



**STAFF REPORT**  
**11/12/2024**

**TO:** Honorable Chair and Commissioners

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Authorize Sponsorship of Culturas Music and Arts “Arte del Barrio” Events in the Amount of \$9,500

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**STAFF RECOMMENDATION:**

Staff recommends that the Culture and Arts Commission considers approving a sponsorship request for Culturas Music & Arts in the amount of \$9,500 for their Arte del Barrio events, scheduled for October 26<sup>th</sup> and December 14<sup>th</sup>.

**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 & 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,

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## **Budget**

### October 26<sup>th</sup>, 2024

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

**Total - \$5,000**

### December 14, 2024

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

**Total - \$4,500**

**Budget Total - \$9,500**

### **FISCAL IMPACT:**

Should the City Council approve the request as submitted, an appropriation of \$9,500 from Undesignated General Fund Reserves will be required to fund this request.

### **ATTACHMENT(S):**

None.