

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

MEETING DATE: June 11, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: CONSIDERATION OF 2026 CALIFORNIA DESERT PLEIN AIR FESTIVAL SPONSORSHIP

RECOMMENDATION:

Recommend City Council approve sponsorship for the 2026 California Desert Plein Air Festival.

BACKGROUND/ANALYSIS:

The City of Palm Desert received a sponsorship request from Palm Springs Life and the Desert Plein Air Association (DPAA) for the 2026 California Desert Plein Air Festival. The 2025 event, held over three weeks in January, featured four days of paint-outs at scenic locations throughout the Coachella Valley and surrounding desert areas, including multiple locations in Palm Desert. The festival was headquartered at the Artists Center in Palm Desert and included artist workshops, public talks, an exhibition and awards ceremony, and artwork sales. The event attracted top plein-air painters from across the United States with \$15,000 awarded for Best in Show.

The 2025 festival was the first under the new branding as the California Desert Plein Air Festival and successfully positioned itself as a destination art event for the region. Palm Desert served as the core hub for event activity.

The festival exceeded expectations in both attendance and promotional reach:

- **Attendance:**
 - Over 3,000 attendees
- **Media Coverage:**
 - Editorial Impressions/Readers: 241,765, valued at \$32,068
 - Media Impressions/Readers: 1,066,520, valued at \$71,604
 - Total Advertising Impressions (Print, Digital, and Social): 1,308,285, with a total value of \$103,672

The 2025 festival demonstrated strong public engagement and economic impact, justifying continued investment in its growth. Staff supports renewing the sponsorship to build on the festival's momentum and to strengthen Palm Desert's reputation as a premier destination for arts and cultural programming.

FINANCIAL IMPACT:

Palm Springs Life is requesting continued sponsorship in the amount of \$25,000 for the 2026 California Desert Plein Air Festival, which is the same amount that was awarded for the 2025

event. Staff recommends approval of this sponsorship, with \$12,500 allocated from the Public Art budget and \$12,500 from the City's Marketing budget. The sponsorship will continue to provide Palm Desert with significant marketing value, enhanced public programming, and community engagement opportunities.

ATTACHMENTS:

1. 2026 California Desert Plein Air Festival Proposal
2. 2025 CA Desert Plein Air Festival Summary
3. 2025 Plein Air Budget

PALM DESERT
PRESENTS

JANUARY 9 – FEBRUARY 1, 2026

CALIFORNIA DESERT PLEINAIR FESTIVAL



2026
SPONSORSHIP
OPPORTUNITY

SCHEDULE OF EVENTS

TENTATIVE SCHEDULE

Festival Dates: January 9th-February 1st, 2026

Headquarters: The Artist Center, Palm Desert

Public Exhibition Dates: January 15th-February 1st

Three (3) Categories of Entry:

- Featured/VIP-15 Artists (Invited and Hosted)
- Category 2 Landscape-75 (juried)
- Category 3 Plein Air-50 (not juried for 2026)

INITIAL SCHEDULE OF EVENTS

Two (2) Workshops:

- Workshop #1 January 8-9; 9am-2pm
- Workshop #2 January 9; 9am-2pm

Paint Days:

- January 10th Sign in, get substrate stamped, paint through January -13th.
- Turn in day and hang day (at Artist Center) January 14th.

Featured Artists arrival Monday January 12, departure January 16th. *This is one day longer than 2025.*

EVENTS

Ticketed/Invite Events:

- January 13th: Welcome Reception-The Living Desert Zoo and Gardens-New
- January 14th: TBD
- January 15th: Show Opening and Awards Reception – The Artist Center

Paint-Outs (prior to turn in)

- January 10th: Santa Rosa and San Jacinto Visitors Center
- January 11th: El Paseo Shopping District
- January 12th: Ironwood Park, Palm Desert
- January 13th: The Living Garden Desert and Zoo

ADDITIONAL PROGRAMMING

Noncompetitive Paint-Outs:

(Open to the public to paint or watch)

- January 20th: Lost Creek Canyon Ranch-date tentative
- January 27th: The Living Desert Zoo and Gardens – date tentative

VIP/Invite Exhibition Evenings:

(docent led tour of exhibition at the Artist Center)-NEW

- January 22nd: Suggested group Big Horn or Vintage
- January 29th: Suggested group Big Horn or Vintage

Additional Programming:

Lead Up California Desert Plein Air Festival Branded Paint-Outs.

