossman
 Former Deputy CEO, San Diego
 City Employees' Retirement
 System

Debra Roy
 Senior Engineering Architect,
 General Atomics

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

OUR MISSION:

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

October 2, 2025

Public Art Commission
 City of Escondido

Dear Commissioners,

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

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

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

Sincerely,

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

Heather Disher

Director of Advancement

HeatherD@visitcmod.org



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

October 3, 2025

Public Art Commission
City of Escondido

Dear Commissioners,

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

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

Respectfully submitted,

Janet Lessnau



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



Arts, Culture, and Creativity Month Grant Application

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: ColabCrafts LLC

Contact Name: Tatiana Tesch

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

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

Primary Phone: 415 712 5526 Alternate Phone: _____

Email: colabcrafts@sd@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

Authorized Representative Name & Title: Tatiana Tesch

Authorized Representative Signature: *Tatiana Tesch*

CoLabCrafts Makes Art in the Community

Grant Proposal – 2026

Organizational Information

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

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

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

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

Project Narrative

Project Title: *CoLabCrafts Makes Art in the Community*

Overview & Objectives

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

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

Target Audience

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

Implementation Plan

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

Evaluation Plan

We will measure impact using both quantitative and qualitative tools:

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

Budget (Request: \$7,000)

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

Community Impact

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

Innovation

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

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

Partnerships & Support

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

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

Sustainability

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



October 25, 2025

Dear Members of the Public Art Commission,

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

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

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

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

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

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



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Creativity Suitcase

Contact Name: Sadry Hedayat

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

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

Primary Phone: 949 332 9173 Alternate Phone: _____

Email: Creativitysuitcase@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

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

Description of the Project/initiative: _____

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

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

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

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

Implementation Plan: _____

January – February 2026:

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

March 2026:

• Launch community outreach and promotional campaign

April 2026 (Event Month):

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

May 2026 (Post-Event):

• ~~Evaluate program outcomes~~

Evaluation Plan: _____

Evaluation & Reporting

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

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

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

With Grant Support:

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

Without Grant Support:

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

Submission Information

Item 1.

Please initial that you have read and understood each statement.

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

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

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

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

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

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

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

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

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

Authorized Representative Signature: _____ 

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Cultivating Kids

Contact Name: Laura Moore

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

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

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

Email: laura@laurakmoore.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

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

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

Organization Mission: _____

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

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

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

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

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

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

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

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

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

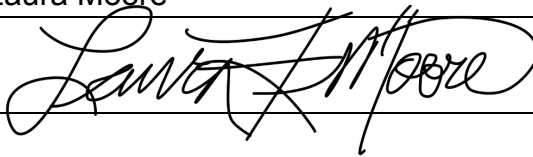
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yes I have properly completed and submitted the following required items as a part of the application process

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

Authorized Representative Name & Title: Laura Moore

Authorized Representative Signature: _____



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

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

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

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

Indirect Costs (max 10% = \$700)

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

Subtotal Indirect Costs **\$700**

TOTAL REQUEST **\$7,000**



Arts, Culture, and Creativity Month Grant Application

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Daydream Here Gift Shop

Contact Name: Meileena Bantista

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

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

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

Email: miss.meileena@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

Project Information

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

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

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

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

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

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

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

Evaluation Plan: Success will be measured through:

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

Funding

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

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Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14, 2025
Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

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

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

Authorized Representative Name & Title: Merleena Baptista, Owner

Authorized Representative Signature: [Signature]

Art, Culture, and Creativity Month 2026

Public Arts Commission Grant Application

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

Contact: Meileena Bautista, 760-975-6173

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

A) Organization Information

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

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

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

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

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

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


B) Project Narrative: Escondido Fashion Week

Project Description

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

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

Event Schedule

 **April 23 – 27, 2025**

Day 1 April 23rd – The Art of Fashion

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

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

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

Day 3 – Escondido's Got Style

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

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

Day 4 – Eco-Chic Escondido Fashion Show

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

Day 5 – Culture of Creativity Escondido Fashion Week Finale Show

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

Goals and Impact

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

Why Escondido Fashion Week?

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

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

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

Implementation Timeline: Phases of Execution

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

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

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

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

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

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

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

Phase 4: Post-Event Engagement (May 2026)

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

Begin outreach for potential partnerships and expansion in 2027

C) Budget – Total Request: \$5,000

| TOTAL REQUESTED | \$5,000 |

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

E) Promotion Plan

Promotional outreach will include:

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

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

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

Day 1: The Art of Fashion – Emerging Designer Showcase

Focus: Student Designer Runway + Stipends + Prizes

Total: \$1,600

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

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

Focus: Local Creative Entrepreneurs Pitching Ideas

Total: \$600

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

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

Focus: Photography, Live Art, Zine Content Creation

Total: \$725

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

Day 4: Eco-Chic Fashion Show

Focus: Upcycled Fashion + Community Giveaway

Total: \$360

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

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

Subtotal \$360

Day 5: Culture of Creativity – Finale Show & Celebration

Focus: Final Runway Show + Awards + Swag

Total: \$715

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

Project Coordination & Oversight (All 5 Days)

Total: \$1,000

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

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

October 3, 2025

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

To Whom It May Concern:

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

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

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

Thank you for your consideration,

Charlotte Lass
Owner, Aesthete Artistry

To Whom it May Concern

Item 1.

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

Best Regards,
Leslie Ellsworth
Daydream Manager



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: DELT Enterprises - Elizabeth Laul Healey

Contact Name: Elizabeth Laul Healey

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

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

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

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

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

SEE OTHER SHEETS → "

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Organization Information:**Organization Description:**

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

Organization Mission:

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

Brief Organization History::

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

Project Information:**Project Name**

Celebrating Niki de Saint Phalle's Queen Calafia Magical Circle

Location of the Project: Kit Carson Park - Escondido

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

Description of Project:

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

Grant Priority: Community Engagement

Objective:


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

Implementation Plan:

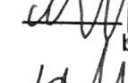
Healey will work closely with the City team during the period of the installation. Our team will install the sculpture and support maintenance if necessary. We will work together with promoting the sculpture for both social media platforms.

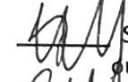
Submission Information


Please initial that you have read and understood each statement.

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

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

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

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

 I have reviewed and understand the grant timeline listed below.

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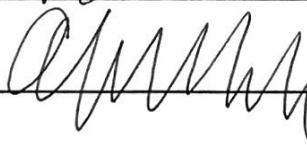
 I have properly completed and submitted the following required items as a part of the application process

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

Authorized Representative Name & Title: _____

Elizabeth Lant Healey

Authorized Representative Signature: _____



Funding Request: \$7,000.

\$1000 -Marketing/Artist Talks Events/PR

\$1000 -transportation & management

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

February - Install sculpture.

March 2026

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

May 2026





Arts, Culture, and Creativity Month Grant Application

Applicant Information

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

Contact Name: Heather Moe, Committee Member

Address: 327 South Ivy Street, Escondido 92025

Primary Phone: 760-855-0102 (Cell)

Secondary Phone: 760-755-7554 (Office)

Email: heatherm@designmoe.com

Co-Applicant Information

Organization: Escondido Downtown Business Association

Contact Name: Louisa Magoon, Secretary

Phone: 760-207-6321 (cell)

Organization Information

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

Organization Mission

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

Brief Organizational History

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

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

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

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

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

Project Information

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

Description:

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

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

Grant priority:

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

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

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

Objective:

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

Implementation Plan:

These are the steps of our Implementation Plan:

1. Several committee members have met with the CEO of the CCAE to understand the available space and limits and to determine the Center's expectations.
2. Preliminary, small-scale sketches of the exhibit have been created in proper scale. (See attached 11-page document, showing a plan view on page 1, photos of the spaces on pages 2-6, and initial sketches of graphics and titles on pages 7-11.)

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

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

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

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

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

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

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

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

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

Evaluation Plan:

This project will have clear, measurable goals & outcomes.

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

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

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

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

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

Funding:

Amount requested: \$7000

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

Matching Funds:

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

If Funding is Not
Received:

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

ESCO ALLEY ART

"STORY OF ESCO ALLEY ART" EXHIBITION AT CCAE

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

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



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

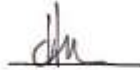
ESCO ALLEY ART PROPOSES FUNDING THE EXHIBIT PER THE FOLLOWING:

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

Submission Information



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



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



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



I have reviewed and understand the grant timeline.



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

Escondido, 9/30/25

Authorized representative:



Heather Moe, Committee Member
ESCO ALLEY ART

Escondido, 9/30/25

Authorized representative:



Louisa Magoon, Executive Board Member
Escondido Downtown Business Association

AGREEMENT TO INSTALL MURALS

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

1. Specifications.

Six designs will be printed on premium 3MM white vinyl. ESCO ALLEY ART will make the murals available. The murals remain the property of ESCO ALLEY ART.


2. Marketing and Promotion

ESCO ALLEY ART will have the right to use the likenesses of the artwork for fund-raising and for marketing of current and future purposes. CCAIE will have the right to use images of the murals for marketing purposes, but not to sell the images of the artwork without separate written agreement with ESCO ALLEY ART.

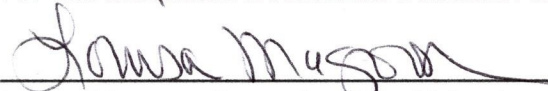
3. Installation, Display and Removal.

Should it be decided at a future date to remove the murals, ESCO ALLEY ART will be responsible for the deinstallation and for removing the murals from CCAIE premises.


For ESCO ALLEY ART:


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

For The Escondido Downtown Business Association:


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

For the Center for the Arts, Escondido:


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

ESCO ALLEY ART

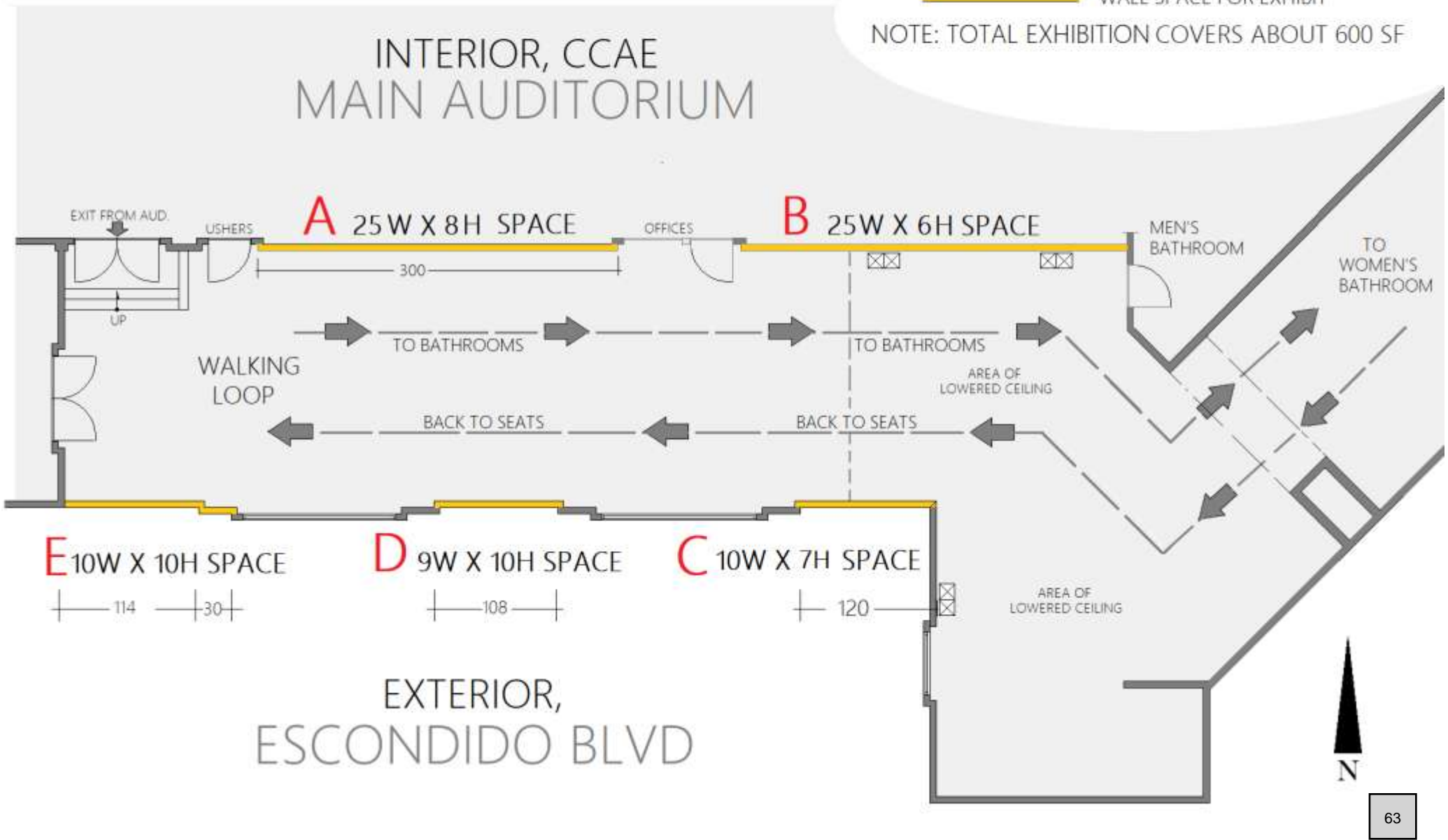
Escondido Downtown Business Association, 243 South Escondido Blvd., #701, Escondido, CA 92025

