

CITY OF PALM DESERT
CITY MANAGER'S OFFICE
INTEROFFICE MEMORANDUM

Date: June 26, 2025
To: Honorable Mayor and Councilmembers
From: Anthony J. Mejia, City Clerk
Subject: City Council Meeting of June 26, 2025

Below you will find questions received from the Mayor or Councilmembers and answers provided by City staff regarding tonight's City Council meeting:

ITEM 2a: STUDY SESSION - RECEIVE DIRECTION ON FURTHER STUDY OF THE PORTOLA AVENUE INTERCHANGE PROJECT

Q1: In reference to the \$14.85 million previously held in trust by CVAG for the Portola Interchange project, when were the funds returned to the City, how were they allocated, and have they been spent or are they currently held in reserve?

A1: The funds were returned to the City in August 2022. These were former Redevelopment Agency (RDA) bond proceeds, which have since been deposited with the trustee and reallocated to the Fire Station and Library projects.

ITEM 13f: APPROVE CITY SPONSORSHIP AND OUTSIDE AGENCY FUNDING FOR FISCAL YEAR 2025-26

Q1: What is the background on the new funding request from the McCallum Theatre, including the proposed duration, deliverables, justification for the request, and the City's history of past contributions?

A1: The McCallum Theatre has submitted a new funding request seeking \$300,000 per year for a five-year period (FY 2025–2029), totaling \$1.5 million. The requested funds would support three core community programs aligned with the City of Palm Desert's cultural and civic priorities:

- **Palm Desert Choreography Festival** (\$100,000 annually)
- **Open Call Talent Project** (\$100,000 annually)
- **Discretionary Community Engagement Programs** (\$100,000 annually), including arts education, the Veterans Day Celebration, Jazz Festival, and related initiatives.

According to McCallum's application, these programs directly benefit Palm Desert residents, strengthen the City's identity as a cultural destination, and generate economic activity through tourism, educational outreach, and civic pride.

The City's previous multi-year funding agreement with the McCallum concluded in FYE 2024. The Theatre's current leadership—new since the expiration of that agreement—recently reached out to City staff after learning the prior funding had ended. The new request is intended to resume support at the previous level.

Past Support to the McCallum Theatre Includes:

- A \$5 million contribution in 2001 through the Palm Desert Redevelopment Agency, structured as a lease and sublease arrangement; half of this amount was returned to the City in 2021.
- A \$500,000 loan from the City issued prior to 2000.
- Smaller annual allocations provided through the Outside Agency (OA) funding program.

Attachments provided for the Council's reference include:

1. 2021 Agreement and Staff Report
2. 2001 Redevelopment Agency Agreement and Staff Report
3. 2025 Funding Application from McCallum Theatre

ITEM 14e: CLARIFICATION ON THE 2025 STRATEGIC PLAN PROJECT TIMELINE

- **What was Palm Desert's demographic composition in 2013, when the process began? What was it after the 2020 Census, and what is it today?**
- **Tourism & Marketing: Goal to grow existing/develop new events that attract emerging international markets/younger demographics.**
 - **What events were created?**
 - **How successful were they?**
- **What were the findings of the Americans for the Arts Economic Impact Study? Were additional funding methodologies identified to support the arts beyond AIPP Developer fees? Has the bulk of financial contributions to art gone to McCallum/Artist Council?**
- **How successful were the efforts for an "aggressive approach to creating events and entertainment choices?"**
 - **What was the outcome of the Taskforce to "bridge the summer gap and market to families and youth by identifying other attractions in addition to golf, exploring nighttime and youth-oriented activities, creating a monthly signature series during the spring and summer seasons?"**
- **Has there been a change in high school drop-out rates attributed to PD's efforts?**
- **How much progress has been made to reduce energy and water consumption by 30% by 2033?**
- **Beyond SB1383, what other major sustainability initiatives have been developed?**
- **Status of feed-in tariffs by the CPUC?**
- **How close is DSRT Surf to being Net Zero?**
- **How successful have retrofitting programs been toward meeting the goal of retrofitting 50% of hotels/timeshares with occupancy sensors, and 50% of existing properties retrofitting for energy and water reduction?**
- **What were the findings of the City Core Commission?**
- **How has PD spent SB375 Planning grants since 2013?**
- **Are Quimby Fees still available?**
- **Are Active Business Alert Networks still active in PD?**

- **How close are we to meeting the yearly goal of a 10% increase in Neighborhood Watch and COPS?**
 - **How many annual meetings were held as outlined in the Tourism/Marketing Priorities?**
 - **What were the results?**
 - **Where is the 2-year action plan and was it executed within the 5-year completion timeline?**
 - **How successful were the travel writers/bloggers at increasing TOT?**
 - **Were there any transit-oriented developments identified along 111 or anywhere in PD?**
 - **What are the current employee carpool incentives, and how does current participation compare to prior years?**
-