- October 2025
- November 2025
- December 2025

2026 PRESENTING SPONSORSHIP

DELIVERABLES – NAME AND EXCLUSIVITY PR/MARKETING AND ON-SITE

- City of Palm Desert will be listed after the event logo – Value: \$40,000
- City of Palm Desert will be listed first on the list of sponsors – Value: \$10,000

PR/MARKETING VALUE

- City of Palm Desert to receive logo/name on California Desert Plein Air Festival print ads to start running November 2025 through January 2026. These ads will run in *Palm Springs Life*, *The Guide*, *Arts+Culture*, and other publications produced by *Palm Springs Life* – Value \$40,000
- City of Palm Desert name on California Plein Air Festival email marketing promotions going to California Desert Plein Air and *Palm Springs Life*, email opt-ins 55,000k+ – Value: \$10,000
- City of Palm Desert name/logo on digital marketing promotions on palmspringslife.com and other media partners – Value: \$20,000
- City of Palm Desert name included on billboard campaign targeted to the Southern California Drive-Markets of San Diego, Los Angeles, and Orange County – Value: \$18,000
- City of Palm Desert Sponsor will be mentioned, and name/logo shown on all television spots – Value: \$15,000
- City of Palm Desert will be mentioned on all radio spots – Value: \$5,000
- City of Palm Desert tagged on social media coverage posted on event social media pages and *Palm Springs Life* – Value: \$8,000
- City of Palm Desert logo and link on event website through 2026 event – Value: \$10,000
- A two-page ad spread (inside front cover and page one) in the 2026 California Desert Plein Air festival program, 3,000 copies distributed at California Desert Plein Air Festival, El Paseo, visitors' centers, El Paseo merchants, and high-traffic locations throughout the Coachella Valley – Value: \$6,480
- City of Palm Desert logo on the sponsor sign at the entrance to the event – Value: \$5,000
- City of Palm Desert r logo displayed on all Gallery video screens every day of California Desert Plein Air Festival – Value: \$5,000
- 8 Tickets to the California Desert Plein Air Festival Reception – Value: \$800

POST EVENT

- City of Palm Desert recognized in a "Thank you to our sponsors" page in a select issue of *Palm Springs Life* – Value: \$1,000
- A complete recap of the event will be provided to you approximately 60 days after the event – Value: \$1,000