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



WALL SPACE FOR EXHIBIT

NOTE: TOTAL EXHIBITION COVERS ABOUT 600 SF



"STORY OF ESCO ALLEY ART" EXHIBITION

28 SEP 2025 PA

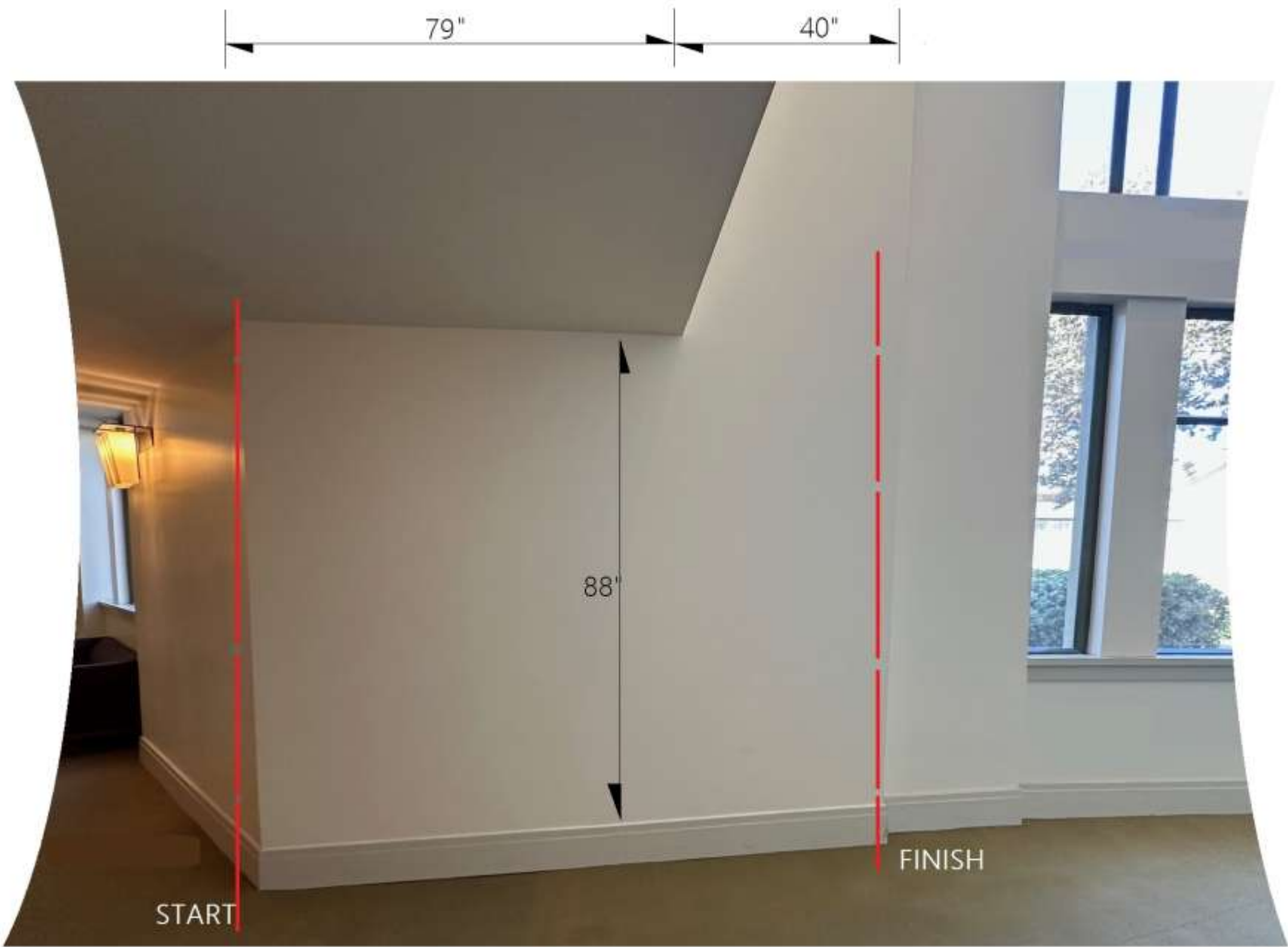
Item 1.



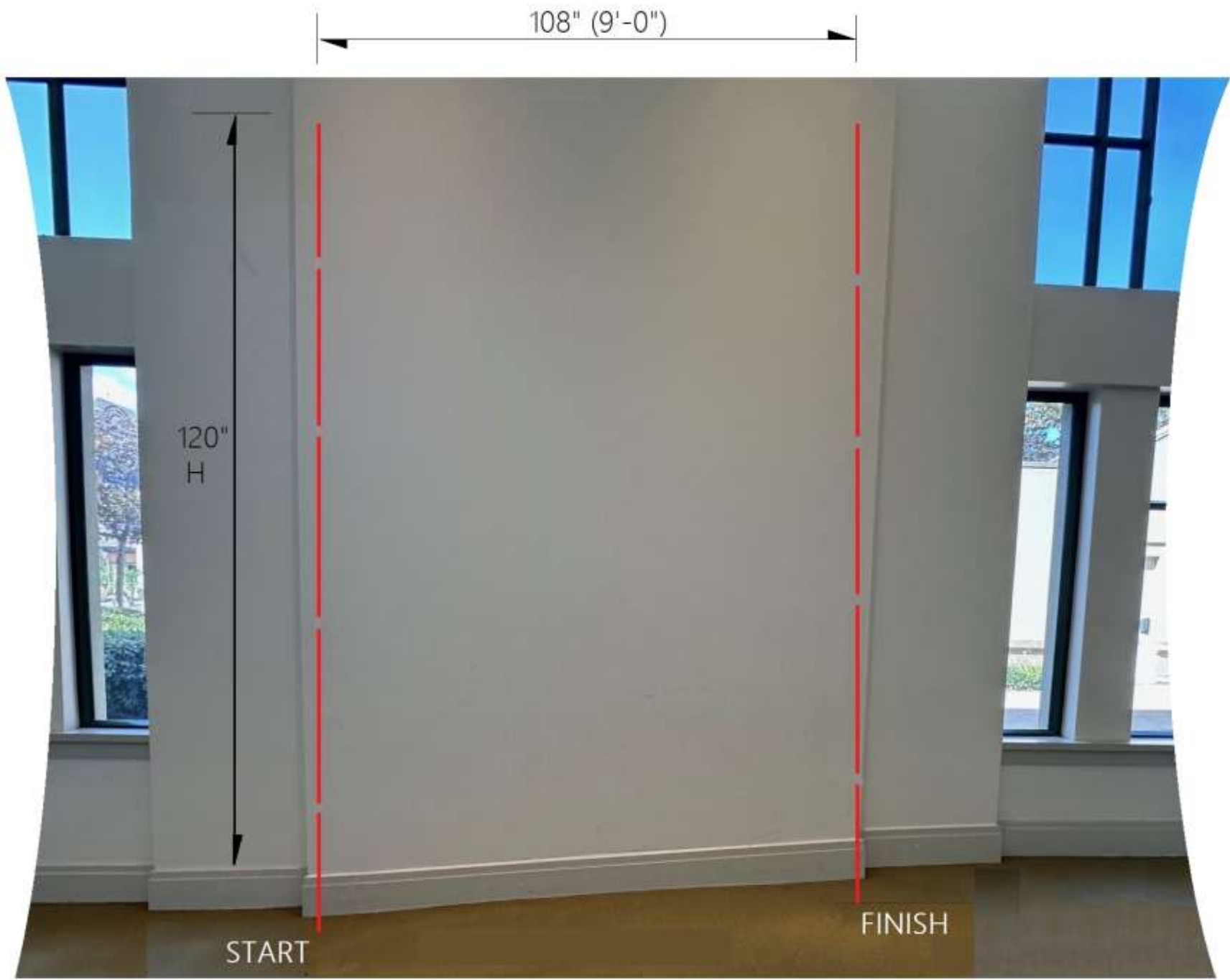
SPACE A 25' WIDE X 8' HIGH



Item 1.



SPACE C 10'W X 7'H



SPACE D 9' W X 10' H

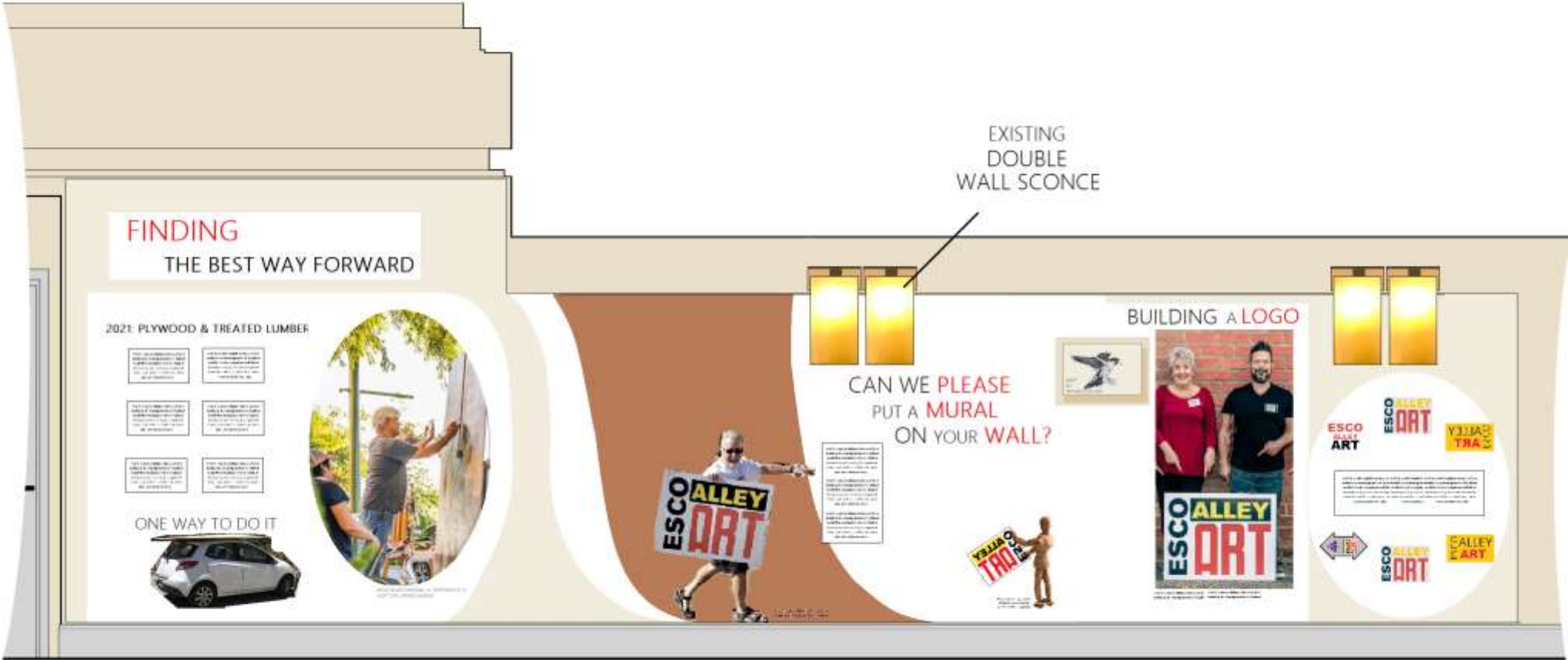


SPACE E 12'W X 10'H

Item 1.



