

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

MEETING DATE: July 10, 2024

PREPARED BY: Debbie Thompson, Administrative Assistant
Erica Powell, Management Analyst

REQUEST: SELECT THEME FOR 2025 STUDENT ART AND ESSAY CONTEST

RECOMMENDATION:

Select a theme for the 2025 Student Art and Essay Contest and approve continuation of the vinyl art wrap competition.

BACKGROUND/ANALYSIS:

The 38th annual Student Art and Essay Contest provides an opportunity for all Palm Desert students, grades K-12, to participate by submitting classroom murals, individual artworks, and essays for public display. After 38 years of being held at Palm Desert City Hall, due to the growth of the event, beginning in 2025, the public display and awards ceremony will be held at University of California Riverside's Palm Desert Center (UCR). All entries submitted will be on display in the University Building (Building B) and the awards ceremony will be held on Wednesday, March 5, at 6:00 p.m. in the auditorium of Building B. Staff is looking forward to holding the events at UCR which will allow for adequate visibility of the artworks and essays and a larger venue for the awards ceremony.

Each year the Cultural Arts Committee is asked to choose a theme for the Student Art and Essay Contest.

Listed below are a few suggested ideas.

- When I feel a raindrop
- When I see a piece of trash
- Palm Desert would be better if...
- My first journey on a train
- How can I help my neighborhood

Staff will begin outreach to all Palm Desert schools at the beginning of the school year, and will work with each school to encourage participation. Entries will be due January 31, 2025 and are scheduled to be on display at UCR from **February 10 through March 28, 2025.**

Due to the success of the vinyl art wrap competition, staff recommends continuation of the competition for the 2025 contest. Once the entries are judged, staff would bring forward the top award winners, as well as the first-place winners, dependent upon appropriate images, for the Cultural Arts Committee members to select an artwork to be placed on a traffic signal cabinet.

FINANCIAL IMPACT:

Estimated costs for the vinyl art wrap are not to exceed \$5,000 and has already been approved as part of the FY 2024/2025 Public Art budget.

ATTACHMENTS:

1. Past Years' Themes

STUDENT ART & ESSAY CONTEST
PAST YEARS' TITLES

#	<u>Year</u>	<u>Theme</u>
1	1985	Palm Desert Through Children's Eyes
2	1986	Palm Desert Through Children's Eyes
3	1988*	The U.S. Constitution Through Your Eyes
4	1989	Art in Our City Parks
5	1990	Recycling in the 90s – How Palm Desert Makes it Easier
6	1991	Palm Desert – By The Young at Art
7	1992	The Active Life in Palm Desert – 1992
8	1993	Shake, Rattle or Ready?
9	1994	Palm Desert – The Next 20 Years
10	1995	Desert Animals and Their Habitats
11	1996	America Today and Tomorrow
12	1997	If I Could Design Public Art
13	1998	My Favorite Place In Palm Desert
14	1999	Community Services – How Can I/We Help Our Community?
15	2000	I Believe The Most Important Event, Person, or Invention of the Millennium Was....
16	2001	If I Were on the Palm Desert City Council, I Would.....
17	2002	Palm Desert, My All American City
18	2003	Palm Desert Fun Is....
19	2004	Flora and Fauna of the Desert
20	2005	A Day in the Park

21	2006	If I Could Design With Recycled Materials, It Would Be...
22	2007	If I Could Create an Artwork for El Paseo, It Would Be...
23	2008	Solar Energy
24	2009	How Would I Change the World?
25	2010	Palm Desert: Past, Present, Future
26	2011	Trees: Roots for Life
27	2012	My Hopes and Dreams for Palm Desert in 20 Years
28	2013	American Idols: Who is Your Role Model?
29	2014	What I Want To Be...
30	2015	Palm Desert Through My Eyes
31	2016	My Favorite Landmark
32	2017	When the School Bell Rings
33	2018	Surrounded by Nature
34	2019	A Special Memory
35	2020	This Makes Me Smile
36	2023	50 Years of Palm Desert – Where Did We Come From?
37	2024	My Favorite Desert Animal

*This contest was held in November 1985 and 1986; however, in November 1987, it was determined that it should be held in the spring of each year instead of the fall/winter months. No contest was held in 1987. No contest was held in 2021 and 2022 due to the COVID-19 pandemic.