

CALIFORNIA DESERT
ARTS COUNCIL



ANNUAL REVIEW 2017-18

CALIFORNIA DESERT ARTS COUNCIL, LLC (#47-4567732)

A nonprofit 501(c)(3) organization founded in December 2015 to unify, empower, and promote arts and culture in the Coachella Valley region



CHRISTI SALAMONE

BOARD OF DIRECTORS 2017/18

Phillip Waller, CPA, retired

Frank Delany, Attorney, retired

Jeff Stahl, Anchor, KESQ News Channel 3

CDAC ADVISORY MEMBERS

Scott White, President & CEO,

Greater Palm Springs Convention & Visitors
Bureau

Christi Salamone, President & CEO,

California Desert Arts Council
and La Quinta Arts Foundation

Rolf Hoehn, Indian Wells Tennis Garden

Jeff Stahl, Anchor, KESQ News Channel 3

YOU CAN FEEL THE GROUNDSWELL of new arts initiatives breaking through the surface across Greater Palm Springs, in the High Desert, and even at the Salton Sea. Throughout the desert, communities are tapping into creative talent to attract visitors, stimulate business, and instill pride in place.

The arts hold this power. They speak in a universal language. It's no wonder the Greater Palm Springs Convention and Visitors Bureau has identified arts and culture as key sector to develop as it seeks to grow annual visitation from the current 13.6 million to 16 million by 2026.

California Desert Arts Council is perfectly positioned to unify, empower, and promote the arts in the region, and support the creative community through initiatives in advocacy, business and professional development, cultural tourism, and education.

CDAC did a lot of good work in FY 2017-18, as this report details. Our activities are a testament to the power of partnerships. Whether creating programs, such as a full-day professional development workshop with Americans for the Arts, or contributing to other organizations' events, such as Warhol in the Park with the Jordan D. Schnitzer Family Foundation and Meet the Creatives with OneFuture Coachella Valley, CDAC demonstrates exceptional value.

Additionally, CDAC has made great strides on programs just beginning to roll out, such as Arts Tank Greater Palm Springs and Art Loan, and inroads with cities to establish cultural districts and creative placemaking programs.

CDAC has emerged as the region's go-to organization for information, resources, and collaboration in the creative sector. Now that we've planted our flag, our attention turns to sustainability: creating revenue-generating programs and a fund to grow the capacity of Arts Tank, our new program to stimulate art innovation, attract tourism, address needs of local communities, and engage residents and visitors.

It's an exciting time for the arts in the California desert. And CDAC is the conduit between the creative community, business, tourism, government, and residents and visitors of this incredible place.

Thank you for supporting the arts.

REGIONS LIKE GREATER PALM SPRINGS must mobilize to support the arts, which fuel our economy, attract tourism, enhance quality of life, and shape well-rounded individuals capable of creative problem solving. Advocacy activities include the following:

CALIFORNIA CULTURAL DISTRICTS: CDAC applied for a state cultural district designation for Highway 111. Although the proposed geography does not meet the state’s definition of a “walkable” district, the data and narratives created for the application serve CDAC’s efforts to provide consulting and technical assistance to Coachella Valley cities seeking to develop, promote, and sustain an arts and culture district.

CREATIVE PLACEMAKING: CDAC has begun conversations about placemaking in several cities. The organization seeks to facilitate collaboration among stakeholders — city hall, local arts and culture organizations, business and neighborhood groups, tourism and economic development agencies, etc. — to create programs that build community, foster pride in place, and stimulate visitation and economic vitality.

ARTS GRANTS: California Arts Council selected CDAC President and CEO Christi Salamone to serve for two years as a grant review panelist.

PUBLIC POLICY: CDAC monitors and raises awareness of local, state, and federal legislation affecting arts funding and policy.

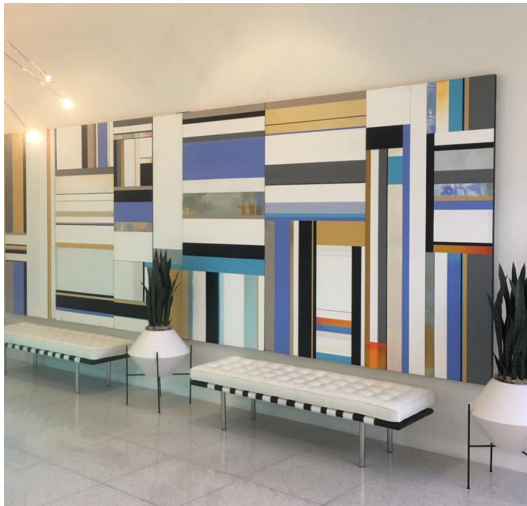
RESOURCE ASSISTANCE: CDAC maintains the region’s go-to website for tools, grants, and resources for artists and arts and culture organizations.