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



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

28 SEP 2025 PAGE 9

Item 1.



				5					10	



WALLS
EXISTING



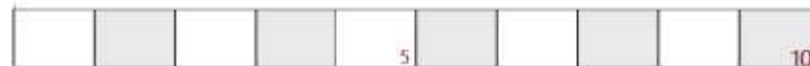
BASEBOARD
EXISTING



FLOOR
EXISTING

28 SEP 2025 PAGE 1

Item 1.

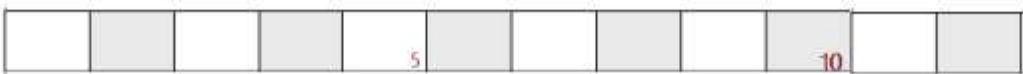


BASEBOARD
EXISTING



FLOOR
EXISTING

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





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

Great. Big. Graphics.
www.speedprosd.com

ESTIMATE EST-17815

Created Date: 9/26/2025

DESCRIPTION: Wall Mural - Art Hallway

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

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

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

Salesperson: Max Tabaeian
Entered By: Max Tabaeian

NO.	Product Summary	QTY	UNIT PRICE	AMOUNT
1	CMYK, Latex Print on Premium 3M white Vinyl with Premium 3M Matte Laminate - Trimmed to Size <ul style="list-style-type: none"> • Wall A: 25'x8' • Wall B: 8'x8' & 19'x88" • Wall C: 9'x72" • Wall D: 10'x80" • Wall E: 8'x10' • Wall F: 8'x10' & 30"x72" <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> ADJUST TO 80% PER MAX, 9/26/25 • Square feet= 560 Total </div>	1	\$6923.00	\$6923.00
2	Installation Fee	1	\$2920.00	\$2920.00

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

Subtotal:	\$9,843.00
Taxes:	\$ 536.53
Grand Total:	\$10,379.53

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

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

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

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

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

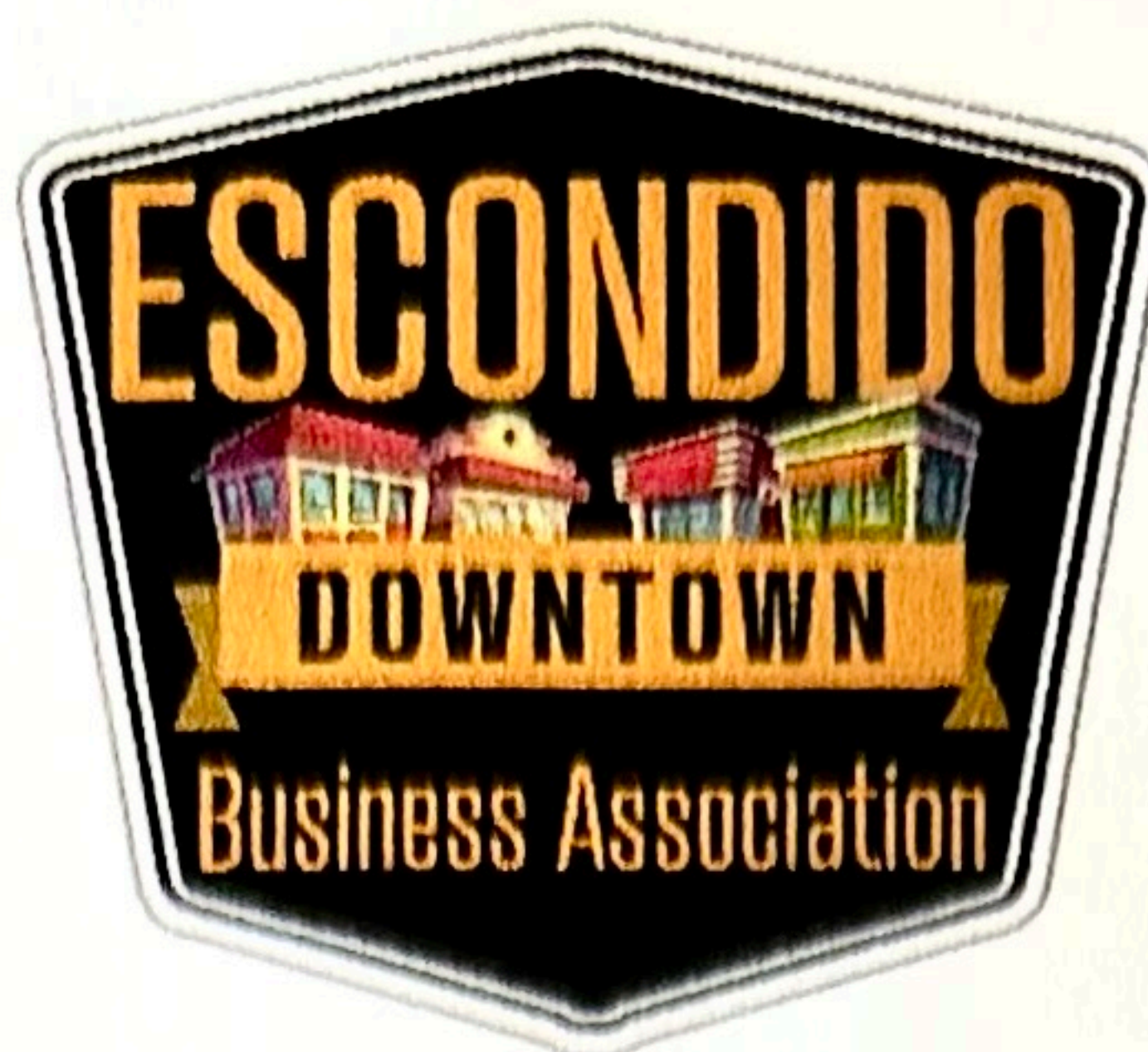
Note about the artwork: The estimate is based on print-ready files. The first 15 minutes of file setup and proof is included in the estimate. If we need to recreate any logos/artwork, improve resolution of the files, or vectorize graphic elements a \$125 per hour design fee will be charged. We offer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

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

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

....ESTIMATE ONLY....

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



October 2, 2025

Public Art Commission
City of Escondido

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

Dear Commissioners:

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

The Escondido Downtown Business Association supports the proposal.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Carpenter". The signature is fluid and stylized, with a long horizontal stroke extending to the right.

Bob Carpenter
President
Escondido Downtown Business Association

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



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Escondido Art Association

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

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

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

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

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

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

Project Information

Item 1.

Project/Initiative Name: Mayors Art Competition & Challenge

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

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

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

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

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

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

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

Funding

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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


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

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

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

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

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

Authorized Representative Signature: 



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

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Escondido Arts Partnership

Contact Name: Chrisanne Moats

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

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

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

Email: eapchris@yahoo.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (

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

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

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

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

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

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

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

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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


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

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

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

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

Authorized Representative Name & Title: Chrisanne Moats Executive Director

Authorized Representative Signature: 

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

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Iconostar Art

Contact Name: Duffy Healey

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

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

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

Email: DuffyHealey@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: _____

** See additional sheets for application*

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Organization Information:**Organization Description:**

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

Organization Mission:

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

Brief Organization History::

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

Project Information:**Project Name**

Iconostars At the CCAE

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

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

Description of Project:

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

Grant Priority: Community Engagement

Objective:

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

Implementation Plan:

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

Funding Request: \$7,000.

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

\$1000 -transportation & management

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

February - Install sculpture.

March 2026

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

May 2026

California Center of the Arts has granted permission.

*see email below, waiting on official letter.

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



Benjamin Mann

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



to me ▾

Hello Duffy,

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

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

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

Thank you,

Benjamin Mann | Director of Event Operations

California Center for the Arts, Escondido

340 N. Escondido Blvd, Escondido, CA 92025

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



Artworks of Positivity

September 1, 2017

September 12, 2018

September 12, 2023

October 3, 2023 at 3:00 PM

October 12, 2023

November 10, 2023

by November 12, 2023

January 20, 2024

June 1, 2024

May 20, 2024



Submission Information

Item 1.

Please initial that you have read and understood each statement.



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



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



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



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



I have reviewed and understand the grant timeline listed below.

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

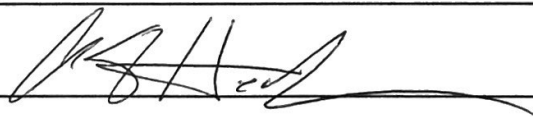
I have properly completed and submitted the following required items as a part of the application process

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

Authorized Representative Name & Title: _____

DUFFY HEALEY

Authorized Representative Signature: _____





Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Live Action Attractions

Contact Name: Brett Jackson

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

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

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

Email: BrettJackson@liveactionattractions.com

Co-Applicant Information

Co-Applicant Organization: N/A

Contact Name: _____

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

Organization Information (use additional sheets of paper as needed)

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

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

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

Project Information

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

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

Dates of Project: April 2- 26, 2026

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

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

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

Implementation Plan

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

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

Funding

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

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

Item 1.

BJ

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

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

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

Authorized Representative Signature: *Brett Jackson*

LINE ITEM BUDGET

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

Lead Applicant: Live Action Attractions, Brett Jackson- Owner

Collaborators: CCAE, Brilliant Spectrum Art, Patio Playhouse

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

Director stipend- \$550

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

Stage Manager stipend- \$550

Set- \$400

Props- \$295

Costumes- \$275

Sound- \$350

Event Insurance- \$188

Marketing and Promotional expenses- \$235

*Administration- \$225

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

*General Operational expenses- \$400

\$6,858



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

September 22, 2025

Dear Members of the Public Art Commission,

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

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

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

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

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

With respect and appreciation,

Sincerely,

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



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

September 22, 2025

Dear City of Escondido, Public Art Commission,

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

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

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

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

Brilliant Spectrum Art Letter of Support

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

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

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

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

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

Brenda Townsend

Owner, Brilliant Spectrum Art

Brief Organizational History of Live Action Attractions

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

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

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

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

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

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

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

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

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



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: MENTAL HEALTH SYSTEMS, OBA TURN BEHAVIORAL HEALTH SERVICES

Contact Name: BRADLEY BIANCHI

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

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

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

Email: BRAD.BIANCHI@TURNBHS.ORG

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: Please see attached - Page 1

Organization Mission: Please see attached - Page 1

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

Project Information

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Dates of Project: _____

Description of the Project/initiative: _____

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

Objective(s): _____

Implementation Plan: _____

Evaluation Plan: _____






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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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Final Payment	By June 30, 2026

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

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

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

Authorized Representative Signature: 

Arts, Culture and Creativity Month Grant Request

Organizational Information

Description of TURN Behavioral Health Services

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

Organization Mission

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

Brief Organizational History

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

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

Project Information

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

Project Name: Clubhouse Art Show: Celebrating Creativity & Community

Location of the Project/Initiative: 474 West Vermont Ave

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

Description of the Project

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

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

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

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

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

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

This event has a strong alignment with all grant priorities.

Our Art Show meets multiple priorities:

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

Objective(s)

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

Implementation Plan

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

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

Evaluation Plan

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

Budget

Preliminary Budget for Clubhouse Art Show

Total Grant Request: \$4,700

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

Direct Costs – \$4,230

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

Indirect Costs – \$470

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



September 10, 2025

To Whom It May Concern,

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

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

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

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

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



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

Warm regards,

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

Lileigh Waller
Program Manager



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: New Village Arts

Contact Name: Kristianne Kurner

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

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

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

Email: kristianne@newvillagearts.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

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

Description of Organization: _____

Organization Mission: _____

Brief Organizational History (include significant dates): _____

Project Information

Please see attached.