Regarding the 2016 General Plan Update:

- **Are there any updates on the following?**
 - **frequency of local transit service**
 - **transportation costs**
 - **average speed limits**
 - **accessible transit**
 - **drinking water quality**
 - **near-roadway pollution**
 - **tobacco use, obesity**
 - **healthy food accessibility**
 - **retail food index score**
 - **hospitalizations that could have been effectively treated with outpatient care**
 - **civic opportunity**
 - **voting rates**
 - **social engagement**
 - **arts and entertainment**
 - **age diversity**
 - **greenhouse gas emission per capita**
- **How close are we to the CSU enrollment goal?**
- **What is the City's ideal Gini coefficient? Is there a chart for PD's Gini coefficient?**
- **Are the consultants using HARC data or mostly national data?**
- **Are there any updates regarding the Coachella Valley Multispecies Habitat Conservation Plan?**
- **How many total landmarks have we designated as historical? Does the new plan call for creating a Historic District?**

- **Which potential mineral resources were identified that place PD within Mineral Resources Zone 3?**
- **Are there updated figures for the air pollutant attainment status charts?**
- **Over the last 5 years, how many days have we seen a temperature above 110 degrees per year? How many days have we had heat over 120 degrees each year? Please provide the data on the corresponding days with excessive humidity.**

A1: The questions posed highlight the complexity and breadth of issues that have evolved since the adoption of the 2013 Strategic Plan and the 2016 General Plan Update. While many of these questions are important and worthwhile, the City does not currently maintain consolidated data systems or a centralized tracking mechanism to readily produce detailed responses. Addressing many of these inquiries would require substantial historical research, interdepartmental coordination, and, in some cases, support from subject matter experts. Additionally, several questions extend beyond the intended scope of the current Strategic Planning process.

This underscores a key reason why a new Strategic Plan is necessary. The existing plan is outdated and was not designed with an implementation framework for tracking outcomes or scheduling regular updates. A core objective of the new Strategic Plan is to establish a fresh, actionable foundation—complete with measurable goals, timelines, and structured progress reporting—to ensure transparency and accountability moving forward.

It is also important to clarify the intended role of a Strategic Plan. It is a high-level policy document that articulates community priorities, guides resource allocation, and shapes long-term decision-making. It is not an environmental review document such as an Environmental Impact Report (EIR), nor is it designed to provide comprehensive analysis of all past or current City activities. While many of the questions raised are meaningful, they may be more appropriately addressed through targeted research efforts outside the Strategic Planning process.

If the City Council wishes to pursue answers to specific questions, staff would welcome direction on which topics to prioritize. Some inquiries may be addressed with existing data and resources, while others may require significant staff time or outside consulting support. If helpful, staff can return at a future study session to outline which areas can be addressed efficiently and which would require additional effort.

Ultimately, these questions reinforce the value of a modern Strategic Plan—one that not only defines the City's priorities but also establishes a clear framework for tracking progress and remaining responsive to the community's evolving needs.

CITY OF PALM DESERT

STAFF REPORT

MEETING DATE: February 28, 2019

SUBMITTED BY: Veronica Tapia, Senior Management Analyst

REQUEST: APPROVAL OF CONTRACT NO. C38230 AN AGREEMENT BETWEEN THE MCCALLUM THEATRE AND THE CITY OF PALM DESERT AS IT RELATES TO FUNDING OF PROGRAMMING AT THE MCCALLUM

Recommendation

That the City Council by Minute Motion

- 1) Authorize the Mayor to execute Contract No. C38230 an agreement between the McCallum Theatre and the City of Palm Desert relative to funding of programming at the McCallum; and
- 2) Approve initial \$200,000 payment in the current fiscal year and the same amount for the subsequent five (5) years to fund this agreement.

Strategic Plan

Approval of the Funding Agreement with the McCallum Theatre supports the Tourism and Marketing Priority 4 by utilizing opportunities to partner with existing agencies to promote the Palm Desert brand by participating in local events such as the Choreography Festival.

Executive Summary

During the 2018/19 budget study session, the City Council identified the McCallum Theatre as an important asset and investment for the City of Palm Desert. Since that time, staff has been working to develop a cooperative effort in both supporting the needs of the McCallum to support its place as an economic driver within the community and providing greater name recognition for Palm Desert. Approval of this funding agreement will provide six (6) annual payments to the McCallum for a total of \$1,200,000.

Background

Envision Palm Desert, the City's Strategic Plan, identifies Palm Desert as the "cultural core" of the Coachella Valley. A major component of that identification stems from the programs and events that are performed at the McCallum Theatre. For more than 30 years, the City of Palm Desert and the McCallum Theatre have had a long standing mutually beneficial relationship.