TOTAL VALUE: \$182,280

SPONSORSHIP FEE: \$25,000

CONTACT

PALM SPRINGS LIFE

PRESIDENT/PUBLISHER

Franklin W. Jones
frank@palmspringslife.com

DIRECTOR OF MARKETING AND SPONSORSHIPS

Kevin O'Grady
EXT 282
kevin@palmspringslife.com

DIRECTOR OF BUSINESS DEVELOPMENT

Paulina Larson
EXT 286
paulina@palmspringslife.com



PALM SPRINGS LIFE

303 North Indian Canyon Drive, Palm Springs, CA 92262 palmspringslife.com     

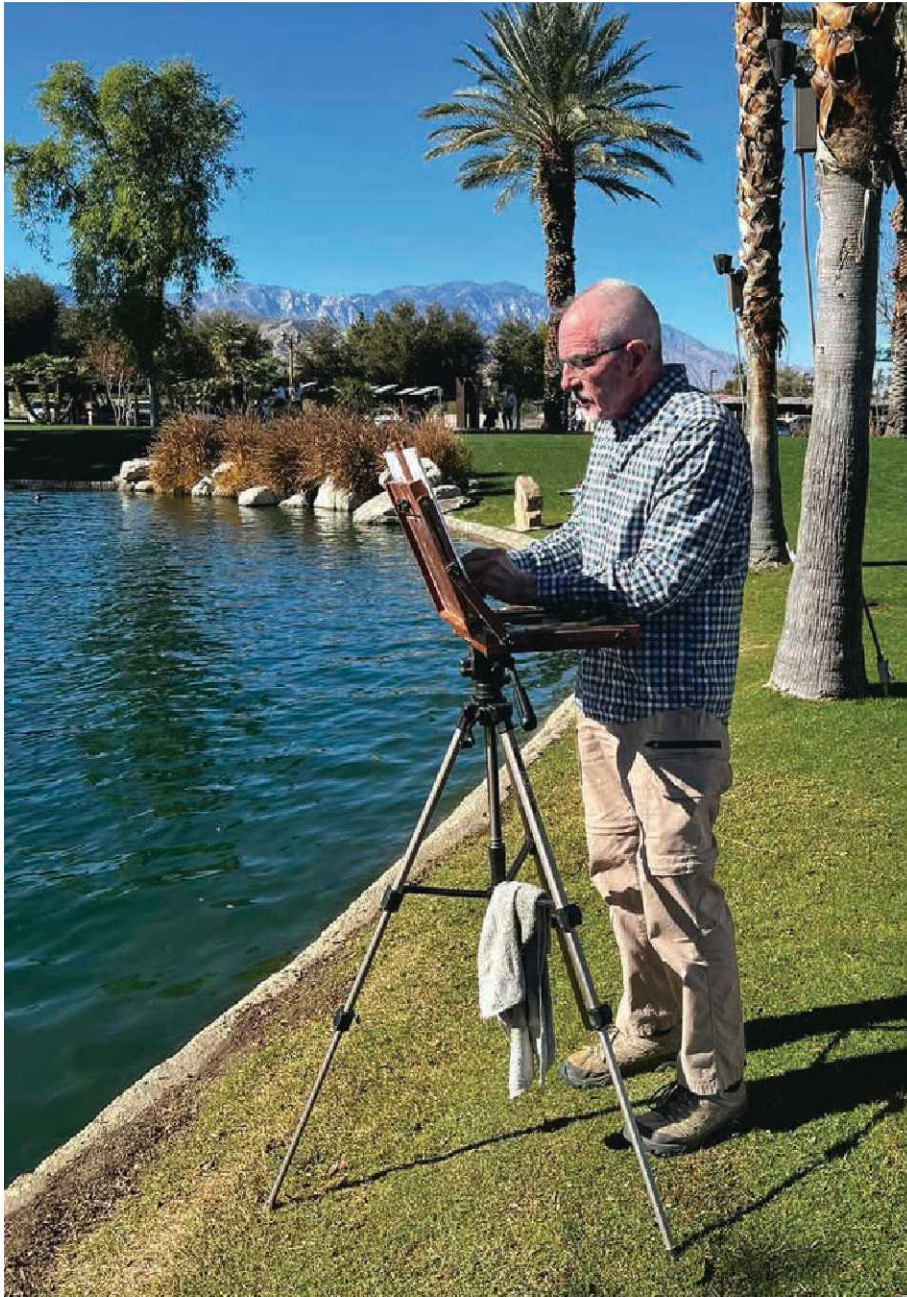
**PALM DESERT
PRESENTS**

**CALIFORNIA
DESERT
PLEIN AIR
FESTIVAL**

January 9 – February 2, 2025

PARTNER SUMMARY

INTRODUCTION



PALM DESERT
PRESENTS
CALIFORNIA
DESERT
PLEIN AIR
FESTIVAL

January 9–February 2, 2025

Artists from near and far converged in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors). **More than 175 acclaimed plein air and studio landscape artists** brought the beauty of the California Desert to life.

The event opened with four days of paint-outs at scenic locations in Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. Four workshops highlighting field sketching, pastels, techniques in oil, and watercolors, were held, as well as special events throughout El Paseo, The Living Desert Zoo and Gardens, and the Palm Desert Artists Center.

After the plein air artists picked and studied their vantage points, painted on site, and submitted their canvases, the festival culminated in a spectacular gallery exhibition at the Artists Center in Palm Desert.

This was a great opportunity to be immersed in the vibrant artistry of the desert and to see the beauty of the California Desert brought to life.

ARTIST TESTIMONIALS

“I have entered the DPAA Festival every year since the first one four years ago.

I look forward to the festival every year. I feel that the 2025 Festival was the best so far. The venue has a very inviting space that accommodates not only the galleries but also the reception as well. There is ample parking, and it is centrally located within the valley.

I hope DPAA will continue to host their festival at this location.”

– Terry S. –

“For me it was an opportunity to be recognized, along with my fellow artists, for the dedication we spend recording the beautiful Coachella Valley.”

– Elaine M. –

“Thank you again for a great week out there. We had an amazing time!”

– Kami Mendik –

“The Festival this year was a resounding success according to visitors, buyers and artists. Everyone was astounded by the level of the quality of the artwork and the wide variety of how our desert was depicted. Attendance from visitors to see the show was very brisk during the whole time that the show occurred, and the comments were overwhelmingly positive. The support from the City of Palm Desert and *Palm Springs Life* magazine was unparalleled and contributed greatly to the success of the Festival.”

– Kathleen S. –

“DPAA, a young startup art organization, has professionally produced a burgeoning nationally recognized desert landscape festival and exhibition in just five years, thanks to the tremendous support from the City of Palm Desert, *Palm Springs Life* magazine, and the museum quality galleries at the Artists Center... which is a remarkable feat and accomplishment!”

– Daniel F. –

“Thank you for a great event.”

– Otto Sturcke –

“Thank you so much for inviting me. We had fun meeting everyone and being in the desert during the winter.”

– Steve Hill –

“Thank you for all of your help and organization. It was a wonderful event.”

– Rick Delanty –

“Great show! The event was well organized, featuring several award categories, available workshops, desert on-site painting locations, and a beautiful Artists Center Gallery to display our paintings.”

– Sylvia S. –

“The event went smoothly. And the reaction from the customers was excellent. I happen to be at the Artists Center for the entire event. The visitors were nonstop every day, and they took their time looking at each and every painting. All the instructors and demonstrators were attended to by 20-25 people. I don’t think I heard a bad comment at any time. For me as an artist, I found the exhibit clean, with each painting having adequate lighting and space to be viewed.”

– Elaine T. –

“It was a lot of fun!”

– Lisa McDill –

“Thank you for a great event and introducing me to the beauty of the desert.”

– Aaron Schuerr –

“Thank you so much! Everything was easy and great fun. Thank you for all the organizing and hard work you did. I’m grateful my paintings sold because it makes it a win-win for everyone. Steve and I had a great time and loved the opportunity to be in sunny California in the middle of winter!”

– Peggy Immel –

“I was blown away by the quality of the artwork in this show, and the building is such a fantastic space. It was a real honor to have been invited with such top-notch artists. My sincere thanks again.”