Item 1.

Project/Initiative Name: _____

Location of the Project/Initiative: _____

Dates of Project: _____

Description of the Project/initiative: _____

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

Objective(s): _____

Implementation Plan: _____

Evaluation Plan: _____

Funding

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

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

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

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



NEW VILLAGE ARTS

Escondido Arts, Culture, and Creativity Month Grant Application 2025

New Village Arts Presents *A Walk With Yáamay*

ORGANIZATION INFORMATION

Description of Organization:

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

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

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

Organization Mission:

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

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

Brief Organizational History

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

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

PROJECT INFORMATION

Project/Initiative Name: A WALK WITH YÁAMAY

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

Dates of Project: April 23 & 24, 2026

Description of the Project/Initiative:

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

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

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

Objective(s):

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

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

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

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

Implementation Plan:

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

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

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

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

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

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

Evaluation Plan:

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

CITY OF ESCONDIDO: ARTS CULTURE & CREATIVITY MONTH GRANT

PROJECT BUDGET

Organization Name: New Village Arts

Project Name: A WALK WITH YÁAMAY

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

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

Project Budget | A WALK WITH YAAMAY

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

Budget Narrative: Project Staff / Personnel

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

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

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

Budget Narrative: Program Operating Costs

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

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

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

Budget Narrative: Marketing and Communications

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

Flyer Production: \$500 for printed promotional flyers

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

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

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

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

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

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

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

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

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

Budget Narrative: Other

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

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

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

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



October 2, 2025

City of Escondido, Public Art Commission

Dear Members of the Commission,

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

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

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

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

Sincerely,

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

Gina Lopez
CEO, California Center for the Arts, Escondido



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

October 2, 2025

Dear City of Escondido, Public Art Commission,

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

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

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

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation

Submission Information

Item 1.

Please initial that you have read and understood each statement.

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

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

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

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


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

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

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

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

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

Authorized Representative Signature: 



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Play As One

Contact Name: Jon Goodman

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

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

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

Email: jon@playasone.org

Co-Applicant Information

Co-Applicant Organization: Play As One

Contact Name: JoAnn Goodman

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

Address: _____ City/State/Zip: _____

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

Email: jo@playasone.org

Organization Information (use additional sheets of paper as needed)

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

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

Brief Organizational History (include significant dates): _____

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

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

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

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

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

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

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

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

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

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

Evaluation Plan: Attendance headcounts of children and families..

Family surveys and testimonials.

Photo and video documentation.

Qualitative reporting with highlighted stories of impact.

Free digital media shared with families to encourage storytelling and engagement

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

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

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

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

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

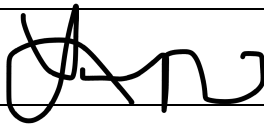
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Estimated Funds Received (1 st payment)	January 30, 2026
Grant Activity	April 1 – 30, 2026
Final Report Deadline	May 30, 2026
Final Payment	By June 30, 2026

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

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

Authorized Representative Name & Title: Lawson Moore

Authorized Representative Signature: _____



Line-Item Budget

Indirect Cost:

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

Direct Costs:

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

Totals

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



City of Escondido Public Art Commission

201 N. Broadway
Escondido, Ca 92025

To Whom It May Concern,

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

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

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

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

Sincerely,

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



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Music Society

Contact Name: Paul Tseng

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

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

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

Email: pt@sdmusic.org

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

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

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

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

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

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

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

Project Information

Project/Initiative Name: Intimate Classics Youth Outreach

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

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

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

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

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

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

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

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

Implementation Plan: 1.) Build relationships with teachers and families through teachers unions, parent teacher associations, and other community organizations to ensure broad awareness of the plan for free admission to the April Concert.

2.) Incorporate interactive features to the concert that will be of special appeal to the young audience. (Very much Amit Peled's approach anyway.)

3.) Promote attendance until at least 100 youth are registered for free tickets to the concert.

Evaluation Plan: 1.) Track the attendance figures and identify the number of youth audience members overall and the number who are new to classical music.

2.) Conduct an on-site evaluation of the experience of the youth attending the concert. e.g. What they enjoyed / didn't enjoy? Would they seek out Classical Music in the future as an audience member? Would they want more opportunities to learn how to become involved as a performer?

Funding

Amount Requested (\$1,000 - \$7,000): \$ 4,500 (100 tickets @\$45)

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

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

The April 26 concert will take place to the extent possible; reduced price tickets will be offered to students, but not free admission.

Submission Information

Item 1.

Please initial that you have read and understood each statement.

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

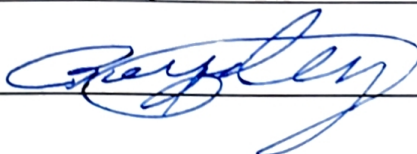
Applications Available	September 3, 2025
Questions Deadline	September 12, 2025
Question Answers Posted	September 19, 2025
Application Deadline	October 3, 2025 at 5 p.m. PDT
Panel Review	October 13, 2025
Funding Decision by Public Art Commission	November 10, 2025
Funding Notifications	By November 14,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

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

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

Authorized Representative Name & Title: Paul Tseng, DMA Artistic Director, Intimate Classics/San Diego Music Society

Authorized Representative Signature: _____



	April '26 Concert	Total 6 Concert Series				
INCOME						
Projected Ticket Sales (35%)	4882.5	29295.0				
Grants	4500.0	21500.0				
Donations/Sponsorships	5479.0	46870.0				
TOTAL INCOME	\$14861.0	\$ 97666.0				
EXPENSES						
CCAЕ Venue Rental Expenses	2312.0	13872.0				
Artists’ Fees	5000.0	38500.0				
Marketing	2000.0	12000.0				
Artistic Direction	5000.0	30000.0				
Hospitality/Fund raising	350.0	2100.0				
Accounting	199.0	1194.0				
TOTAL EXPENSES	\$14861.0	\$ 97666.0				

September 29, 2025

Dear Members of the Public Art Commission:

On behalf of Civic Youth Orchestra, I want to offer my enthusiastic support for the upcoming performance presented by the San Diego Music Society in partnership with Jean Will Presents as part of Arts, Culture, and Creativity Month.

I am the Music Director of San Diego Civic Youth Orchestra, a regional youth orchestra serving greater San Diego county. We have a long-standing relationship with the San Diego Music Society and its artistic Director, Dr. Paul Tseng. The San Diego Music Society's mission is "to inspire, educate, and unite community through chamber music" beautifully complements the goals of Escondido's Arts, Culture, and Creativity Grant program. By presenting accessible, world-class performances, the San Diego Music Society fosters cultural growth in Escondido and beyond. I can attest to this inspiration and education, as many of my students have attended performances of the San Diego Music Society, AND a number of the members of the San Diego Music Society Quartet have provided valuable coaching services to our students.

The concert proposed will showcase extraordinary artistry while offering a welcome venue where music can bring people together. By presenting this program in the California Center for Arts, Escondido Center Theatre, the San Diego Music Society and Jean Will Presents are creating opportunities for our community AND OUR STUDENTS to experience chamber music at the highest level, further affirming Escondido as the "Center" of cultural life and vibrancy in the region.

Thank you for your consideration and for your continued commitment of support to the arts in our community. Please feel free to contact me if you have any questions or need additional information.

Respectfully,



Robert Gilson, Music Director,

San Diego Civic Youth Orchestra

bgilson@palomar.edu

Jean Will

PRESENTS

2475 Canyon Creek Road, Escondido, CA 92025 (760) 743-4585

September 28, 2025

Hello

Jean Will Presents is a 501(c)(3) organization based in Escondido that supports music and dance performance and instruction in our community. For over fifteen years Jean Will Presents has supported or contributed to many culturally significant programs including Jean Will Strings (now called Allegro) which provides violin instruction in EUSD schools, Tierra Caliente Academy of Arts, CCAE Theatricals, Escondido Choral Arts Society and others. Jean Will Presents has also supported many individual shows at CCAE including orchestra and opera performances.

Jean Will Presents is currently collaborating with CCAE Foundation and the San Diego Music Society to present the *Intimate Classics* series of chamber music performances. This series brings world-class musicians as well as San Diego-based talent to CCAE. They perform for a well established, appreciative local audience that would otherwise be poorly served. Jean Will Presents has provided substantial financial support for the *Intimate Classics* series for the past three years and has committed to cover the artists fees again this season for the first three concerts - a minimum of \$17,500.

Jean Will passed away in 2020 but the work is carried on by my father, Robert P. Will.

We at Jean Will Presents whole-heartedly support the planned concert on April 26, 2026 which will provide 100 free tickets to students so they can see cellist Amit Peled. This strongly agrees with Jean Will's purpose of acquainting a wider audience with classical music.

Please let me know if you have any questions.

Thank you,
Bruce Will
760-304-2221



September 25, 2025

Dear Members of the Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to offer our enthusiastic support for the upcoming performance presented by the San Diego Music Society in partnership with Jean Will Presents as part of Arts, Culture, and Creativity Month.

As the premier cultural institution in North County San Diego, our mission is to enrich the community through the power of the arts. We see every day how the arts connect communities, spark dialogue, and inspire creativity across generations. The San Diego Music Society's mission "to inspire, educate, and unite the community through chamber music" beautifully complements the goals of Escondido's Arts, Culture, and Creativity Grant program. By presenting accessible, world-class performances, such as the appearance of internationally acclaimed cellist, conductor, and pedagogue Amit Peled, the San Diego Music Society fosters cultural growth in Escondido and beyond.

This concert will showcase extraordinary artistry while offering a welcoming space where music can bring people together. By presenting this program in Escondido's Center Theater, the San Diego Music Society and Jean Will Presents are creating opportunities for our community to experience chamber music at the highest level, further affirming Escondido as a hub of cultural vibrancy in the region.

The California Center for the Arts, Escondido is proud to support this initiative. We are confident it will leave a lasting impact on audiences, participants, and the broader community during Arts, Culture, and Creativity Month. With your support, this project will highlight the transformative role of the arts in strengthening community and elevating public life.

Thank you for your consideration and for your continued commitment to bringing the arts to the heart of our community. Please feel free to contact me if you have any questions or need additional information.

With respect and appreciation,
Sincerely,

Benjamin Mann
Director of Event Operations
California Center for the Arts, Escondido Foundation



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

September 25, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to San Diego Music Society to use the Center Theater as the location for the Intimate Classics Music including Amit Peled's performance on Sunday, April 26, 2026.

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

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

Sincerely,

Benjamin Mann
Director of Event Operations
California Center for the Arts, Escondido Foundation

Intimate Classics

Item 1.

Artistic Director: Paul Tseng



NEW HOLLYWOOD STRING QUARTET

SUNDAY, OCTOBER 5, 2025 • 3:00 PM



Vanessa Fountain

Paul Tseng

Ching-Ming Cheng

284 STRINGS

SUNDAY, NOVEMBER 2, 2025 • 3:00PM



MATT HERSKOWITZ

SUNDAY, JANUARY 18, 2026 • 3:00 PM



LINCOLN TRIO

SUNDAY, MARCH 8, 2026 • 3:00PM



AMIT PELED

SUNDAY, APRIL 26, 2026 • 3:00 PM



EUGENE DRUCKER & FRIENDS

SUNDAY, MAY 31, 2026 • 3:00PM



CALIFORNIA CENTER FOR THE
ARTS, ESCONDIDO FOUNDATION

California Center for the Arts
340 N Escondido Blvd,
Escondido, CA 92025

Jean Will
PRESENTS

Tickets: artcenter.org
Box Office: 800.988.4253
Parking: Free for All Events



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MUSIC SOCIETY

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www.sc

136

Intimate Classics

Artistic Director: Paul Tseng

"A glowing tone, a seductive timbre and an emotionally pointed approach to phrasing that made you want to hear him again." — The New York Times

Internationally acclaimed cellist Amit Peled brings his charismatic artistry to Intimate Classics.