Highlights

- ✓ Posted an Arts Advocacy Day blog promoting resources at cadesertarts.org
- ✓ Posted two blogs in response to the 2018 federal budget proposal eliminating the National Endowments of the Arts and Humanities.
- ✓ Sent a letter in support of the Arts for Every Student Incentive Act (SB 933).
- ✓ Attended Anderson Children’s Foundation grant workshop
- ✓ Attended California Arts Council Grants Workshop
- ✓ Attended Arts Connection San Bernardino Annual Conference
- ✓ Connected with Riverside Arts Council to collaborate on advocacy

“Together we can revitalize many areas of the desert so that all valley communities will enjoy the benefits of cultural tourism.”

Christi Salamone, President and CEO
California Desert Arts Council



Center: Bret Philpot's desert-inspired paintings hang permanently at the Greater Palm Springs Convention and Visitors Bureau. Bottom: Joseph Yoshitomi (left), an audience development consultant, and Ben Stone, who specializes in cultural districts and creative placemaking, headlined a full-day workshop at UCR Palm Desert.

WHEN CDAC HOSTED LISTENING SESSIONS in Indio, Palm Desert, and Palm Springs in 2016, arts and culture professionals revealed a desire to regularly assemble the community to network, share ideas and resources, collaborate, and gain instruction in different areas of arts management and promotion. CDAC responded with the following business and professional development programs:

ARTS TANK GREATER PALM SPRINGS is a granting program to support arts innovation that attracts tourism, addresses concerns of local communities, and engages residents and visitors in the Coachella Valley. CDAC welcomes place-based proposals from all artistic disciplines, both from individuals and groups of creative people, as well as from nonprofit arts and culture organizations. Judges representing a cross-section of stakeholders select finalists to participate in a workshop to learn how to create and deliver an effective proposal for a live Arts Tank event.

CDAC has established a fund to grow and sustain Arts Tank. La Quinta Arts Foundation has seeded the fund with an investment of \$25,000, and CDAC seeks sustaining funds from stakeholders, philanthropists, and grant-giving organizations.

ART LOAN connects local businesses and venues to the Coachella Valley region's field of talented artists. When establishments request artwork on loan, a curator assesses their needs and recommends appropriate artwork options for the site and location. Fees are determined based the dimensions of the artworks loaned. The artist(s) and CDAC split the loan (rental) fees. CDAC matched Palm Desert-based artist Bret Philpot with the CVB, which ultimately purchased the four paintings at the conclusion of the loan period.

BIG STRATEGIES AND REAL TACTICS FOR CONNECTING ARTISTS, AUDIENCE, AND PLACE, a full-day workshop presented with Americans for the Arts' National Arts Marketing Project, drew almost 100 arts and tourism leaders, city planners, economic development directors, and creative professionals to UCR Palm Desert Campus to learn how to build audience and engagement through creative placemaking, cultural tourism, and social media marketing. CDAC followed up the program with a series of blogs that continued the discussion and offered practical tips.



Ben Stone of Smart Growth America and Joseph Yoshitomi, a marketing and audience development consultant, tailored a program to demonstrate how collaboration creates opportunities for artists and distinctive experiences for residents and visitors, and transforms downtowns, parks, and other public spaces into attractive destinations.

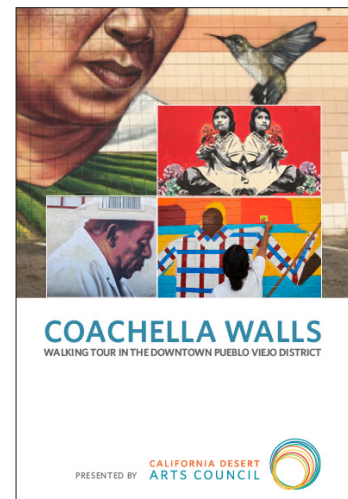
CDAC continued the dialog in blog postings offering practical takeaways from the workshop.

ARTS SALONS offer the creative community a monthly meeting place to share valuable information and explore potential collaboration. CDAC presented 11 salons from July 2017 through June 2018 at arts and culture venues in eight of the nine cities in the Coachella Valley. The salons average 28 participants per event and offer instruction on professional development topics, such as crafting the perfect elevator pitch and identifying and pursuing arts grants, as well tours of unique attractions such as Coachella Walls. CDAC publishes tip sheets and blogs (and even a Coachella Walls walking tour map) based on these programs. They are available as a free downloads at cadesertarts.org.

LOVE, LIKE, FOLLOW, A SOCIAL MEDIA WORKSHOP set for Sept. 12, 2018, at UCR Palm Desert, presents Katy Carrier and Stefanie Paquette of The Social Bar who offer insights into what works best when trying to build awareness, grow an audience, and sell tickets to residents and visitors in Greater Palm Springs.

Business and Professional Development Resources on cadesertarts.org

- ✓ Jobs in the arts
- ✓ Calls for artists
- ✓ Artist residencies
- ✓ Arts grants
- ✓ Arts and culture organizations
- ✓ Event and performance venues
- ✓ Public officials and art commissions by city
- ✓ Links to free and/or low-cost legal, professional, and technical assistance



“By building on existing creative assets and collaborating with local leaders, we can transform and uplift every city in the valley with must-see destinations.”

