

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: March 28, 2024

PREPARED BY: Erica Powell, Management Analyst

REQUEST: APPROVE CULTURAL ARTS COMMITTEE FISCAL YEAR 2024/25
WORK PLAN

RECOMMENDATION:

Approve the Cultural Arts Committee's Fiscal Year 2024/25 Work Plan.

BACKGROUND/ANALYSIS:

On February 14, 2024, the Cultural Arts Committee (CAC) established the following priorities for the FY 2024/25 Work Plan.

- **2025/26 El Paseo Sculpture Exhibition** - Located in the median on El Paseo between Hwy 74 and Portola, eighteen (18) sculptures are displayed for two (2) years. A \$5,000 honorarium is awarded to each artist. One (1) year preparation from the Call for Entries to Installation. From July 2024 to early 2025, staff will be working with the new artists on contracting and plans for installation, as well as the current artists on plans for deinstallation and pick up of sculptures.
 - **San Pablo Phase II Roundabout Sculpture: *Dueling Palms* by Kyle Absolom** - After the Call for Entries was released in early 2021 for a sculpture to be installed in the roundabout at San Pablo Avenue and San Gorgonio Way, the top two (2) finalists were selected by the City Council and the community voted on their favorite. The runner up, *Dueling Palms* by Kyle Absolom, was so well received by the community that the Cultural Arts Committee and the City Council suggested it be considered for installation in the San Pablo Phase II roundabout located at the entrance of the Civic Center and College of the Desert. Staff will bring this forward for review in the next few months and if approved, work will commence in FY 2024/2025.
 - **2025 Desert X Sponsorship** – Desert X is an internationally renowned contemporary art exhibition that runs biannually each spring throughout the Coachella Valley. Since its inception in 2017, the City has provided sponsorship funding and hosted at least two exhibition sites for each Desert X exhibition. Funds are normally used towards exhibition support and the creation of free public programming. This exhibition engages the local community and has worked to develop educational programming for the local school districts. If funding for the 2025 exhibition is approved, staff will work with the organizer on a sponsorship agreement and permitting for at least two (2) exhibition sites.
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Strategic Plan:

The Cultural Arts Committee's FY 2024/25 Work Plan is in line with the Arts & Culture Mini-Vision contained in the Strategic Plan, which states:

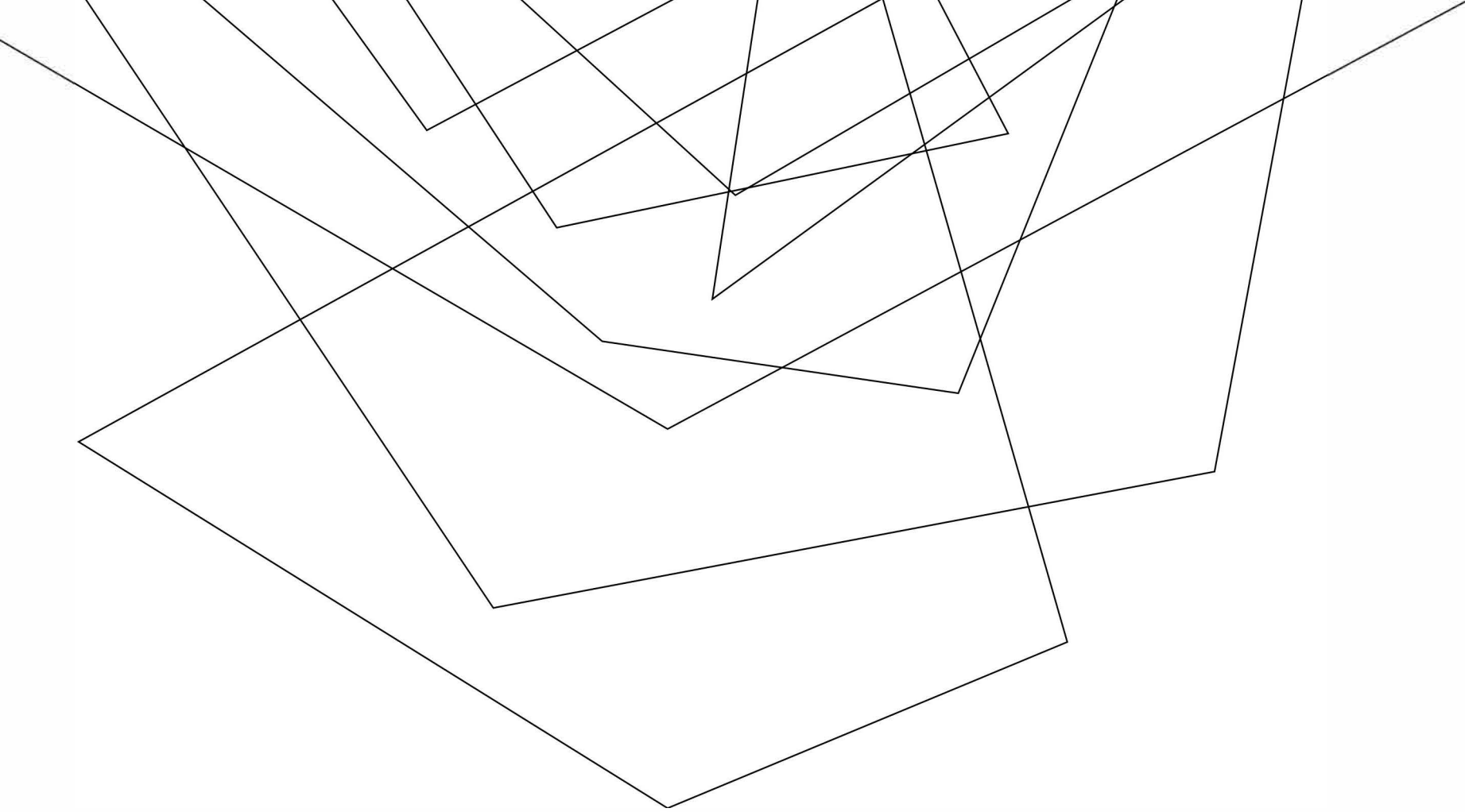
“Arts and culture give a community its soul. Palm Desert is the cultural core of the Coachella Valley. Cultural tourism drives economic growth in Palm Desert. The community is host to internationally recognized cultural events that bring significant economic benefits to the City. Palm Desert is a leader in arts and education, ensuring a well-rounded population that possesses high levels of creativity and critical thinking skills.

FINANCIAL IMPACT:

Funding for the priorities listed in the CAC's FY 2024/25 Work Plan will be included in the FY 2024/25 Public Art Budget for the City Council's consideration.

ATTACHMENT:

1. CAC Priorities FY 2024/2025 – Power Point Presentation



2024/2025 WORKPLAN GOALS

Palm Desert Cultural Arts Committee

February 14, 2024 – Regular Meeting

BACKGROUND – WHY ARE WE HERE?

- Receive Committee Input and Direction pertaining to goals and priorities for the Fiscal Year 2024/2025
- Select three (3) priorities as a Committee
- Present items in the form of a workplan to Council for approval

CULTURAL ARTS COMMITTEE PRIORITIES

Ranking	Priority	Justification
1	El Paseo Sculpture Exhibition	<ul style="list-style-type: none"> • The exhibition is in the central shopping district and receives frequent foot traffic. • Exhibition adds elegance and style to El Paseo.
2	San Pablo Roundabout Phase II – <i>Dueling Palms</i>	<ul style="list-style-type: none"> • Received community’s involvement and support of the City Council.
3	Desert X	<ul style="list-style-type: none"> • Participate in an internationally recognized contemporary art exhibition in associated with the other communities in the Coachella Valley. • The exhibition puts Palm Desert on the map as a significant art and cultural destination. • Attracts locals and tourists.
4	Temporary Installation at the southeast corner of Fred Waring and San Pablo Ave	<ul style="list-style-type: none"> • Highly visible location.
5	Community Art Gallery, establish new location and action plan	



DISCUSSION

- Select three (3) top priorities