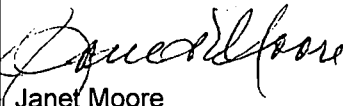

The McCallum Theatre has established itself as one of the country's finest presenting theaters by audiences, entertainers, and peers alike. Ticket sales consistently place the McCallum in the top 50 theaters in the world. The ticket sales not only provide a revenue source to the Theatre for its programs, but also as an economic driver to the complimentary businesses in Palm Desert.

The McCallum has requested financial assistance to augment and improve its programming to provide greater service to the residents and visitors of the City of Palm Desert. In recognition of the City's commitment, the McCallum Theatre will provide certain programmatic requirements as developed by staff and detailed in Exhibit "B" of the agreement. Chief among the benefits to the City is the renaming of an annual choreography festival to "The Palm Desert International Choreography Festival". The marketing associated with this event will help spread awareness of Palm Desert as a destination for arts and culture.

Staff recommends approval of the funding agreement between the McCallum Theatre and the City of Palm Desert.

Fiscal Analysis

Funding in the amount of \$1,200,000 was included within the FY 2018/2019 CIP Budget, Account No. 4004800-4387900. Upon funding approval and execution of the agreement the first payment of \$200,000 will be due and payable and the remaining five (5) payments due on the annual anniversary date. This agreement would remain in effect through March 31, 2025.

LEGAL REVIEW	FINANCIAL REVIEW	CITY MANAGER
N/A Robert W. Hargreaves City Attorney	 Janet Moore Director of Finance	 Lauri Aylaian City Manager

CONTENTS: McCallum Theatre Funding Agreement

CITY COUNCIL ACTION

APPROVED DENIED _____
 RECEIVED _____ OTHER _____

MEETING DATE 2-28-2019

AYES: HARNIK, KELLY, + WEBER

NOES: JONATHAN + NESTANDE

ABSENT: NONE

ABSTAIN: NONE

VERIFIED BY: RDK/mm

Original on File with City Clerk's Office



CITY OF PALM DESERT

73-510 FRED WARING DRIVE
PALM DESERT, CALIFORNIA 92260-2578
TEL: 760 346-0611
info@cityofpalmdesert.org

March 29, 2019

Mr. Mitch Gerhsenfeld
President and CEO
McCallum Theatre
73000 Fred Waring Drive
Palm Desert, California 92260

Dear Mr. Gerhsenfeld:

Subject: Contract No. C32830 – Agreement Between the McCallum Theatre And the City of Palm Desert as it Relates to Funding Programming at The McCallum Theatre

At its regular meeting of February 28, 2019, the Palm Desert City Council, by Minute Motion, authorized/approved: 1) Mayor to execute subject contract, and agreement between the McCallum Theatre and the City of Palm Desert relative to funding of programming at the McCallum Theatre; initial \$200,000 payment in the current fiscal year and the same amount for the subsequent five (5) years to fund this agreement, and upon funding approval and execution of the agreement, the first payment of \$200,000 will be due and payable, and the remaining five (5) payments due on the annual anniversary date – agreement to remain in effect through March 31, 2025.

Enclosed is a fully executed Agreement for your records. City staff is processing the first payment, which will be forwarded to your office under separate cover.

If you have any questions or require additional information, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read "Rachelle D. Klassen".

RACHELLE D. KLASSEN, MMC
CITY CLERK

RDK/mgs

Enclosure (as noted)
cc/enc: Veronica Tapia, Senior Management Analyst
Finance Department

**AGREEMENT BETWEEN
THE MCCALLUM THEATRE
AND THE CITY OF PALM DESERT
AS IT RELATES TO FUNDING OF PROGRAMMING
At THE MCCALLUM**

THIS AGREEMENT (the "Agreement") is entered into effective on February 28, 2019, by and between the City of Palm Desert ("CITY"), a California charter city ("CITY") and The McCallum Theatre for the Performing Arts, ("THE MCCALLUM THEATRE").

WHEREAS, the CITY is a charter city organized under the laws of the State of California and its charter; and,

WHEREAS, THE MCCALLUM THEATRE owns and operates a theater, and provides a wide range of performing arts programming within the CITY, providing an enormous benefit to the residents and visitors of the CITY; and

Whereas, CITY and THE MCCALLUM THEATRE desire to improve, augment and provide stable funding for the performing arts-related programming for the benefit of residents and visitors.