AMIT PELED

SUNDAY, APRIL 26TH, 2026 • 3:00PM TICKETS AT [ARTCENTER.ORG/IC](https://artcenter.org/ic)

Presented by

Jean Will
PRESENTS



CALIFORNIA CENTER FOR THE
ARTS, ESCONDIDO FOUNDATION



SAN DIEGO
MUSIC SOCIETY

California Center for the Arts,
Escondido
340 N Escondido Blvd,
Escondido, CA 92025



Follow Us!

@sandiegomusicsociety



Tickets: artcenter.org

Box Office: 800.900.4053

Parking: Free for Artists

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Streaming Film Festival

Contact Name: Michael Howard

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

Address: 970 West Valley Parkway # 233 City/State/Zip: Escondido, CA, 92025

Primary Phone: 619-481-1714

Alternate Phone: _____

Email: michael@sdindiefilmnetwork.com

Co-Applicant Information

Co-Applicant Organization: Not Applicable (N/A)

Contact Name: N/A

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

Address: N/A City/State/Zip: N/A

Primary Phone: N/A

Alternate Phone: N/A

Email: N/A

Organization Information (use additional sheets of paper as needed)

Description of Organization: The San Diego Streaming Film Festival is an Escondido based film festival that provides opportunity for local and regional filmmakers to share their films to a wide audience and gain film industry exposure. Winners of the festival will stream on the Roku and Amazon Fire TV platforms through the San Diego Indie Film Network, an Escondido-based indie film streaming channel.

Organization Mission: The San Diego Streaming Film Festival's mission is to give a voice to underserved filmmakers who normally wouldn't have one and to bridge the gap between the film industry and local filmmakers.

This is achieved through winners streaming on the Roku and Amazon Fire TV streaming platforms and films judged by film industry leaders.

Brief Organizational History (include significant dates): The San Diego Streaming Film Festival began accepting film submissions on March 31, 2025. The festival is sponsored and organized by the San Diego Indie Film Network, a Roku and Amazon Fire TV streaming channel headquartered in Escondido since February 2024. Both organizations are a Sole Proprietorship of Michael Howard of Michael Howard Productions, which launched in January of 2022. Michael Howard is a freelance reporter for the Escondido Times-Advocate and has resided in Escondido since 2007.

Project Information

Project/Initiative Name: San Diego Streaming Film Festival

Location of the Project/Initiative: Grand-Ritz Theatre (Awards Ceremony) | Local Businesses (Movie Screenings)

Dates of Project: Screenings at local businesses March 7 and April 4-5, 2026. Awards Ceremony April 11, 2026

Description of the Project/initiative: A film festival competition with in-person public film screenings and awards ceremony. Select screenings will also include additional programming such as filmmaking workshops and panel discussions.

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

Objective(s): The objectives of the film festival are:

1. Add films and filmmaking to Escondido's already rich arts palate by holding film festival in the heart of Escondido

2. Engage community businesses and art community members in film festival

3. Bridge the gap between local filmmakers and the film industry

4. Provide a wider audience to local filmmakers so their message is heard beyond local region

Implementation Plan: To achieve the festival's objectives, the festival will implement the following:

1. Awards ceremony held at the Grand-Ritz theatre and screenings held at local businesses on Grand

2. Hold screenings, workshops and panels at local businesses and art institutions

3. Film submissions judged by film industry leaders and insiders

4. Winners of film festival to stream on Roku (90+ million) and Amazon Fire TV (90+ million) platforms

Evaluation Plan: To evaluate whether the festival has met its objectives, it will:

1. Compare the festival's overall film submission and attendance with existing local film festivals

2. Collect data on attendance to screenings at local business locations to determine ROI to their bottom line

3. Track engagement between judges and filmmakers for potential partnerships and contract awards

4. Track viewership of winning films on Roku and Amazon Fire TV platforms

Funding

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

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

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

Yes, this event will take place if funding is not awarded. The festival has committed to the filmmakers and the

Grand-Ritz theatre to hold the awards ceremony on April 11, 2026 as well as local businesses to screen the movies in March/April at their locations with the purpose to drive traffic and customers into their storefronts.

Submission Information

Item 1.

Please initial that you have read and understood each statement.

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

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

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

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

Authorized Representative Name & Title: Michael Howard, Festival Director

Authorized Representative Signature: 



EVENT: San Diego Streaming Film Festival

CONTACT: Michael Howard | 619.481.1714 | michael@michaelhowardproductions.com

DATE(S):

- 03/07/26 **Screening** John Paul Catholic University
- 04/04/26 **Screening** CCAEF, Industry Taproom
- 04/05/26 **Screening** Track City Records, The Prism & Pendulum, Escondido Arts Partnership
- 04/11/26 **Awards Ceremony** Grand-Ritz Theatre

DESCRIPTION: Film Festival competition with in-person public film screenings and award ceremony. Select screenings will also include additional programing such as filmmaking workshops and panel discussions (see programs below).

PROGRAMS:

- **How to Pitch Your Project** – 03/07/26 – John Paul Catholic University
- **How to Break Into Hollywood Panel** – 04/04/26 CCAEF.
- **What Makes A Good Story Panel** – 04/04/26 Escondido Arts Partnership
- **Logistics in Filmmaking Workshop** – 04/05/26 Industry Taproom
- **Casting Secrets Panel** – 04/05/26 The Prism & Pendulum

ADDITIONAL INFORMATION

JUDGES:	Julia Ling, Actress Beth Accomando, Film Critic Aaron Roberts, CEO, CVEC Carly Luther, Amazon/MGM	Jena Block, TV Development, AGBO Ana Toro, TIS Production (Paramount) Mark Moore, Digital Domain Janet Lessnau, Grand-Ritz Jesse Gonzalez, CCAEF
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COMMUNITY PARTNERSHIPS:	Grand-Ritz Theatre Escondido DBA CCAEF Escondido Arts Partnership Onza Films	John Paul Catholic University Industry Tap Room The Prism and Pendulum Track City Records San Diego Indie Film Network
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WEBSITES: [San Diego Streaming Film Festival](#)
[San Diego Indie Film Network](#) ([Roku](#) | [Fire TV](#))
[Michael Howard Productions](#)





INCOME / EXPENSE

SAN DIEGO STREAMING FILM FESTIVAL

Item 1.

Income (Projected)

Name	Projected	Actual
Entry Fees	\$ 2,000.00	\$ 873.84
Sponsorships	\$ 5,000.00	\$ -
Ticket Sales	\$ 1,500.00	\$ -

TOTAL INCOME	\$ (7,626.16)	\$ 873.84
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Expense

Name	Purpose	Amount
Grand-Ritz Theatre	Awards/Panels	\$ 2,269.00
CCAEF	Screening/Panels	\$ 3,613.00
Allies Party Rental	Equipment Rental	\$ 565.00
San Marcos Trophy & Engraving	Trophies	\$ 550.00

TOTAL EXPENSES	\$ 6,997.00
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PROFIT / LOSS	\$ (6,123.16)
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SAN DIEGO STREAMING FILM FESTIVAL

Submit on
FilmFreeway

2025 JUDGES PROFILE



Julia Ling

Chuck, Buffy the Vampire Slayer Actress



Beth Accomando

KPBS Cinema Junkie, Film Geeks SD



Aaron Roberts

CVEC Founder, CEO



Carly Luther

Prime Video & Amazon Studios Scripted Coordinator



Jena Block

AGBO TV Development



Ana Toro-Mancilla

TIS Production Head of Production



Taher Abunadi

Engage Artist Agency Talent Agent



Mark Moore

Digital Domain Studios Former Head



Janet Lessnau

76 Days Adrift Executive Producer



Jesse Gonzalez

CA Center for the Arts, Esc. Comm. Advancement Mgr.





**SAN DIEGO
STREAMING
FILM FESTIVAL**

**CALL FOR
ENTRIES!**

**JUDGED BY INDUSTRY.
SCREENED IN SAN DIEGO.
WINNERS STREAM GLOBALLY.**

FilmFreeway

[HTTPS://FILMFREEWAY.COM/
SANDIEGOSTREAMINGFILMFESTIVAL](https://filmfreeway.com/sandiegostreamingfestival)

**WINNERS
STREAM ON:
Roku fire tv**

**FILMS
JUDGED BY:**

AMAZON STUDIOS/MGM
CARLY LUTHER

PARAMOUNT PICTURES
ANA TORO-MANCILLA

**CHULA VISTA
ENTERTAINMENT COMPLEX**
AARON ROBERTS

KPBS CINEMA
JUNKIE/FILM GEEKS SD
BETH ACCOMANDO

ANAMORE

**MOVIE SCREENINGS
LOCATIONS:** MAR-APR 2026



**AWARDS
CEREMONY**

**GRAND RITZ THEATRE
APRIL 11, 2026**





Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: San Diego Archaeological Center (SDAC)

Contact Name: Danté Farenga

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

Address: 16666 San Pasqual Valley Rd City/State/Zip: Escondido, CA 92027

Primary Phone: 760-291-0370

Alternate Phone: _____

Email: dfarenga@sandiegoarchaeology.org

Co-Applicant Information

Co-Applicant Organization: San Dieguito River Park (SDRP)

Contact Name: Leana Bulay

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

Address: 18372 Sycamore Creek Road City/State/Zip: Escondido, CA 92025

Primary Phone: (858) 674-2270

Alternate Phone: _____

Email: leana@sdrp.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: SDAC is a nonprofit museum and educational facility that connects people to 12,000 years of local history. Today, SDAC cares for over 2 million artifacts from more than 1,000 archaeological sites throughout San Diego County. Through educational programs and exhibits, SDAC encourages curiosity, critical thinking, and appreciation of the region's diverse cultural heritage.

Organization Mission: To promote the importance of cultural resources through education and preserve them in partnership with Tribal and other communities

Brief Organizational History (include significant dates): San Diego County has more than 30,000 archaeological sites, many of which are threatened by development. Before SDAC opened, there was no dedicated place to preserve local collections. In 1993, SDAC was founded to establish an archaeological repository for the region. SDAC opened to the public in 1998 in downtown San Diego as the first private nonprofit dedicated to the care, management, and use of archaeological collections. In 2002, SDAC moved its current archaeological collections. In 2002, SDAC moved to its current Escondido location, transforming a former elementary school building into a museum with expanded preservation, education, and gallery space.

Project Information

Project/Initiative Name: Crafting Culture: Ancient Skills, Lasting Legacies

Location of the Project/Initiative: SDAC(Pigments, Wine), Sikes Adobe Historic Farmhouse(Flintknapping, Walk), Grand/Ritz Theater(Gourds)

Dates of Project: 4/4/2026 Pigments, 4/10/2026 Gourds, 4/11/2026 Flintknapping, 4/18/2026 Roman Wine, 4/19/2026 Cultural Walk

Description of the Project/initiative: This series explores how cultures have used the natural landscape for historic artisanal practices

that are still relevant today: Earth Pigments: A youth/teen workshop on creating natural rock art pigments from raw materials; Gourd

Dreamcatchers w/Tribal Outreach Coordinator Neve Luna (Kumeyaay): a teen/adult workshop honoring Kumeyaay traditions with gourd

making; Flintknapping 101: an adult workshop on making stone tools; From Vine to Vessel: The Culture and Commerce of Ancient Wine:

lecture and wine tasting; and Stories in the Landscape: A Cultural Walk at Sikes Adobe w/SDRP and a Kumeyaay tribal member sharing
traditional knowledge of the cultural and medicinal uses of native plants. See additional pages for more information.

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

Objective(s): Serve 150 individuals (youth, teens, adults, and seniors); Facilitate the creation of 90 artworks from participants (stone tools
pigment paintings, and gourds); Increase participant knowledge of historic craft techniques with at least 85% surveyed attendees reporting

greater understanding of ancient and contemporary practices; Strengthen cultural appreciation with at least 85% of surveyed attendees

indicating an increased respect for local indigenous and global cultural heritage; Foster cross cultural dialogue through guided discussions

/activities exploring the shared human experience of using plants and other natural materials for food, medicine, art, and community life

Implementation Plan: Each program begins with an introduction to historical and cultural context, followed by guided activities where
participants gain practical experience to complement their learning. See additional pages for details on each program. In additon to

SDAC's website, social media channels, and email mailing list, events will be marketed through local distribution of physical flyers,

online event calendar listings including Visit Escondido, and digital flyers to local schools (for youth and teen programs) using Peachjar.