– Tom Smith –

HIGHLIGHTS

**CALIFORNIA DESERT
PLEIN AIR FESTIVAL**
JANUARY 9–FEBRUARY 2, 2025

ATTENDANCE
3,000+
ARTISTS & PATRONS

EDITORIAL

IMPRESSIONS/READERS

241,765

VALUE

\$32,068

MEDIA

IMPRESSIONS/READERS

1,066,520

VALUE

\$71,604

**GRAND TOTAL EDITORIAL + MEDIA
IMPRESSIONS + VALUE**

IMPRESSIONS/READERS

1,308,285

VALUE

\$103,672



EDITORIAL



PRINT EDITORIAL

IMPRESSIONS

86,774

VALUE

\$6,068

DIGITAL EDITORIAL

IMPRESSIONS

150,000

VALUE

\$22,500

SOCIAL MEDIA ADVERTISING

IMPRESSIONS

4,991

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

241,765

TOTAL VALUE

\$32,068

CALIFORNIA DESERT PLEIN AIR

Artists Center, Palm Desert
Jan. 16 - Feb. 3, 2025, reception Jan. 14

Artists from near and far will converge on the Artists Center in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors).

The Coachella Valley's history of plein-air painting dates to the mid-1880s, when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their paintings, which the railroad used in advertisements promoting travel to the West. Many top artists came through the desert. Some continued to the emerging artist colonies in Laguna Beach, Santa Barbara, and Carmel, and others settled into the otherworldly beauty of the Coachella Valley and the nearby Mojave Desert.

In his book *Our Araby: Palm Springs and the Garden of the Sun*, published in 1920, author and photographer J. Sinton Chase wrote, "Our Araby, with its marvelous display of tone and color — tone the most elusive, color the most unearthly and ethereal — is a land of enchantment to the painter, and its fame has spread from one to another until, now, every winter and spring sees painters of note studying these desert landscapes, so fascinatingly different in their problems of conception and handling from anything that commonly come in the artist's way."



A century after Chase published these words, California Desert Plein Air, organized by the Desert Plein Air Association, begins anew. The event opens with four days of paint-outs at locations in the Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. More than 80 artists will pick their vantage points, paint on site, and submit their canvases for the exhibition and judging at the Artists Center. The award reception will

Kathleen Struboff, the first-place winner at last year's plein-air festival, combines her palette knife with vigorous brushwork and bold colors to interpret scenes in paintings such as "Westward Bound."

be Jan. 14. The exhibition includes a section of desert landscape paintings completed in the artists' studios, expanding the scope of paintings to view and purchase.

VARIOUS EXHIBITIONS

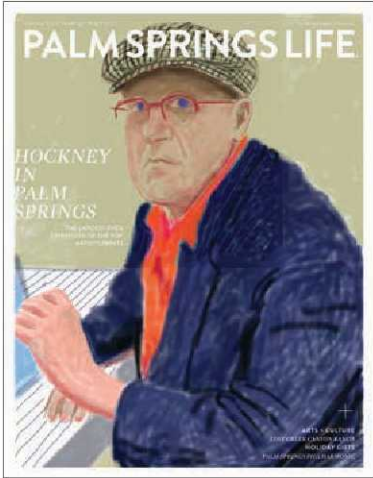
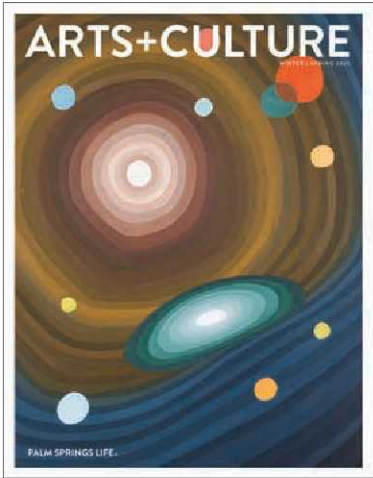
Artists Center, Palm Desert
January through May 2025

With a roster of more than 600 painters, sculptors, photographers, and artisans, the Artists Council is a testament to the power of creativity and community. A group of artists founded the organization in 1964 to develop and promote its members and provide a platform to exhibit and sell their work. Over the decades, it has evolved into a dynamic hub for artists, art lovers, and the broader community, offering workshops, programs, and events for all ages and skill levels. The Artists Center in Palm Desert presents a full season of open-to-the-public exhibitions featuring the work of Artists Council members. Upcoming shows and sales include:



- *Wrap It Up!* (Dec. 1 - Jan. 12)
- Artists Council Exhibition (Feb. 5 - March 2, reception Feb. 7)
- Young Artists Exhibition (March 12 - 30, reception March 15)
- *Casting Shadows: Dimensional Art* (April 2 - 27, reception April 9)
- *Through the Lens* (April 30 - May 25, reception May 1)
- *Fun + Games* (May 28 - June 22, reception May 29)

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EVENT LISTING — ARTS+CULTURE AND PALM SPRINGS LIFE, DECEMBER 2024

IMPRESSIONS
86,774
VALUE
\$6,068

PALM SPRINGS LIFE SUBSCRIBE | NEWSLETTERS | DIRECTORY

THE CALENDAR THE GUIDE TASTE HOME + DESIGN ARTS + CULTURE SHOP + STYLE OUTDOORS WELLNESS HISTORY


ARTS + CULTURE

Must-See Exhibitions in Greater Palm Springs

Feast your eyes on a valley of fine art: colorful lights, surprising sculptures, and thought-provoking paintings and photographs.

