

**CULTURAL ARTS COMMITTEE  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: March 12, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: 2025 STUDENT ART AND ESSAY CONTEST VINYL ART WRAP  
ARTWORK SELECTION

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**RECOMMENDATION:**

Select and approve one artwork from the 2025 Student Art and Essay Contest for vinyl art wrap installation on a traffic signal cabinet.

**BACKGROUND/ANALYSIS:**

The annual Student Art and Essay Contest provides an opportunity for all Palm Desert students, K – 12, to participate by submitting class murals, individual artworks, and essays for display at UCR Palm Desert Center. At its regular meeting of July 10, 2024, the Cultural Arts Committee selected the theme *My Favorite Palm Desert Building!* for the 38<sup>th</sup> annual Student Art and Essay Contest.

Palm Desert schools, grades K – 12, participated by submitting 63 essays, 12 class murals, and 55 individual artworks. All of the artworks were judged, students and teachers were notified, and the awards ceremony was held at UCR Palm Desert Center on Wednesday, March 5, 2025.

Building on the success of last year's vinyl art wrap competition, the Cultural Arts Committee approved its continuation for the 2025 contest at its July 10, 2024, meeting. Top award winners, as well as first place winners, dependent on appropriate images would potentially have their artworks vinyl wrapped onto traffic signal cabinets.

After review of all submitted artworks, staff has prepared a list of recommended artworks and corresponding locations. Staff is hereby requesting that the Committee select one option from this list for approval of vinyl art wrap installation:

**Option 1:**

**Proposed artwork:** Palm Desert High School, 12<sup>th</sup> Grade, Keira Farmer, 1<sup>st</sup> place

**Proposed location:** Fred Waring Drive and College of the Desert

**Option 2:**

**Proposed artwork:** Washington Charter School, 4<sup>th</sup> Grade, Emily Ehsani, 3<sup>rd</sup> place

**Proposed location:** Portola Avenue and Highway 111

**Option 3:**

**Proposed artwork:** Sacred Heart School, 4<sup>th</sup> grade, Azalea Fiore, Mayor's Award Individual Art

**Proposed location:** Fred Waring Drive and Phyllis Jackson Lane

**FINANCIAL IMPACT:**

The estimated cost for the vinyl art wrap is \$3,500 for a traffic signal cabinet. Funding has been included in the FY 24/25 Public Art budget.

**ATTACHMENTS:**

1. July 10, 2024, 2025 Student Art and Essay Contest and continuation of Art Wrap Competition Staff Report
2. Proposed artwork and locations for vinyl wrap