NOW, THEREFORE, IT IS AGREED as follows:

1. Purpose. THE MCCALLUM THEATRE will strive to augment and improve its programming to provide even greater service to the residents and visitors of the CITY.
2. CITY'S Responsibilities. The CITY commits to provide one million, two hundred thousand dollars (\$1,200,000) in six annual installments, of two hundred thousand dollars (\$200,000) each, the first due and payable upon the mutual execution of this Agreement, and the remaining five annual installments due on the annual anniversary dates hereof, provided however, that the city council appropriates annually sufficient funds to pay the installment. The Payment Structure is attached hereto and incorporated herewith in Exhibit "A" to this Agreement.
3. THE MCCALLUM THEATER'S Responsibilities. In recognition of the CITY's funding commitment, THE MCCALLUM THEATER will provide certain Programmatic Requirements as detailed in Exhibit "B" attached hereto and incorporated herewith.
4. Term. This Agreement shall be effective as of April 1, 2019 and continue in effect until March 31, 2025, unless sooner terminated in accordance with the termination provisions set forth hereinafter.
5. Unilateral Termination. Despite the provisions that this contract shall be in force until March 31, 2025, this Agreement may be terminated by either party, with

or without cause, at any time upon either party giving ninety (90) days' written notice to the other party of said termination. Upon such notice being properly given, this Agreement shall terminate upon the date specified in the written notice.

6. Relationship of Parties. It is understood that the contractual relationship of the THE MCCALLUM THEATRE to the CITY is that of Independent Contractor; THE MCCALLUM THEATRE is not the agent of the CITY, nor an employee of the CITY. CITY shall not direct the manner in which THE MCCALLUM THEATRE provides its services, but THE MCCALLUM THEATRE shall be responsible for the results achieved. The means by which THE MCCALLUM THEATRE provides the services specified hereunder shall be determined solely by THE MCCALLUM THEATRE. CITY shall exercise no control over the manner and details of performance, the specific hours that any employee of THE MCCALLUM THEATRE may work, who shall be employed by THE MCCALLUM THEATRE or which employee is assigned to any particular function or duties; nor shall CITY provide supplies or tools utilized to accomplish the tasks undertaken by THE MCCALLUM THEATRE. The CITY is not responsible for salary reimbursement or provisions, and grant funds cannot be used to fund any wage, salary or benefits offered by THE MCCALLUM THEATRE.

7. Assignment. This Agreement shall not be assigned or duties hereunder delegated by THE MCCALLUM THEATRE without the written consent of the CITY.

8. Amendment. This Agreement may be amended or modified only by written agreement signed by both parties, and failure on the part of either party to enforce any provision of this Agreement shall not be construed as a waiver of the right to compel performance of such provision or provisions.

9. Indemnification. MCCALLUM THEATRE shall indemnify and hold CITY harmless, and each of its officers, directors, employees, and agents, and each of their heirs, successors, and assigns against, and shall indemnify and hold parties harmless from any and all claims, costs, liabilities, penalties, damages, or expenses of any kind or nature whatsoever, whether based on negligence or strict liability, including, but not limited to court costs, reasonable attorney's fees, and expenses, whether incurred at trial, appellate, or administrative level, or in connection with any required arbitration, which any such indemnified parties may suffer or incur, or to which any of such indemnified parties may be subjected, as a result of or arising out of this Agreement. Such indemnification, however, is subject to CITY and any other indemnified party claiming the right to be indemnified by providing written notice to MCCALLUM THEATRE of any such claim for damage under this Agreement within 15 days of receiving notice of such claim.

10. Notice. Any and all notices or other communications required or permitted by this Agreement to be served or given to either party shall be in writing and shall be deemed duly served and given when personally delivered to the party to whom it is directed or, in-lieu-of personal service, when deposited in the United States mail, first class – postage pre-paid, addressed to CITY and MCCALLUM THEATRE as follows:

CALIFORNIA ACKNOWLEDGMENT

CIVIL CODE § 1189

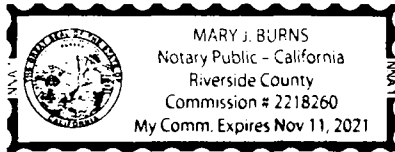
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California }
County of Riverside

On March 19, 2019 before me, Mary J. Burns, Notary Public
Date Here Insert Name and Title of the Officer

personally appeared Mitchell E. Gershonfeld
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is~~ are subscribed to the within instrument and acknowledged to me that ~~he~~ she/they executed the same in ~~his~~ her/their authorized capacity(ies), and that by ~~his~~ her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Place Notary Seal and/or Stamp Above

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Mary J. Burns
Signature of Notary Public

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

Corporate Officer – Title(s): _____

Partner – Limited General

Individual Attorney in Fact

Trustee Guardian or Conservator

Other: _____

Signer is Representing: _____

Signer's Name: _____

Corporate Officer – Title(s): _____

Partner – Limited General

Individual Attorney in Fact

Trustee Guardian or Conservator

Other: _____

Signer is Representing: _____

EXHIBIT "A"
PAYMENT STRUCTURE

City shall pay to the recipient progress payments on the following dates, upon satisfaction of requirements referenced in Exhibit B, the following stated amounts for a cumulative total, not to exceed \$1,200,000:

- Upon execution of documents \$200,000
- On the first anniversary of execution date \$200,000
- On the second anniversary of execution date \$200,000
- On the third anniversary of execution date \$200,000
- On the fourth anniversary of execution date \$200,000
- On the fifth anniversary of execution date \$200,000

The foregoing shall be the only payments made to the recipient during the entire term of this agreement.