Marketing materials will be distributed in English and Spanish.

Evaluation Plan: Program impact will be assessed through participant surveys, observations of engagement and skill development, and,
where appropriate, documentation of creations, to evaluate learning outcomes, satisfaction, and cultural enrichment. Surveys will
include demographic information to track the effectiveness of reaching the intended audiences and collection of testimonials from program
participants. SDAC and SDRP will hold a joint debrief to assess outcomes, review community feedback, and identify opportunities for
future collaboration.

Funding

Amount Requested (\$1,000 - \$7,000): \$ 5,089

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

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

If SDAC does not receive funding, the first four workshops will still be offered in 2026. However, with this grant, SDAC would be able to
provide these programs at no cost to participants, host the Gourd Dreamcatchers Workshop at a more centralized location, partner with
SDRP for the Stories in the Landscape program, and hold all five events during Arts, Culture, and Creativity Month.

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

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

Authorized Representative Name & Title: Danté Farenga, Development & Marketing Director

Authorized Representative Signature: 

Arts, Culture, and Creativity Month Grant Application

Description of the Project/Initiative:

This five-part interactive series explores how cultures have used the natural landscape for historic artisanal practices and their relevance today:

Earth Pigments with Education Specialist Hayden Bulloch: A workshop for youth and teens that teaches participants how to create natural pigments from raw materials, highlighting the process of creating pigments used in rock art

Gourd Dreamcatchers with Tribal Outreach Coordinator Neve Luna (Kumeyaay): A workshop for teens and adults that honors Kumeyaay traditions through hands-on gourd crafting, fostering respect for indigenous knowledge, cosmology, and the cultural significance of the local landscape

Flintknapping 101 with Public Archaeology Director Adam Niesley: A lecture and workshop where adults learn the ancient art of stone toolmaking, exploring the cultural significance of flintknapping while creating their own basic tool under expert guidance

From Vine to Vessel: The Culture and Commerce of Roman Wine with Public Archaeology Director Adam Niesley: A lecture and wine tasting that explores how Roman viticulture shaped culture, trade, and identity, drawing connections between ancient practices and today's global wine industry

Stories in the Landscape: A Cultural Walk and Talk at Sikes Adobe with the San Dieguito River Park: An immersive program set in the San Dieguito River watershed where a Kumeyaay tribal member shares traditional knowledge of native and introduced plants, highlighting cultural, medicinal, and historical connections across communities and time

Implementation Plan:

Each program begins with an introduction to historical and cultural context, followed by guided, hands-on activities where participants gain practical experience to complement their learning:

Earth Pigments: Held at SDAC, this workshop for kids and teens will begin with a short presentation on the process and cultural context of ancient art. The instructor will then lead participants in grinding, sifting, and mixing natural materials to create pigments, followed by time for participants to experiment with paint they have made.

Gourd Dreamcatchers: Held at The Grand/Ritz Theater, this workshop for teens and adults will begin with a short lecture on Kumeyaay history and craft. Participants will create their

own gourd art while the instructor shares traditions, stories, and history of the Kumeyaay People.

Flintknapping 101: Held at the Sikes Adobe Historic Farmhouse, this workshop for adults will begin with a lecture on 12,000 years of human habitation in the region as demonstrated by the archaeological record, followed by a brief history of stone tool making, safety introduction, and a demonstration of basic flintknapping techniques. The instructor will then guide participants through hands-on toolmaking and conclude with reflection and Q&A.

From Vine to Vessel: Held at SDAC, this workshop for adults and seniors will use visuals to illustrate Roman wine production, trade, and cultural significance, followed by a tasting of modern wine with herbs and spices added to mimic the flavors of ancient wines.

Stories in the Landscape: Held at Sikes Adobe Historic Farmstead, the program begins with a ranger-led hike from Sikes Adobe to Mule Hill, highlighting the region's ecology, history, and the cultural and medicinal uses of native plants. After the hike, participants return to Sikes Adobe for a tour and talk by a Kumeyaay tribal member and herbalist on plant traditions through archaeology, ethnobotany, and oral history. The program will conclude with a community tea gathering, featuring blends inspired by the plants discussed throughout the day.

Accessibility: SDAC and The Grand/Ritz are ADA compliant with wheelchair access, seating accommodations, and accessible restrooms and parking available. Facilitators will adapt presentations to support different learning styles and ages as needed.

Marketing: In addition to SDAC's website, social media channels, and email mailing list, events will be marketed through local distribution of physical flyers, online event calendar listings including Visit Escondido, and digital flyers to local schools (for youth and teen programs) using Peachjar. Marketing materials will be distributed in English and Spanish.

Arts, Culture, and Creativity Grant Budget

Item	Cost
<i>Program: Earth Pigments Workshop</i>	
Porcelain Mortar and Pestle	\$56
Glass Muller, large size	\$175
Glass Grinding Plate	\$86
Choice 12" Stainless Steel Sieve	\$48
Red Ochre	\$12
Yellow Ochre	\$12
Purple Ochre + Shipping	\$40
Brown Ochre	\$12
Watercolor Paper	\$32
Gum Arabic	\$8
KN95 face masks	\$17
Pop-up shade structure 10'x20'	\$320
Plastic sheeting to protect tables	\$35
<i>Program: Gourd Dreamcatchers Workshop</i>	
4-hr rental of Rooftop at The Grand/Ritz) at \$175/hr (nonprofit discounted rate)	\$700
Artificial sinew	\$18
Feathers	\$36
Paints	\$35
Paintbrushes	\$22
Gourds (30): Prepped	\$250
<i>Program: Flintknapping 101</i>	
Day rental of Sikes Adobe Farmstead	\$700
2lbs Chert	\$45
Refreshments - Coffee & Cookies	\$20
Tablecloths	\$25
<i>Program: From Vine to Vessel: The Culture and Commerce of Roman Wine</i>	
Herbs: Savory	\$7
Herbs: Rue	\$10
Mastic Resin	\$10

Cinnamon sticks (Indian)	\$9
100 sealable paper spice bags	\$10
Labels	\$5
100" Projector Screen	\$70
Tuscan Wine mash w/ skins on	\$169
Oak cubes	\$14
Yeast Nutrient	\$10
Terra Cotta Wine Amphora	\$70
PH strips	\$15
ABC permit - Beer and/or Wine Daily License	\$50

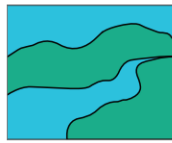
Program: Stories in the Landscape

Day rental of Sikes Adobe Farmstead	\$700
Honorarium for tribal educator	\$300
Pruning shears / scissors	\$30
Canvas or mesh collection bags	\$30
Gloves	\$15
Plant ID guides	\$40
Field journals	\$40
Paper bags for drying	\$10
Airtight glass jars	\$40
Labels	\$5
Cheesecloth	\$5
Electric or stovetop kettle	\$30
Compostable tea bags	\$15
Hot water dispensers	\$40
Cups	\$20
Tables, tablecloths, decorations	\$50
Informational signage/display boards	\$30
Herbal booklets and take-home kits	\$100

Promotional Materials

EPSON printer ink - multipack	\$100
Cardstock	\$36

Meta ads (Facebook & Instagram)	\$300
Total:	\$5,089



SAN DIEGUITO RIVER PARK

18372 Sycamore Creek Road, Escondido, Ca 92025 / 858-674-2270 / www.sdrp.org

October 2, 2025

City of Escondido Public Art Commission
201 N. Broadway, Escondido, CA 92025

Re: Letter of Support from the San Dieguito River Park Joint Powers Authority

Dear Application Review Committee,

On behalf of the San Dieguito River Park Joint Powers Authority, we are pleased to submit this letter in strong support of the San Diego Archaeological Center's application for the Arts, Culture, and Creativity Grant Program.

We are proud partners of the San Diego Archaeological Center and deeply value our shared mission of connecting the community to the rich natural and cultural heritage of the San Dieguito River watershed. Together, we strive to provide meaningful opportunities for the community to engage with the outdoors, discover local history, and foster a lasting appreciation for the environment.

We believe this program will offer participants a memorable and enriching experience and we fully support its goals and implementation.

Thank you for your thoughtful consideration of this important application.

Sincerely,

Leana Bulay
Senior Interpretive Ranger
San Dieguito River Park Joint Powers Authority
Leana@sdrp.org / 760-716-1214



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: _____

Contact Name: James Stone

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

Address: 945 W 5th Ave City/State/Zip: Escondido, CA 92025

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

Email: james@stoneandglass.com

Co-Applicant Information

Co-Applicant Organization: California Center for the Arts Escondido

Contact Name: Gina Lopez

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

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

Primary Phone: 760-839-4138 Alternate Phone: 775-515-2580

Email: glopez@artcenter.org

Organization Information (use additional sheets of paper as needed)

Description of Organization: James Stone has been a blown glass and mixed media artist for more than 30 years.

Organization Mission: _____

The goal is to inspire students to explore their creativity and perhaps launch and artistic path

James mission is to share the magec of glass with as many people as possible.

Brief Organizational History (include significant dates): James opened his glass blowing studio and gallery in 2001 on the grounds of

Bernardo winery. In 2014 the business was moved to Escondido. James created artwork and taught classes in Escondido

until 2024. Over the course of his career James created artwork that was displayed in venues that varied from public artwork private collections, museums and galleries across the United States. Works on permanent public display are located at the Long Beach Aquarium of the Pacific and UCSD

Project InformationProject/Initiative Name: Live Glass Blowing Demonstration in the CCAE April 3-4, 2026Location of the Project/Initiative: Cal Club Courtyard at the California Center for the Arts, EscondidoDates of Project: April 3-4, 2026Description of the Project/initiative: Please see attachedGrant Priority: ☒ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative CollaborationsObjective(s): Please see attachedImplementation Plan: Please see attachedEvaluation Plan: Please see attached**Funding**Amount Requested (\$1,000 - \$7,000): \$ 7,000.00☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

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

No, please see attached for explanation

Submission Information

Item 1.

Please initial that you have read and understood each statement.

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

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

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

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

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

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

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

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

Authorized Representative Name & Title: James Stone Glass Artists

Authorized Representative Signature: James Stone

Project Description

This project will feature a captivating two-day live glassblowing demonstration, where audiences can witness the artistry, skill, and precision of this intricate craft in real time. The immersive experience offers a unique opportunity for the community to engage directly with the creative process, sparking inspiration and deepening appreciation for the beauty of this unique art form.

Serving as a vibrant intersection of artistry and community, the event is designed to be both a welcoming destination for those seeking a cultural experience and a joyful discovery for those who encounter it unexpectedly. Reflecting the spirit of Arts, Culture & Creativity Month, the project places creativity at the heart of the city and celebrates the transformative power of the arts in public life.

Building on the success of last year's inaugural celebration, which drew more than 1,000 participants and was sponsored by the Public Art Commission. This second annual event expands with an exciting new opportunity:

- **Introductory Glassblowing Lessons:** Free sessions, available by advance registration on a first-come, first-served basis, will allow students brand new to the art form to explore the craft in an accessible, approachable way. This addition offers participants a first step toward discovering whether glassblowing may become a passion to pursue.
- **Local Artist Marketplace:** A small marketplace of local glass artists will showcase and sell handcrafted works, giving attendees the chance to directly support regional talent and take home a unique piece of art.
- **Hot Glass, Cold Beer Fundraiser:** In partnership with local breweries, the public may make a donation in exchange for a hand-blown drinking glass and a coupon for a free glass of beer. This fundraiser adds a festive element to the event while generating support for ongoing arts programming.

Objectives

1. To enlighten and entertain the public through live glassblowing demonstrations while fostering appreciation for this intricate medium.
2. To introduce community members to educational opportunities in the glass arts and connect them with ongoing local arts education efforts.
3. To enhance the overall experience of Arts, Culture & Creativity Month by encouraging creative exploration and strengthening the connections between the arts and the public.
4. To support local artists by providing a marketplace for showcasing and selling their work.
5. To raise funds that will sustain and expand future arts programming.

