



STAFF REPORT
12/11/2024

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Authorize the Allocation of Funds in the Amount of \$10,000 for the Coachella Youth Art Program

STAFF RECOMMENDATION:

Staff recommends that the City Council consider the authorization and allocation of funds for the City of Coachella's Youth Art Program in the amount of \$10,000. At its last meeting on November 12, 2024, the Cultural and Arts Commission recommended the proposal to move forward with utilizing the \$10,000 in allocated funds to establish the Coachella Youth Art Program. This program aligns with the Commission's mission to foster cultural enrichment and equitable access to the arts. The recommendation reflects the Commission's commitment to providing meaningful opportunities for artistic expression and community engagement.

This initiative underscores the city's dedication to fostering cultural enrichment, promoting artistic expression, and providing equitable access to the arts for all members of our community.

BACKGROUND:

The City of Coachella Cultural and Arts Commission was established to advise the City Council on cultural enrichment and to promote the integration of the arts into the community's social and economic fabric. Guided by Ordinance No. 1173, the commission serves as an advocate for cultural activities and programs that improve the quality of life for residents. Members of the commission are dedicated city residents with a shared commitment to advancing visual arts, performing arts, historic preservation, and arts education.

DISCUSSION/ANALYSIS:

In alignment with this mission, the commission has proposed the implementation of a Youth Art Program to address the need for creative opportunities and arts education within the city. Program goals and structure are in discussion to possibly be implemented.

The proposed Youth Art Program aims to:

1. Provide access to art education with an emphasis on inclusivity and equity.

2. Cultivate a vibrant artistic community by collaborating with local artists and organizations.
3. Promote cultural identity and self-expression through various art forms.

The program will be implemented in two phases:

1. Phase One:
 - Utility Box Art projects to enhance public spaces.
 - Seasonal window art displays in collaboration with local businesses.
 - Acrylic paint nights designed to engage youth and families in creative activities.
2. Phase Two:
 - Development of an art residency program possibly featuring mural creation, graphic design workshops, and photography courses.
 - Opportunities for mentorship by professional local artists to inspire and educate participants.
 - Possibly working with Coachella Unified School District and or College of the Desert with a focus on enhancing the program's reach and impact.

ALTERNATIVES:

1. Authorize the Allocation of Funds in the Amount of \$10,000 for the Coachella Youth Art Program
2. Not authorize the allocation request

FISCAL IMPACT:

If approved, the City Council will authorize the allocation of \$10,000 from the Art Development Impact Fee reserves to sponsor this program. This appropriation represents an investment in the city's cultural development and directly supports the engagement of our youth in meaningful, creative endeavors.