Jan 23, 2025

Story by [Steven Biller](#)



Kathleen Struckoff, the first-place winner at last year's plein-air festival, combines her palette knife with vigorous brushwork and bold colors to interpret scenes in paintings such as "Westward Bound."
PHOTO COURTESY KATHLEEN STRUCKOFF

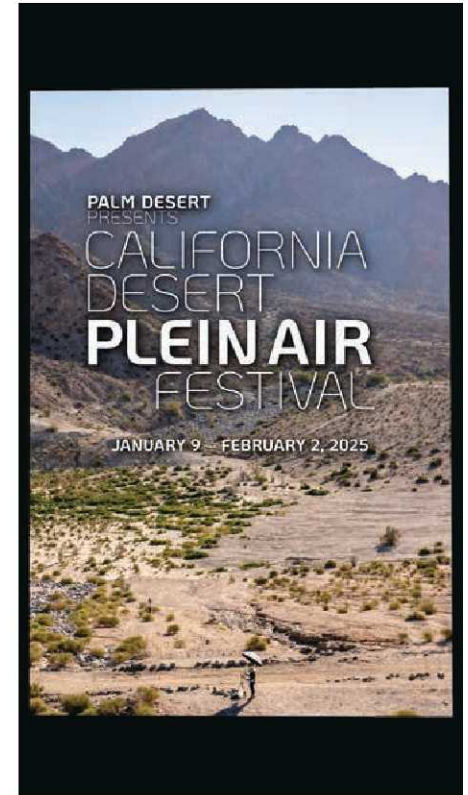
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IMPRESSIONS
150,000