Implementation Plan

- **Setup & Operations:** James Stone, master glass artist, will oversee all aspects of setup, operation, removal, and cleanup. Temporary glassblowing equipment will be transported and installed on April 1–2, 2026. Demonstrations will run April 3–4.
- **Personnel:** A paid crew will include a master glass artist, an assistant, and an administrator.
- **Volunteers & Support:** CCAEF volunteers will assist with seating, crowd engagement tracking, and patron support. CCAEF will provide a secure workspace, display tables, seating, and security as needed.
- **Marketplace:** Local glass artists will be invited to display and sell their creations.
- **Fundraiser:** The Hot Glass, Cold Beer fundraiser will be coordinated with local partners to provide hand-blown glasses and beverage coupons in exchange for donations.
- **Marketing:** Outreach will be conducted through joint marketing efforts with CCAEF and community partners.

Evaluation Plan

Success will be measured through:

- Audience attendance counts.
- Collection of participant email sign-ups for future glassblowing classes.
- Informal feedback gathered through conversations with attendees, with staff and volunteers documenting responses.
- Event photography to capture participation, engagement, and impact.
- Marketplace participation and sales feedback from local artists.
- Funds raised and donor participation through the Hot Glass, Cold Beer program.

These evaluation materials will be compiled and made available to the Grant Selection Committee for review, promotion, and reporting purposes.

James Stone

Budget

Expense	Cash	In-kind	Notes
Glass blowing equipment rental	3200	750	Stone & Glass
Equipment delivery and return		500	Truck rental, gas, labor
Oxygen	100		Needed for project
Propane	400		Approximate
Site Administrator	250		Equipment operations manager
Lead Glass Artist	2000		Professional artist fees
Glass Assistant	500		Professional artist fees
Marketing	1000		PR and printed materials
CCAIE Facility Fee	2000		Cost for set up, equipment, housekeeping, security
Total	10250		
Income			
Public Art Commission Request	\$7000.00		
Equipment Donation (In-kind)		1250	
CCAIEF Contribution (In-kind)		2000	

The event will not take place without funding support. The cost of equipment, setup, staffing, and resources required to host a free, high-quality community event of this scale is too high to sustain without external funding. Grant funding is therefore essential to ensure that this unique cultural experience remains accessible to the public at no cost.

October 2, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to James Stone and Stone and Glass to use the Cal Club Courtyard for the second annual Free Live Glassblowing Demonstration and Classes.

We are proud to support this project once again, as it reflects our commitment to creating opportunities where art meaningfully connects people and community. Last year's event was a tremendous success, drawing hundreds of visitors who came not only to experience the art of glassblowing but also to engage with the many vendors showcasing their work. The event created vital connections between artists and audiences, while helping to strengthen the broader creative ecosystem.

We look forward to seeing this wonderfully interactive event made possible to all again this year and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,



Gina Lopez
CEO
California Center for the Arts, Escondido Foundation



Arts, Culture, and Creativity Month Grant Application

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Unci, Inc. (Uniting Natives Culturally and Intertribally)

Contact Name: Sofia Han-Hernand

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

Primary Phone: 858-776-6041 **Alternate Phone:** 858-860-4331

Email: sofiahan.unci@gmail.com

Co-Applicant Information

Co-Applicant Organization: n/a

Contact Name: n/a

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

Primary Phone: **Alternate Phone:** n/a

Email: n/a

Organization Information (use additional sheets of paper as needed)

Description of Organization:

Unci Intertribal is a cultural and environmental organization committed to uplifting Indigenous identities, knowledge systems, and ways of being. Our work centers Indigenous knowledge to promote healing, wellness, and peace—for both people and the planet.

We share and practice Indigenous value systems as a path toward collective wellness and balance with our waterways, foodways, lands, and communities. Through cultural revitalization and land-based education, we foster emotional, physical, and mental healing while strengthening our inherent connection to the natural world.

Our mission is rooted in the understanding that cultural identity and environmental stewardship are inseparable. We believe that reconnecting to Indigenous ways of knowing allows all people to walk in balance—with one another and with Mother Earth. As tenants on this land, we honor our collective resilience by nurturing sacred relationships with the outdoors, which in turn supports the delicate balance of both ecological and personal well-being.

Unci Intertribal works to educate youth and community members, protect sacred environments, and promote a world grounded in peace, respect, and reciprocity. By centering Indigenous knowledge, we empower future generations to carry forward traditions that sustain life and foster harmony.

Organization Mission: Unci Intertribal centers Indigenous Knowledge to uplift Indigenous identities and cultures, educate youth and community, protect sacred environments, and promote a world of peace. Our mission is rooted in the belief that cultural revitalization and land-based education are essential for healing, empowerment, and lasting peace.

Brief Organizational History (include significant dates): The work that Unci Intertribal carries forward today has been evolving for over 30 years across San Diego County and Mexico. Long before the organization was formally named *Unci*, our late leader Chief Luciano Perez dedicated his life to sharing Indigenous knowledge and ways of being with the goal of fostering a more peaceful world.

In 1994, he began developing and implementing Indigenous knowledge-based educational programs in San Diego County, serving underserved Indigenous and interethnic communities. These early efforts laid the foundation for the culturally rich and impactful programming that Unci Intertribal continues today.

Key Accomplishments & Programs:

Unci Intertribal provides meaningful, culturally-affirming programs for youth and young adults of diverse backgrounds. Our work includes:

- Level Up Program (2024) – A successful initiative focused on leadership, cultural identity, and community-building. Funded by San Diego Foundation, corporate donors, & private donors
-
- Native Knowledge and Culture School Presentations & Classes. Community funded.
- Intergenerational Indigenous Women Circles. Community funded.
- Annual Peace, Healing & Unity Dances. Community funded.
- Cultural Workshops – Including Indigenous crafts, traditional cooking, and songs. Community funded.
- Native Healing & Wellness Practices. Community funded.
- Intertribal Explorers Program (2025) – Launched at Sandburg Elementary in 2024, and held at Mission Trails Regional Park Interpretative and Visitor Center, with an emphasis on authentic interaction with nature through an Indigenous lens. Funded by San Diego Foundation, corporate donors, & private donors
-
- Binational Resilience Initiative- Resilient Ancestral Use of the Kumeyaay Coastal Landscape: Strategies of Connection & Learning: continual climate change resilience work centering local, Kumeyaay stories & values, and intertribal ways of being. Funded by San Diego Foundation & International Community Foundation
-
- Intertribal Arts 2025-2026: ongoing program funded by Prebys Foundation
-
- Resilient Energy as an Indigenous Concept 2025-2027: funded by San Diego Foundation

Through continued collaboration, education, and cultural celebration, Unci Intertribal strives to build a future rooted in respect, unity, and Indigenous self-determination.

Public Art Commission Rev. 09/2025

Project Information

Project/Initiative Name: Intertribal Arts

Location of the Project/Initiative: Kit Carson Park Gazebo (Tree Lake 1)

Dates of Project: April 5th, 12th, and 19th 2026

Description of the Project/initiative: :

Intertribal Arts is an inclusive arts and culture program that shares Indigenous Knowledge through Indigenous arts, crafts, and cultural practices. Grounded in traditional Indigenous values and guided by an Indigenous worldview, the program immerses

participants in creative and land-based experiences that highlight the interconnectedness of all living beings.

Grant Priority: ☐ Community Engagement ☒ Educational Program ☐ Cultural Diversity ☐ innovative Collaborations Objective(s):

Implementation Plan:

Goal:

To deepen participants’ understanding and respect for Indigenous cultures, values, and the natural world through arts and cultural education.

Objectives:

- Provide hands-on workshops in Indigenous arts and crafts (e.g., beading, sewing, singing, etc.).
- Facilitate cultural learning through storytelling and intergenerational wisdom sharing.
- Foster a sense of community, identity, and connection to the land.
- Engage participants in intergenerational learning and cultural exchange.
- Promote understanding of Indigenous teachings on the interconnectedness of life.

Program Components & Timeline:

Phase	Activities	Timeline
Planning & Preparation	- Confirm Indigenous culture bearers - Begin outreach to schools, community centers, and families	November 2025 – January 2026
	-Finalize schedule, materials list, and venues, continue outreach to community	February-March 2026

Program Launch & Workshops	- Arts & culture sessions (e.g., beading, drumming, sewing projects, etc.) - Cultural dance, song, and storytelling circles - Land-based teachings	April 1st – April 30th, 2026
Reflection Circles	- End of each session includes sharing circle for personal reflection and community dialogue	Ongoing throughout program

Target Participants:

- Serve 30 participants per day which can include youth, families, and community members of all backgrounds, with focused outreach to Indigenous and underserved populations in San Diego County.
- Intergenerational participation is encouraged to support cultural transmission and learning.
- Over 90% of Program Personnel speak Spanish as their home language, and will encourage participants to engage in multilingual expression

Location:

- Kit Carson Park

Facilitators & Partners:

- Indigenous artists, knowledge keepers, intertribal entities, tribal entities, and cultural educators.
- Partner organizations may include local schools, community centers, cultural organizations, and environmental groups.

Materials & Resources Needed:

- Art supplies (beads, leather, fabric, etc.)
- Musical instruments and crafting tools
- Cultural materials (e.g., traditional stories, teachings, etc.)
- Space rentals and honorariums for facilitators

- Refreshments for community gatherings

Evaluation Plan:

Evaluation & Feedback:

- Pre- and post-program surveys to assess participant learning and experience.
- Facilitator reflection logs and session debriefs.
- Feedback circles with participants and families.
- Participant-created art and stories as qualitative evidence of impact.

Sustainability & Future Plans:

- Establish ongoing arts and culture circles to continue community engagement.
- Train youth and community members to become facilitators.
- Seek long-term funding to expand programming to more schools and communities

Funding

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

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

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

Yes, the event will still take place, but on a much smaller scale. While external funding allows us to fairly compensate Indigenous cultural leaders, purchase quality materials, and ensure accessibility for all participants, the heart of the program—community, culture, and connection—will continue. Our team is deeply committed to this work and may rely on donated time, volunteer support, and in-kind contributions to carry out a more limited version of the event.

Submission Information

Please initial that you have read and understood each statement.

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

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

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

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

I have reviewed and understand the grant timeline listed below.

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

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

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

Authorized Representative Name & Title: Sofia Han-Hernand , Executive Director

Authorized Representative Signature:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Intertribal Arts Program Budget

1. Program Personnel & Honorariums – \$5,040

Category	Description	Amount
Lead Program Facilitator	Planning, facilitation, coordination (flat fee)	\$1,500
Cultural Knowledge Holders	Indigenous elders (sewing, beading, song/drum, etc.)	\$2,540
Youth Program Assistant	Weekly support, logistics, participant help, Scheduling, communications, admin support	\$1,000
Subtotal – Personnel		\$5,040

2. Administrative Costs – \$700

Category	Description	Amount
Admin Costs	Reporting, bookkeeping, documentation, office	\$700

3. Program Costs – \$1,260

Category	Description	Amount
Permit / Space Fees	Community center or park use	\$900
Beading & Craft Materials	Essential art/craft supplies	\$150
Cultural Materials	Story printouts, language sheets, teaching handouts	\$60
Insurance	Short-term liability coverage	\$150
Subtotal – Program Costs		\$1,260

TOTAL BUDGET: \$7,000.00



Sofia Han-Hernand <sofiahan.unci@gmail.com>

Unci Intertribal: Arts and Creativity, Culture Month Grant

Maricela Cuevas <Maricela.Cuevas@escondido.gov>
 To: "sofiahan.unci@gmail.com" <sofiahan.unci@gmail.com>

Thu, Oct 2, 2025 at 10:53 AM

Hello Sofia,

Jilaine forwarded me your information so I could provide details regarding hosting classes at Kit Carson Park. Below are the requirements and quotes for hosting classes, with two options available:

- **Tree Lake 1** (Gazebo – Reservable Space)
- **Non-Reservable Space** (any open grassy area not adjacent to reservable picnic sites)

Tree Lake 1 is one of our most popular locations, so I recommend reserving early if you would like to secure that space.