EXHIBIT "B"

PROGRAMMATIC REQUIREMENTS

In recognition of the annual contribution, the City anticipates inclusion in the following:

- The McCallum Theatre will rename its annual choreography festival the "Palm Desert Choreography Festival" with the intention that the yearly event will grow in stature and reputation until such a time as it is appropriate to change its name to the "Palm Desert International Choreography Festival." Until such time, the name "Palm Desert Choreography Festival" will be used on all printed and online signs, publications, and marketing materials promoting the choreography festival at the McCallum Theatre. Subsequently, the name "Palm Desert International Choreography Festival" will be used to refer to the event on all signs, publications, and marketing materials as long as a choreography festival is held at the McCallum Theatre. Should the McCallum Theatre stop hosting an annual choreography festival, the City of Palm Desert will retain rights to the names "Palm Desert Choreography Festival" and "Palm Desert International Choreography Festival."
- It is expected that the Choreography Festival's total annual budget will be increased by not less than \$50,000. The budget increase can be accomplished utilizing the annual contribution provided by the City to the McCallum Theatre under this agreement or via other means at the McCallum Theatre's discretion including increased sponsorships, etc.
- City will be acknowledged in all marketing materials, including social media activity, as sponsor or co-sponsor at three events: Choreography Festival (sponsor), Open Call (co-sponsor), and Family Fun Day (co-sponsor) as long as the contract is in effect. And that the tagline #palmdesertwelcomesyou be incorporated.
- City Logo be included in the McCallum Brochure/Program that is distributed to patrons three (3) times a year.
- City be included in the development of an "instagrammable site" on the McCallum Theatre premises, making the McCallum Theatre (Palm Desert) an instagrammable destination. McCallum Theatre staff will work closely with City Art Staff to determine the most appropriate location, term of installation, and identify a piece that will accomplish this goal.
- Recipient will attend City Council meeting to update Council throughout the term of the agreement at such interval as requested by the City Council, but no less frequently than one time per year.

CITY OF PALM DESERT/PALM DESERT REDEVELOPMENT AGENCY

STAFF REPORT

REQUEST: CONSIDERATION OF LEASE OF PROPERTY BY THE PALM DESERT REDEVELOPMENT AGENCY FROM AND TO FRIENDS OF THE CULTURAL CENTER, INC., FOR OPERATION AND MAINTENANCE OF A PERFORMING ARTS CENTER

DATE: JUNE 28, 2001

RECEIVED

APPLICANT: MCCALLUM THEATRE
73-000 Fred Waring Drive
Palm Desert, California 92260

JUL 02 2001

PALM DESERT
REDEVELOPMENT AGENCY

CONTENTS: CITY COUNCIL RESOLUTION NO. 01- 82
AGENCY RESOLUTION NO. 421
SECTION 33433 REPORT
DISPOSITION AND DEVELOPMENT AGREEMENT WITH
EXHIBITS A THROUGH F

Recommendation:

That the City Council/Agency Board open the public hearing and following public testimony take the following action:

By Minute Motion:

1. That the City Council approve Resolution No. 01- 82, a resolution of the City Council of the City of Palm Desert approving the lease of property by the Palm Desert Redevelopment Agency from and to Friends of the Cultural Center, Inc., for operation and maintenance of a performing arts center pursuant to the Redevelopment Plan for Project Area No. 1.
2. That the Agency Board approved Resolution No. 421, a resolution of the Palm Desert Redevelopment Agency approving the lease of property by the Agency from and to Friends of the Cultural Center, Inc., for operation and maintenance of a performing arts center pursuant to the Redevelopment Plan for Project Area No. 1.

CONSIDERATION OF LEASE OF PROPERTY BY THE PALM DESERT REDEVELOPMENT AGENCY FROM AND TO FRIENDS OF THE CULTURAL CENTER, INC.

June 28, 2001

Executive Summary:

This is an action to acquire property interest from the McCallum Theatre for \$5 million and subleasing said property interest to the McCallum Theatre with certain obligations that must be met by the McCallum Theatre.

Background:

Staff has been working with the McCallum Theatre to identify methods by which the Theatre could alleviate certain financial issues before them. Such financial issues include the payment of loans, depletion of reserves, and operating shortfalls. The McCallum Theatre has identified a need of \$5 million to cover its financial obligations. Staff finds that the \$5 million can assist the McCallum Theatre in its financial efforts with certain conditions precedent. Such conditions would include an effort by the McCallum Theatre to raise a sufficient amount of cash to cover its current year's projected operation shortfall, including this year's debt service obligations by July 31, 2001.