VALUE
\$22,500

SOCIAL MEDIA EDITORIAL



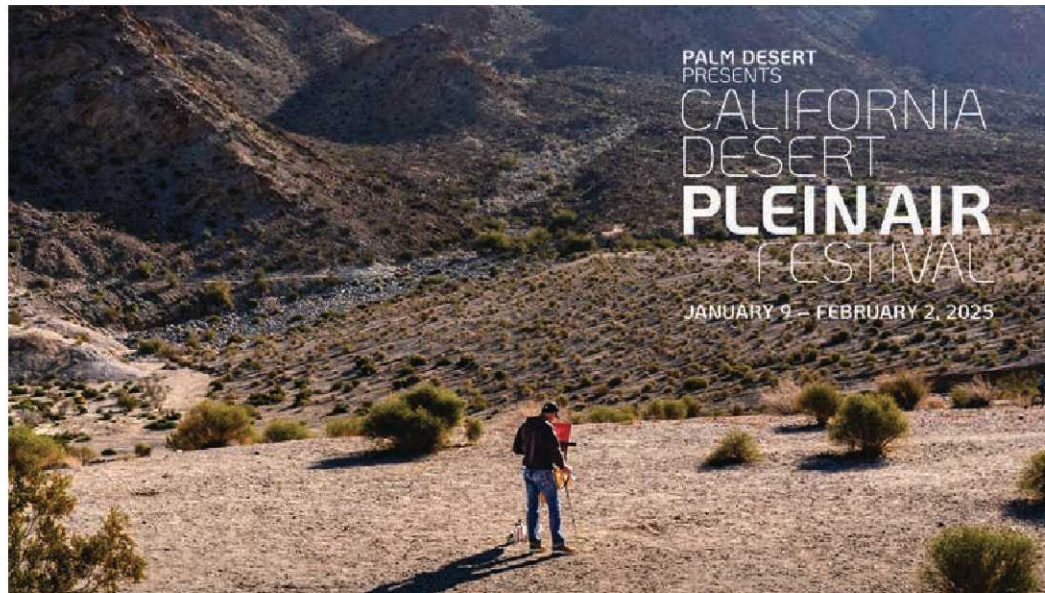
IMPRESSIONS

4,991

VALUE

\$3,500

MEDIA



PRINT ADVERTISING

READERS

445,988

VALUE

\$23,810

PRINTED COLLATERAL + SIGNAGE + DESIGN

VIEWS / IMPRESSIONS

17,343

VALUE

\$27,148

WEBSITE

IMPRESSIONS

124,913

VALUE

\$6,246

DIGITAL ADVERTISING

VIEWS / IMPRESSIONS

478,214

VALUE

\$10,900

TICKETING

IMPRESSIONS

62

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

1,066,520

TOTAL VALUE

\$71,604

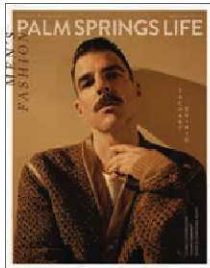
PRINT ADVERTISING



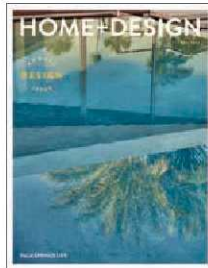
FULL PAGE AD



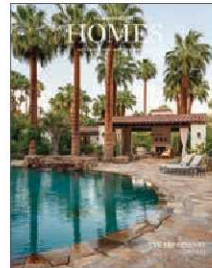
TWO PAGE SPREAD



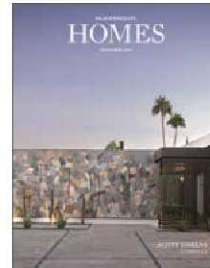
PALM SPRINGS LIFE
NOVEMBER 2024



PALM SPRINGS LIFE
HOME+DESIGN
FALL 2024



PALM SPRINGS LIFE
HOMES
NOVEMBER 2024



PALM SPRINGS LIFE
HOMES
DECEMBER 2024



PLEIN AIR MAGAZINE
JANUARY 2025



SAN DIEGO MAGAZINE
JANUARY 2025



PALM SPRINGS LIFE
JANUARY 2025



THE GUIDE
JANUARY 2025

IMPRESSIONS
445,988

TOTAL VALUE
\$23,810

DIGITAL ADVERTISING



LEADERBOARD AD



EXCLUSIVE EBLAST



SIDE BAR TOWER AD



DAILY GUIDE BANNER AD

CALIFORNIA DESERT
PLEIN AIR FESTIVAL
BANNER ADS ON
PALMSPRINGSLIFE.COM,
EXCLUSIVE EBLASTS, AND
DAILY GUIDE BANNER ADS

DIGITAL IMPRESSIONS

478,214

TOTAL VALUE

\$10,900

PRINTED COLLATERAL + SIGNAGE + DESIGN

CALIFORNIA DESERT PLEIN AIR FESTIVAL
 PALM DESERT PRESENTS

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PRESENTING



PALM DESERT CALIFORNIA

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 **Desert Plein Air Association** **HOLBEIN** **GOLDEN**

 **randy higbee**  **Jack Richeson & Co.** **PleinAir**

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ASSORTED EVENT SIGNAGE


CALIFORNIA DESERT PLEIN AIR FESTIVAL



PAINTING THE DESERT
 January 9 – February 2, 2025
 Learn more at californiadesertpleinair.com
 or call 760-485-6798 for details
 Photography: Chad Swanson

RACKCARDS

CALIFORNIA DESERT PLEIN AIR FESTIVAL



californiadesertpleinair.com

EVENT PROGRAM

THE PUBLIC SCHEDULE AND INFORMATION

CALIFORNIA DESERT PLEIN AIR FESTIVAL

FRIDAY, JANUARY 17, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

SATURDAY, JANUARY 18, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

SUNDAY, JANUARY 19, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

MONDAY, JANUARY 20, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

TUESDAY, JANUARY 21, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

WEDNESDAY, JANUARY 22, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

THURSDAY, JANUARY 23, 2025
 6pm - 10pm - 2pm
 Demonstrations in gallery
 11 am - 2pm
 1pm - 3pm

FRIDAY, JANUARY 24, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

SATURDAY, JANUARY 25, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

SUNDAY, JANUARY 26, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

MONDAY, JANUARY 27, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

TUESDAY, JANUARY 28, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

WEDNESDAY, JANUARY 29, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

THURSDAY, JANUARY 30, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

FRIDAY, JANUARY 31, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

SATURDAY, FEBRUARY 1, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

SUNDAY, FEBRUARY 2, 2025
 6pm - 10pm - 2pm
 Demonstrations in Artisan Center
 11 am - 2pm
 1pm - 3pm