If you decide to move forward, I will be happy to send you the facility use permit and insurance guidelines. Please don't hesitate to reach out with any questions.

Option 1: Reserving Tree Lake 1

- **Total:** \$861.13
- **Fee Breakdown:**
 - \$184 non-Escondido nonprofit day rate (Class C) × 4 dates (April 5, 12, 19, 26) = \$736
 - \$25 special equipment fee (generator) × 4 dates = \$100
 - \$25.13 service fee
- **Requirements:**
 - Proof of insurance (I can send the requirements if you do decide to book)
 - Escondido business license

Option 2: Non-Reservable Space (any open space at KCP not near reserved picnic areas)

- **Total:** \$564.92
- **Fee Breakdown:**
 - \$28/hour non-Escondido nonprofit rate (Class C) × 4 hours × 4 dates (April 5, 12, 19, 26) = \$448
 - \$25 special equipment fee (generator) × 4 dates = \$100
 - \$16.92 service fee
- **Requirements:**
 - Proof of insurance (I can send the requirements if you do decide to book)
 - Escondido business license

Kind regards,



Maricela Cuevas
 Customer Service Representative II
 Community Services | City of Escondido
 Direct: 760-839-4521 | Recreation: 760-839-4692

www.escondido.gov

From: Jilaine Hernandez <Jilaine.Hernandez@escondido.gov>
Sent: Wednesday, October 1, 2025 5:28 PM
To: Maricela Cuevas <Maricela.Cuevas@escondido.gov>
Subject: Fw: Unci Intertribal: Arts and Creativity, Culture Month Grant

Hello Maricela,

Passing on this information to you to provide Sofia a quote.

Thank you,



Jilaine Hernandez
Community Services Supervisor
Community Services | City of Escondido
Main Office: 760-839-4691 | Direct: 760-839-4384
www.escondido.org

From: Sofia Han-Hernand <sofiahhan.unci@gmail.com>
Sent: Wednesday, October 1, 2025 3:06 PM
To: Jilaine Hernandez <Jilaine.Hernandez@escondido.gov>
Cc: Sandra Aguilar <Sandra.Aguilar@escondido.gov>
Subject: Re: Unci Intertribal: Arts and Creativity, Culture Month Grant

You don't often get email from sofiahhan.unci@gmail.com. [Learn why this is important](#)

[Quoted text hidden]



Arts, Culture, and Creativity Month Grant Application

Item 1.

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

Lead Applicant Information

Lead applicant would receive all the funding for distribution

Organization: Victor Minces

Contact Name: Victor Minces

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

Address: 227 S 30th st City/State/Zip: San Diego/CA/92113

Primary Phone: 858 220 2647 Alternate Phone: _____

Email: victorminces@gmail.com

Co-Applicant Information

Co-Applicant Organization: _____

Contact Name: _____

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

Address: _____ City/State/Zip: _____

Primary Phone: _____ Alternate Phone: _____

Email: _____

Organization Information (use additional sheets of paper as needed)

Description of Organization: See additional document

Organization Mission: See additional document

Brief Organizational History (include significant dates): See additional document

Project InformationProject/Initiative Name: Sound ShowerLocation of the Project/Initiative: California Center for the ArtsDates of Project: April 1st to May 1st, possibly extended (see additional document)Description of the Project/initiative: See additional documentGrant Priority: ☒ Community Engagement ☐ Educational Program ☐ Cultural Diversity ☐ innovative CollaborationsObjective(s): See additional documentImplementation Plan: See additional documentEvaluation Plan: See additional document**Funding**Amount Requested (\$1,000 - \$7,000): \$ 7000☒ Line-item Budget attached, not to exceed grant request with 90% for direct costs and 10% for indirect costs

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

See additional document

Submission Information

Please initial that you have read and understood each statement.

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

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

- ☒ I have properly completed and submitted the following required items as a part of the application process
- Completed application
 - Budget
 - Letter of Support (if needed)
 - Proof of location permission (if needed)

Authorized Representative Name & Title: Victor Minces

Authorized Representative Signature: 

Description of the organization:

Victor Minces, Ph.D., is a researcher specializing in the science of sound and music, a sound artist, a performer, and an educator. He studied fine arts and physics at the University of Buenos Aires, where he fell in love with the science of sound, and obtained his Ph.D. in computational neuroscience at the University of California, San Diego, where he is now a researcher. His work blends science and art, with sound as a medium. He exhibited his work at the Escondido Arts Partnership Municipal Gallery, to great audience appreciation.

He has collaborated with the San Diego Symphony on a series of performances exploring the science of music, reaching 6,000 children and families. He is the creator of Listening to Waves, a program that creates web applications and hands-on activities for children to engage in the science of sound and music. The program, supported by the National Science Foundation, is widely used throughout the country, including in the Escondido Public Schools.

Organization mission:

Minces' goal is to arouse the public's awareness and enjoyment of sound. He does this through his educational program, performances, and sound installations. His work uses the surprising properties of sound to create awe, which naturally leads to curiosity and engagement. Through playful and interactive pieces and activities, his work involves the public in the sound exploration and discovery process.

Brief Organization History:

Minces' started investigating the effect of music on brain and behavior in 2010. Since much of this work was carried out in schools, he started sharing with children his love for the science of sound through experiential learning activities. As the children reacted with great enthusiasm, he turned these activities into Listening to Waves, an organized outreach program centered at UCSD. Listening to Waves obtained its first National Science Foundation grant in 2017, which allowed it to formalize and expand its activities. The resources created by Dr. Minces and his program are now reaching tens of thousands of children annually. In recent years, he has been extending these experiences to society at large through art installations and public performances.

Project Name:

Sound Shower

Location of the project:

California Center for the Arts, outside entrance

Description of the project:

The project involves an interactive sound installation, media, and programming associated with it.

Art installation. The piece is fully made of aluminum. It consists of three 10-foot-tall inward-leaning aluminum square tubes which give it a pyramidal shape. Atop the pyramid sits a round aluminum plate, from the edges of which six aluminum pipes hang, they are round with a 5 inches diameter, and between 6.5 and 9 ft long. Audience members walk into the piece and are surrounded by the hanging pipes. With a rubber hammer, they strike the pipes. Because the pipes are so large, they create very deep, long, and soothing sounds. These types of sounds cannot only be heard but also felt throughout the body. The pipes are tuned to harmonize and to interact acoustically, in a phenomenon of ‘acoustic beats’. This interaction produces a dynamic sonic and bodily sensation that lasts for minutes. The audience that experienced it, reports that the sensation is surprising, intense, soothing, and that improves their mood. The aluminum is polished to a mirror, so the audience can see their distorted reflections in the pipes as they oscillate slowly, as well as on the top plate and arms. A prototype of the piece can be seen at <https://youtu.be/JyOXiCxLdIM?si=qkP4385Xy9iZoWub>

Media. The media will be created by Cormac Tully, an Escondido media artist and student at John Paul the Great Catholic University. One piece of media, associated with the educational component of the piece, will explain the science and art behind the piece, including the tuning, how the pipes vibrate, and the phenomenon of acoustic beats. This will be made before the piece is installed, and the audience will be able to access it through a QR code. A second piece of media will showcase the audience’s reaction to the piece, including their physical reaction and testimonials. The two will be ultimately edited into a single piece to showcase on the artist’s YouTube channel and public presentations.

Programming. The artist will spend 4 hours every weekend and during special events at the Center, talking to the public, answering questions about the piece, and explaining how it works. The artist will also collaborate with the Center to deliver an interactive public presentation on the science and art of sound, in line with his performance work. In these presentations, the artist gives everyday objects to each member of the audience and guides them in exploring how to create surprising sounds. Further, the audience uses these objects to make music together. The public presentation will be given in the context of the California Center for the Arts’ ‘Musica en la Plaza’, on April 24. Examples of this presentation can be seen at www.victorminces.com/performance

Objective:

Community Activation and Educational Program

A goal with this piece is to break with the idea of the public art piece that situates the audience as mere spectators. With the Sound Shower, community members become a part of the art piece by getting inside it and interacting with it. Furthermore, because sound is a shared phenomenon, audience members frequently interact with each other through the art piece itself, for example when one person stands inside and another plays the pipes. Another goal, in

alignment with Minces' work, is to generate in the audience a sense of awe toward sound and the science of sound, stimulating their curiosity about sound and their awareness of sounds in the environment. The interactive public presentation at the California Center for the Arts, also engages the community as active members of the audience. The act of playing with sounds together stimulates bonding and shared playfulness. These activities are compatible with the grant priority of Community Activation.

The video explaining the science behind the piece, and the public presentation about the science of sound, align with the grant priority of Educational Program.

Implementation Plan:

A version of the piece, made with a wooden structure, is already built. After the grant is adjudicated, the artist will work on building an aluminum structure and polishing it, as well as the hanging pipes. This will enhance the piece's structural integrity and give it a more polished appearance, making it better suited for public display. The piece will be ready for installation by early March 2016. During March, the artist will collaborate with the media artist to create a media piece that explains the science behind it. The piece will be installed on or before April 1st. During April, the artist will collaborate with the media artist to create a piece that documents the public's reactions and testimonials. During February and March, the artist will work with the California Center for the Arts to coordinate the public performance. Should the Center consider that the piece brings value to the community and wants to keep it in place, the artist will be honored to keep it there for the rest of the year or coordinate with the Center for a longer extension.

Evaluation Plan:

During the grant activity, the following measures will be collected: Number of people interacting with the piece when the artist is present, number of accesses to the media piece via the QR code or YouTube channel, number of people discussing the piece with the artist, and number of people attending the public presentation. A media piece will document the public's reaction and testimonials. Additionally, next to the piece, a block of paper will be provided for the audience to leave their testimonials. These measures will be included in the final report.

Will this event still take place if you do not receive the funding:

The activities, as they are proposed, involve a significant amount of work and a significant budget. If the grant is not awarded, the artist will continue working on the project, although with a timeframe that doesn't align with the April deadline and a budget that doesn't align with the full scope of this proposal. Should the Arts commission or the Center for the Arts be interested in bringing the piece or programming to Escondido, the artist will be honored to work with them to do it at a different time.

Budget:

\$1000. Collaboration with the California Center for the Arts, whose personnel will assist with mounting the piece, illuminating it, and scheduling and advertising the performance.

\$1000. Media artist Cormac Tully, for two two-minute-long videos.

\$2000. Materials. Two 20 ft long 5-inch diameter aluminum pipes. Three 20 ft long (minimum size) 5 inches wide square aluminum tubing. 6 airway polishing wheels and compound. One 3 ft wide square aluminum plate, ¼ inches thick.

\$200. Two rentals, \$20 per day. \$1 per mile, with a total of 100 miles. Gas.

\$2800. Artist fees. Creating the piece will take approximately 80 hours. Working with the media artist will take approximately 10 hours. Moving, installing, and uninstalling the piece will take approximately 15 hs. Interacting with the public is expected to take approximately 20 hours. Preparing and giving the public presentation will take approximately 10 hours. Documenting the work for evaluation will take approximately 5 hours. Total = 140 hs.

\$7000 total.



September 29, 2025

Dear City of Escondido, Public Art Commission,

On behalf of the California Center for the Arts, Escondido Foundation, I am pleased to confirm that the Foundation grants permission to Victor Minces for the temporary installation of “Sound Shower” in collaboration with the City of Escondido’s Art, Culture and Creativity month.

We are thrilled to champion this project, which perfectly reflects our commitment to creating opportunities where art brings people together in meaningful ways. With its unique blend of sound and sculpture, this installation will invite visitors to engage with art through multiple senses—sparking curiosity, dialogue, and joy. More than just a work of art, it will be a shared experience that strengthens bonds across our community, celebrates the richness of Escondido’s cultural life, and ensures that the arts remain accessible to everyone during Arts, Culture & Creativity Month and beyond.

We look forward to seeing this beautiful work available to all and commend the City of Escondido for its ongoing commitment to community-building through the arts.

Sincerely,

Gina Lopez
CEO
California Center for the Arts, Escondido Foundation