



STAFF REPORT
12/11/2024

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Authorize a Sponsorship Grant to Culturas Music & Arts' Arte del Barrio Events in the Amount of \$9,500

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a sponsorship request for Culturas Music & Arts in the amount of \$9,500 for two separate Arte del Barrio events to be scheduled to take place before May 2025.

BACKGROUND:

Culturas Music & Arts was founded in 2009 and operates out of the Eastern Coachella Valley. Culturas has worked to change the stigma of the community by providing art and music venues. They have worked with numerous artists, musicians, and local organizations to realize projects. They are continuously expanding their vision to serve the community. Their goals include collaborating with local artists on public arts projects and creating community arts.

DISCUSSION/ANALYSIS:

Arte del Barrio provides a platform for local artists to showcase their work and fosters a deeper appreciation for the diverse cultural expressions within the community. The event not only highlights the talent of emerging and established artists but also encourages community engagement and dialogue through various workshops, exhibitions, and performances. Bringing together individuals from diverse backgrounds, the event creates a space where cultural exchange and mutual understanding thrive. Arte del Barrio also includes live music, interactive art for children and adults, merchandise and craft vendors,

Budget

First Event

Live Music & DJ - \$500

Artist Supplies - \$500

(4) Artist Stipends - \$1,250

(3) Coordinator stipends - \$1,500
Flyers/ Promotions - \$ 1,000
Total - \$4,750

Second Event

Live Music & DJ - \$500
Artist Supplies - \$ 500
(4) Artist Stipends - \$1,250
(3) Coordinator stipends - \$ 1,500
Flyers/ Promotions - \$ 1,000
Total - \$4,750

Grand Budget Total - \$9,500

ALTERNATIVES:

1. Authorize a Sponsorship Grant to Culturas Music & Arts' Arte del Barrio Events in the Amount of \$9,500
2. Not authorize the sponsorship request

FISCAL IMPACT:

Should the City Council approve the request as submitted, an appropriation of \$9,500 from the Art Development Impact Fees (DIF) Fund will be required to allow for sponsorship award.