PALM DESERT PRESENTS CALIFORNIA DESERT PLEIN AIR FESTIVAL

2025 SPONSORSHIP OPPORTUNITIES
 JANUARY 8 – FEBRUARY 2, 2025



PRESENTED TO

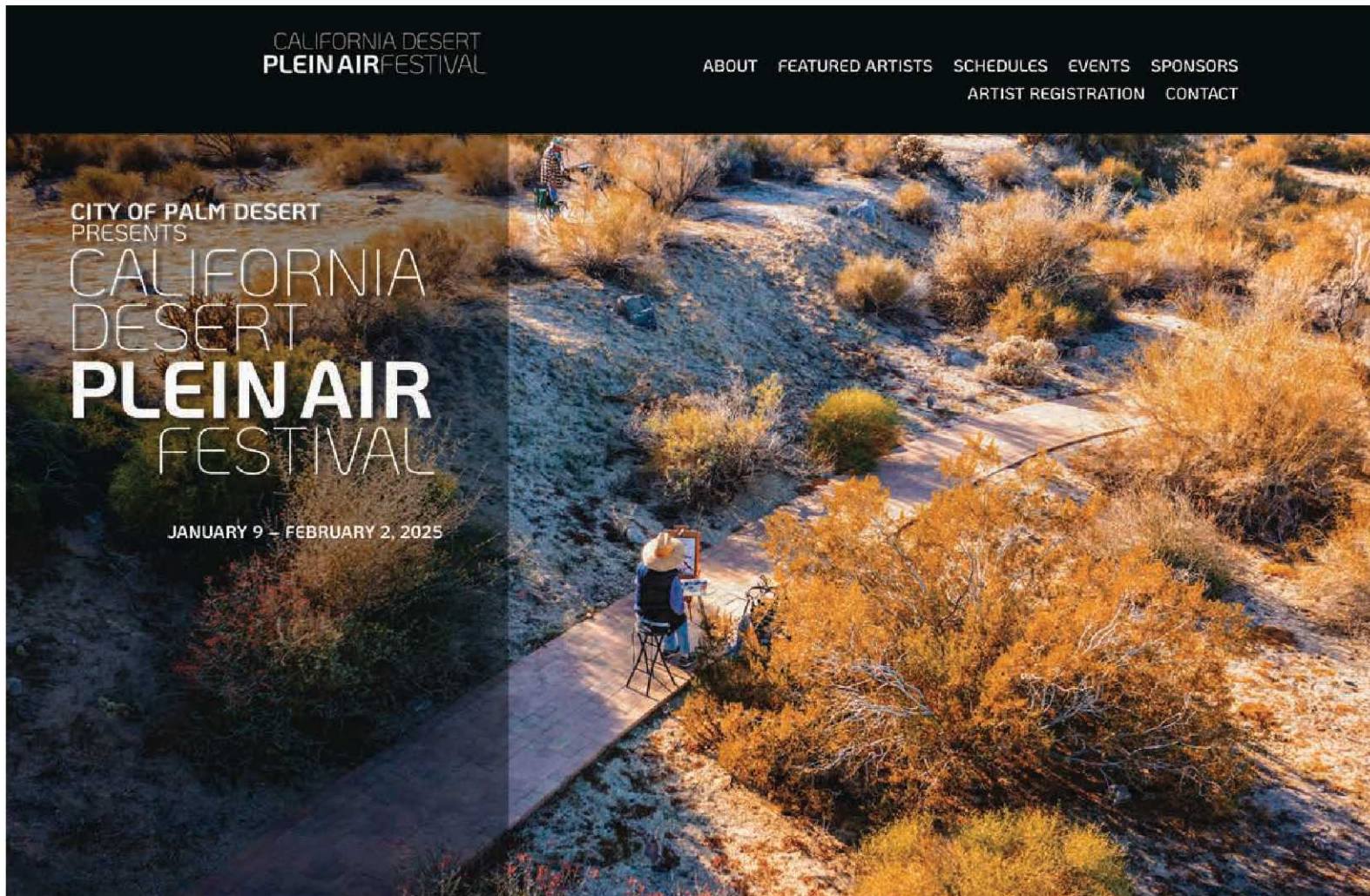
PALM DESERT

SPONSORSHIP KITS

SPONSORSHIP KITS,
 RACKCARDS,
 EVENT SIGNAGE,
 AND EVENT PROGRAMS

IMPRESSIONS
17,343
 TOTAL VALUE
\$27,148

WEBSITE



IMPRESSIONS
124,913

VALUE
\$6,246


TICKETING


PALM DESERT PRESENTS CALIFORNIA DESERT PLEIN AIR FESTIVAL January 9 – February 2, 2025

Ticket 1 of 1
14138769
General Admission
Ticket holder: Kevin O'Grady

Purchased on **Jan 15, 2025, 3:27pm**
Payment Method:
Value: **\$95.00**

Thu Jan 16, 2025, 5:00PM - Thu Jan 16, 2025, 7:00PM
Plein Air Festival: California Desert Plein Air Awards Reception
Artists Council | Artists Center at the Galen
72-567 CA-111, Palm Desert, CA 92260, USA





IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

ALL SALES ARE FINAL/NO REFUNDS OR EXCHANGES. THIS TICKET WILL NOT BE REPLACED, REFUNDED OR EXCHANGED FOR ANY REASON. THE SEMINAR WILL TAKE PLACE RAIN OR SHINE AND EVENT DETAILS ARE SUBJECT TO CHANGE. YOU ASSUME ALL RISK AND DANGER INCIDENTAL TO THE SEMINAR WHETHER OCCURRING PRIOR TO, DURING, OR AFTER SAID SEMINAR. YOU ASSUME ALL RISK AND DANGER OF INJURY AND YOU AGREE THAT THE MANAGEMENT, ITS AGENTS, AND THE PROPERTY OWNERS ARE NOT RESPONSIBLE OR LIABLE FOR ANY INJURIES RESULTING FROM SUCH CAUSES. NO ALCOHOL, DRUGS, WEAPONS, FOOD, OR GLASS CONTAINERS ALLOWED. YOU HEREBY CONSENT TO THE REASONABLE SEARCH FOR ALCOHOLIC BEVERAGES, DRUGS, OR WEAPONS. YOU FURTHER CONSENT TO THE USE OF YOUR IMAGE OR LIKENESS INCIDENTAL TO ANY DISPLAY, TRANSMISSION, OR REPRODUCTION OF THE EVENT. MANAGEMENT RESERVES THE RIGHT TO REFUSE ADMISSION OR EJECT ANY PERSON WHOSE CONDUCT IS DEEMED BY MANAGEMENT TO BE DISORDERLY OR WHO FAILS TO COMPLY WITH THE TERMS AND CONDITIONS HEREIN. IN THE EVENT OF A CANCELLATION FOR WHICH THERE IS NO RESCHEDULED DATE, A REFUND FOR THIS TICKET MAY BE ISSUED AT THE OPTION OF THE MANAGEMENT AND MAY NOT INCLUDE ADDITIONAL TICKETING FEES (I.E., TICKETING OPERATIONS FEE, SHIPPING FEES, ETC.).