The Center will also be obligated to:

- appoint a member of the City Council to the Board of Directors with full voting rights.
- appoint the City Manager or his designee to the Board of Directors of the Foundation with full voting rights.
- have an endowment fund balance of at least \$5.1 million in cash and pledges enforceable by law of \$6.2 million by July 31, 2001.
- pay off its loan to the City of \$500,000.

The \$5 million will be deposited into an interest bearing escrow account which the Foundation will be able to use the interest from said account for operations, plus the Center will be able to withdraw 2.0833 percent of said lease payment on an annual basis to provide for operations and maintenance of the building and property. The \$5 million will be used by the Agency to purchase a property interest in the McCallum Theatre with the Agency transferring said property interest back to the McCallum Theatre. With this transfer, the McCallum Theatre will be obligated to provide for community performances and meet certain financial obligations as outlined above and more thoroughly described in the 33433 Report and the Disposition and Development Agreement.

CONSIDERATION OF LEASE OF PROPERTY BY THE PALM DESERT REDEVELOPMENT AGENCY FROM AND TO FRIENDS OF THE CULTURAL CENTER, INC.
June 28, 2001

Because of the transfer of said property interests by the Agency, Agency staff has provided for the preparation of the 33433 Report which identifies that the transfer of the acquired property interest to the McCallum Theatre is a fair re-use value within the provisions of Redevelopment Law.

Submitted by:

[Signature]
Dave Yrigoyen
Director of Redevelopment

mh

Approval:

[Signature]
for City Manager/Executive Director

CITY COUNCIL ACTION:

APPROVED ✓* DENIED _____
RECEIVED _____ OTHER _____

MEETING DATE 6-28-01

AYES: Benson, City, Spiegel, Kelley

NOES: none

ABSENT: Ferguson

ABSTAIN: none

VERIFIED BY: SR/6 leg mb

Original on File with City Clerk's Office

*With minor amendment to Section 3.3 of the DDA and continuance of Sections 3.1.4 and 3.1.5 of same, regarding membership, to the City Council and Agency Board meetings of July 19, 2001.

Approved BY RDA
ON 6-28-01

VERIFIED BY SR/6 leg mb
Original on file with City Clerk's Office



OUTSIDE AGENCY FUNDING REQUEST
FOR CHARITABLE CONTRIBUTION

Application

(Exhibit A)

Fiscal Year 2025/2026

Complete Application packet to the City of Palm Desert by **Mail, Hand Delivered** or **Email**.
(See **Section V. FILING INSTRUCTIONS** for a complete list of required information)

Hand Delivered:

Palm Desert
Fred Waring Drive
Palm Desert, CA 92260
Subject: Outside Agency Funding Application
Attention: Michelle Loredo

Email:

mloredo@palmdesert.gov



Questions:
Call Michelle Loredo or the Finance Dept.
760-346-0611, EXT 371

GENERAL INFORMATION

05/09/2025

Amount of Funding Request: \$ 1,500,000.00

Organization Name:

Friends of the Cultural Center Inc., dba McCallum Theatre

Organization President
Equivalent:

Yvonne C. Bell, Chief Executive Officer

Physical Address:

73000 Fred Waring Drive Palm Desert, CA 92260

Mailing Address:

73000 Fred Waring Drive Palm Desert, CA 92260

Organization Phone:

760-346-6505

Contact Phone:

760-776-6180

mcharries@mccallum-theatre.org

Website: mccallumtheatre.org

ORGANIZATION INFORMATION

DESCRIPTION OF ORGANIZATION AND ITS SERVICES:

Please see attached.

Number of Years in Community:
(Minimum 5 years required)

27

Date organization was established:

1/1/1988

IDE AGENCY FUNDING REQUEST FOR CHARITABLE CONTRIBUTION

ation FY 2025-2026

2 of 3

Are volunteers used by this organization? Yes No

If Yes, please indicate the number of annual hours and duties performed

Please see the attached.

STATEMENT OF PURPOSE

PROGRAM/SERVICE TO BE FUNDED BY THIS REQUEST (Specific line-item details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the Committee's review and decision. Add additional rows if necessary):

Item	Description	Amt requested
Example: Group support	Counseling for two low-income families for six months (\$500 per family per 6 month period)	1,000
Palm Desert Choreography Festival	Internationally recognized choreography festival that is one of four cultural festivals presented by the City of Palm Desert that elevate the community's global reputation while deeply engaging the local community.	\$100,000/yr for the next 5 years
Open Call Talent Project	Open Call Talent Project is the City's premier talent competition that celebrates local talent and artistic excellence in the Coachella Valley.	\$100,000/yr for the next 5 years
Discretionary for Community Programs	A discretionary fund to support various community programs that further City of Palm Desert's brand such as the McCallum's arts education program, Veteran's Day Celebration, Jazz Festival and much more.	\$100,000/yr for the next 5 years

Explain the benefit to the Palm Desert community as a whole:

Please see the attached.

Total number of persons that benefit from this program:

Of the total number benefitting, give an estimate of the percentage (%) of Palm Desert citizens that participate in said benefit:

Residents:

Non-Residents:

SOURCES OF FUNDING

Palm Desert, Local Government and Community Support : List any and all funding requested from the City of Palm Desert, Local Government and Community Support (i.e. Berger Foundation, RAP Foundation, Rotary Club, Agua Caliente Band of Mission Indians, etc.) for the **CURRENT (2024/2025)** fiscal year and **UPCOMING (2025/2026)**, including type of request (Community Development Block Grant (CDBG), UNITE Palm Desert Local Economic Relief Program (UPDLERP) funds, grant, sponsorship, donation, fundraiser, etc.), the actual amount received, and a description of the funding request. *(The City will usually not provide an additional contribution to those organization already receiving CDBG and/or UPDLERP funds) (if necessary, attach a separate sheet)*

Fiscal Year	FROM/Entity	Type of Request	Approved Funds Received	Description of Funding Request (dinner, sponsorship, contribution)
Sample 24-2025	City of Palm Desert	Outside Agency	\$1,000	Counseling for two low-income families for six months (\$500 per family per 6-month period)
	Please see attached.			
Total Palm Desert, Local Government & Community Support received:			\$	

FILING INSTRUCTIONS

DEADLINE: FRIDAY, APRIL 30, 2025

See Submission Instructions and Contact Information at the top of this form

Application packet must contain the following:

- One (1) Application with original signature *(electronic signatures are acceptable)*
- Tax Status Verification letter from IRS
- Current Roster of Board of Directors, Executives, Trustees or Committee Members
- Federal W-9 Form
- Current IRS Form 990*

**If your organization is not required to file Form 990, please explain*

Packets that do not include all required information and/or are incomplete will be considered unresponsive and will not be reviewed further by the Committee.

SIGNATURE AUTHORIZATION

Signature of authorized official, as identified in Section I, General Information, Organization President or Equivalent:

The undersigned does hereby confirm that the information herein is true and correct; that the applicant organization meets the guidelines set forth in the Funding Criteria for Non-profit Agencies and PTO/School Organizations published on the City's website; and that the applicant's organization will make these programs available to all eligible participants, without regard to race, sex, political persuasion, religion, national origin, or age.

OUTSIDE AGENCY FUNDING REQUEST FOR CHARITABLE CONTRIBUTION APPLICATION ATTACHMENTS

(EXHIBIT B)

II. Organization Information

1. Description of Organization and Its Services

In May 1973, Coachella Valley business, education, and cultural leaders organized to create Friends of the Cultural Center, Inc. This group committed to fulfilling the need for a cultural hub for the arts in the growing desert communities and broke ground to build the state-of-the-art performing arts center known as McCallum Theatre. McCallum Theatre has gained acclaim as one of the country's finest presenting theaters by audiences, performing artists, and peers alike. Our vision is to enrich the lives of Coachella Valley residents with various performing arts experiences that reflect a diversity of people, interests, and tastes of the local desert.

In 1997, the McCallum Theatre launched its education department. Driven by a passion and background in arts education, Kajsa Thuresson-Frary established the program's foundation using the best practices she learned at Lincoln Center Institute in New York and from her colleagues throughout the country. Ms. Thuresson-Frary currently serves as the Vice President of Education at McCallum Theatre and through her leadership, we have served over one million students, educators, and community members with quality programs offered at no cost or at highly subsidized rates. We take pride in ensuring that individual students never pay to participate in our school programs because we fundamentally believe that the arts and culture must remain accessible to the youth of our community.

3. Are volunteers used by this organization: YES

If Yes, please indicate the number of annual hours and duties performed.

Annual Hours Served by Volunteers: 22,107 Hours

Volunteer Key Responsibilities:

- Welcome and greet guests at performances and events
- Scan tickets and help patrons locate their seats
- Distribute and assist with the preparation of programs
- Support administrative staff with phone calls, including donor thank-yous
- Assist the box office with mailing season tickets
- Work special fundraising events both on-site and off-site
- Sell concessions at performances

- Serve as an usher for all student educational programs

III. Statement of Purpose

2. Explain the benefit to the Palm Desert community as a whole:

The McCallum Theatre has stood as a cultural cornerstone in the City of Palm Desert, bringing cultural arts experiences to residents and visitors alike. Our 27-year partnership with the City has elevated Palm Desert's identity as a premier cultural destination in the Coachella Valley. With the City's continued support of \$1,500,000 distributed in the amount of \$300,000 over the next five fiscal years, we will sustain and expand programs that directly benefit the community, bolster tourism, and advance the City of Palm Desert's mission to provide exemplary and sustainable services, amenities and programs for the benefit of the community. Funding will specifically support: Palm Desert Choreography Festival in the amount of \$100,000 every year, Open Call Talent Project in the amount of \$100,000 every year, and an additional \$100,000 of funding support for discretionary community engagement programs like our immersive arts education program, Jazz Festival, Veteran's Day Celebration and much more.