THE SAFETY OF OUR GUESTS AND PARTICIPANTS IS OUR TOP PRIORITY.

IMPRESSIONS
62

VALUE
\$3,500

ARTISTS PAINTING THROUGHOUT THE COACHELLA VALLEY



A SPECTACULAR EXHIBITION AT THE ARTISTS CENTER



2025 FEATURED ARTISTS & WINNERS

FEATURED ARTISTS

GEOFF ALLEN
JOHN BUDICIN
SAIM CAGLAYAN
STEVEN HILL
PEGGY IMMEL
ROSE IRELAN
MARK KERCKHOFF
ELAINE MATHEWS
KAMI MENDLIK
LISA MOZZINI-McDILL
AARON SCHUERR
JEFF SEWELL
THOMAS SMITH
OTTO STURCKE
DURRE WASEEM
TONI WILLIAMS
JIM WODARK

CATEGORY 1: 2025 FEATURED VIP ARTISTS

<i>AWARD</i>	<i>TITLE</i>	<i>ARTIST</i>	<i>MEDIUM</i>
Best of Show	Thousand Palms Canyon	Mark Kerckhoff	Oil
First Place	As Evening Approaches	John Budicin	Oil
Second Place	Some Like It Hot	Durre Waseem	Oil
Third Place	In The Moment	Lisa Mozzini-McDill	Oil

CATEGORY 2: 2025 STUDIO PAINTINGS: DESERT LANDSCAPE/DESERT CITYSCAPE

<i>AWARD</i>	<i>TITLE</i>	<i>ARTIST</i>	<i>MEDIUM</i>
Best of Show	Shine on, Drive on	Deborah Newman	Oil
First Place	Land of the Cahuilla	Bradley Giles	Oil
Second Place	At Dusk	Henriette Heiny	Oil
Third Place	A Morning Walk	Roderick Cooper	Oil

CATEGORY 3: 2025 PLEIN AIR COMPETITION

<i>AWARD</i>	<i>TITLE</i>	<i>ARTIST</i>	<i>MEDIUM</i>
Best of Show	Glimmer	Geoffrey Allen	Watercolor
First Place	El Paseo	David Orrin Smith	Watercolor
Second Place	Desert Trio	Aaron Schuerr	Oil
Third Place	Dusk's Quiet Glow	Rose Ireland	Oil

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PleinAir
MAGAZINE

A wide-angle photograph of a desert canyon. In the background, there are rugged, dark mountains under a clear sky. The middle ground shows a valley with a rocky riverbed and sparse, low-lying desert vegetation. In the foreground, a person is standing on a dirt path, holding a camera and a large umbrella, casting a shadow on the ground.

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Desert Publications Inc
Event Name: Desert Plein Air Paint the Desert Festival
Dates: January 10-16, 2025
Venue: Art Museum

Revenue			Description of Services/Comments
Sponsorships	<u>Cash</u>		
<i>City of Palm Desert</i>	25,000		
<i>El Paseo Business Improvement District</i>	5,000		
Total	30,000		
Ticket Sales	\$		
Entry Fees Cat 1	765		
Entry Fees Cat 3	2,950		
Art Sold	4,820		
Workshop Oil	783		
Workshop Watercolor	967		
Total Revenue	40,285		
Expenses			
General Expenses			
<i>Palm Springs Life Sponsorship Fees 20%</i>	6,000		
<i>Plein Air Magazine</i>	2,195		
<i>Judging Fees</i>	407		
Program Expenses			
<i>Projector Rental</i>	450		
<i>Projector Screen Purchase</i>	76		
<i>Chair Rental</i>	70		
Guest Accommodations			
<i>Best Western</i>	4,573		
Awards Reception Expenses			
<i>Pacific Coast Palate Fee</i>	3,000		
<i>Supplies</i>	202	<i>Plates, napkins, cups</i>	
<i>Wine</i>	224		
Prize Money	15,000		
Misc Expenses			
<i>Awards Ribbons</i>	180		
<i>MailChimp</i>	33		
<i>Insurance</i>	100		
<i>Permit</i>	135		
Printing			
<i>Lanyards</i>	32		
<i>Printing staff/artists</i>	66		
<i>Waivers</i>	12		
<i>Poster Boards</i>	402		
<i>Rack Cards</i>	286		
Promotional			
<i>Website, campaign development, and media</i>	25,000	<i>Value</i>	
Workshop - Oil Expense			
<i>Hotel</i>	350		
Workshop - Watercolor Expense			
<i>Hotel</i>	526		
Total Expenses	59,320		
Net Income (Loss)	-19,035		