The City of Palm Desert's commitment to the arts, through its long-standing support of McCallum Theatre, has been instrumental in shaping the region's identity as a cultural hub in the Coachella Valley. McCallum's programming supports the City's brand, drives economic activity, enhances tourism, and enriches the lives of residents and visitors through world-class performances, community engagement programs, and art education initiatives.

With the City's renewed support, McCallum Theatre will accomplish the following key objectives:

- Strengthen Palm Desert's brand as the cultural heart of the Coachella Valley
- Attract thousands of residents and tourists annually to cornerstone events that drive economic spending
- Provide educational services to nearly every student attending public elementary schools in the City of Palm Desert with high-quality, immersive art education programming
- Generate continued economic returns through cultural tourism and increased foot traffic for local businesses
- Expand media exposure by including the City's presenting status in press releases, digital platforms, and live events and much more
- Reinforce community pride with inclusive and accessible programming

Program Descriptions and Key Metrics:

The Palm Desert Choreography Festival is an internationally recognized dance celebration with naming rights retained by the City of Palm Desert. It is one of four cultural festivals presented by the City of Palm Desert that elevates the community's global reputation while deeply engaging the local community, which has featured:

- 27-year history as a flagship City of Palm Desert community event
- 779 choreographers featured from around the globe
- 781 original choreographic works presented
- 45,652 audience members served
- \$854,424 in awards to recognize deserving choreographers
- Naming rights to be retained by the City of Palm Desert with ongoing funding support
- Economic multiplier effect through cultural tourism, hotel stays, dining, and retail visits

Open Call Talent Project is the City's premier talent competition that celebrates local talent and artistic excellence in the Coachella Valley:

- 27-year City partnership
- 1,818 locally talented finalists showcased
- 74 performances
- 74,350 audience members engaged
- \$234,450 in awards to recognize deserving local talent in our community
- Generates regional attention and civic pride

McCallum Theatre's arts education program is an immersive arts education program that heightens classroom engagement for thousands of young learners through live performance and arts integration in partnership with classroom teachers at local public elementary schools. In the 2023-2024 school year McCallum Theatre:

- Served 6,783 students of which nearly 2,000 are from the City of Palm Desert
- 274 classrooms across 29 partner schools
- Served every public elementary school in Palm Desert:
 - Washington Charter School
 - Ronald Reagan Elementary
 - Abraham Lincoln Elementary
 - James Carter Elementary

This art education program, along with various other community engagement programs, will benefit directly from the proposed discretionary funds, which align with the City's mission to provide exemplary and sustainable services, amenities and programs for the benefit of the community.

IV. Source of Funding

1.

Fiscal	Entity	Type of Request	Approved Rcvd Funds	Description of Funding Request
24-25	Residents of the City of Palm Desert	Community Support	\$1,905,184	General donations to support McCallum Theatre
24-25	Anderson Children's Foundation	Community Support	\$16,200.00	For East Valley Dance Project at PD Choreography Festival
24-25	The H.N. & Francis C. Berger Foundation	Community Support	\$150,000.00	For Art Education Programs for Students
24-25	Houston Family Foundation	Community Support	\$200,000.00	For Arts Education at CVUSD and East Valley at Palm Desert Choreography Festival
24-25	Richard Brooke Foundation	Community Support	\$85,000.00	For Arts Education Program
24-25	Tonamora Foundation	Community Support	\$50,000.00	For Community and Education Programs
24-25	BIGHORN Cares	Community Support	\$7,500.00	For East Valley Dance Project at PD Choreography Festival
24-25	W.M. Keck Foundation	Community Support	\$5,000.00	For Community and Education Programs
24-25	City of Rancho Mirage	Local Government	\$50,000.00	For Community Engagement for Rancho Mirage residents
24-25	Palm Springs Friends of Philharmonic	Community Support	\$25,000.00	For Arts Education Program
24-25	The Commander Allen Fund	Community Support	\$50,000.00	For Open Call Talent Project
25-26	James C. Stewart Foundation	Community Support	Pending Request	For Arts Education Program
25-26	City of La Quinta	Local Government	Pending Request	For Field Trip Series for Students from La Quinta
25-26	Coeta and Donald Barker Foundation	Community Support	\$25,000.00	For Arts Education Program and Field Trip Series



McCallum Theatre Board of Trustees 2024-2025

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President Gerald R. Ford

Honorary Vice Chairperson in Perpetuity
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Mark Meyer

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Ted J. Weill

Note: College of the Desert acting President/CEO, Val Martinez Garcia, may step in for COD Representatives Oden and Meyer.

As of 04.24.2025