Scott White, President and CEO
Greater Palm Springs Convention
and Visitors Bureau



CDAC organized a FAM trip for arts journalists covering the Coachella music festival. They saw Palm Springs Art Museum, Sunnylands Center and Gardens in Rancho Mirage, and Armando Lerma’s studio and the Coachella Walls mural project in downtown Coachella.

CDAC’s INITIATIVES IN CULTURAL TOURISM align with the Greater Palm Springs Convention and Visitors Bureau’s (CVB) Destination Development Plan, which identifies arts and culture as a key vertical to develop to grow tourism from the current 13.6 million visitors per year to 16 million by 2026. In 2018, CDAC and CVB completed a three-year start-up agreement to help establish CDAC and glean the fruits of its programs and services, which include the following:

ARTS WIDE OPEN: CDAC developed the brand position, mission, vision, and values, as well as a tactical rollout plan, for this new brand, which serves as a framework and unifying identity for the boundless expressions of art and culture throughout the California desert. The CVB contributed the graphic design to the branding initiative.



GREATER PALM SPRINGS PUBLIC ART TOUR MOBILE APP: CDAC assisted Hunter Martin, a student contracted by the CVB, with the development of a Greater Palm Springs Public Art Tour mobile app.

ARTS AND CULTURE ITINERARIES: CDAC curates monthly arts-centric itineraries for lovers of architecture and design, music and stage, film, heritage, literary/spoken word, and visual art. The itineraries are distributed to the CVB, local media, on cadesertarts.org, and in CDAC e-newsletters.

FAM TRIPS: CDAC helped organize and participated in two FAM tours for travel writers and arts journalists.

While the three-year start-up agreement has expired, CVB continues to offer sales and marketing support to CDAC.

CDAC PLAYS AN IMPORTANT ROLE as a collaborator with OneFuture Coachella Valley's Arts, Media, and Entertainment (AME) Industry Council. CDAC's participation helps connect schools with professionals who provide students with on- and off-campus career explorations and guidance on curriculum and educational pathways.

MEET THE CREATIVES: CDAC partners with OneFuture Coachella Valley to produce Meet the Creatives, a half-day career explorations experience for high school juniors and seniors interested in careers in arts, media, and entertainment. Hosted each October by UCR Palm Desert Campus, the program accommodates 160 students representing all three public school districts in the Coachella Valley. The students interact with more than 50 creative professionals during portfolio reviews, mock interviews, and career panels in digital storytelling, photography, digital design and animation, visual and performing (fine) arts, and creative writing. Students also learn soft skills and resume writing tips, and benefit from networking time with the professionals.

WARHOL IN THE PARK: CDAC partnered with the Jordan Schnitzer Family Foundation, *Palm Springs Life*, Palm Springs Art Museum, and Old Town Artisan Studios to present Warhol in the Park events in Coachella, La Quinta, Palm Desert, and Palm Springs. An estimated 600 youngsters and their families participated and received free family passes to the museum's exhibition of Andy Warhol prints.

Highlights

- ✔ Participated in a national Alignment USA conference assembling educators and industry to align needs and resources with the end goal of increasing college-going rates and nurturing a homegrown workforce of skilled professionals.
- ✔ Wrote a letter in support of an arts management curriculum at CSU San Bernardino's Palm Desert Campus
- ✔ Supported California Alliance for Arts Education-endorsed initiative (SB 933) to provide school districts with a "jump start" in arts education funding, enabling schools to fulfill the California Education Code requiring that every student receive arts education.

About 600 children participated in Warhol in the Park in Coachella, La Quinta, Palm Desert, and Palm Springs. CDAC participated as an education partner.



“We sought leaders who share our passion for the desert and interest in creating opportunities to grow the arts while encouraging authentic, high-quality experiences for residents and visitors.”

Christi Salamone, President and CEO
California Desert Arts Council

EIGHTEEN LEADERS REPRESENTING a cross-section of arts, business, education, government, and tourism have joined CDAC’s Advisory Committee to help steer policy and programming to grow and sustain the creative economy and attract cultural tourism to the Coachella Valley region. Members of the committee are:

Toni Bakal, station manager/faculty adviser, KCOD
Scott Burch, owner/creative director, Scott Burch Design
Ron Celona, founder/artistic director, CV Repertory Theatre
Ken Chavez, deputy director of communications and public affairs, Sunnylands Center and Gardens
Paul Clemente, art director, Goldenvoice
Maggie Downs, freelance writer
Brad Fuhr, CEO, Oasis Marketing Group
Michael Green, executive director, Palm Springs Cultural Center
Barbara Gothard, artist
Bernard Leibov, founder/CEO, Boxo Projects and Joshua Treenial
Keith Markovitz, principal, TTK Represents
Michael Salvador, associate dean, CSUSB Palm Desert Campus
Tom Scaramellino, general manager, Westin Mission Hills
Deborah Schwartz Glickman, management analyst, City of Palm Desert
Patrick Sheehan, vice president, Renova Energy
Ann Sheffer, chair, Palm Springs Public Arts Commission
Lauren Skiver, CEO/general manager, Sunline Transit Agency
Levi Vincent, president/CEO, Greater Palm Springs Film Alliance & Film Office

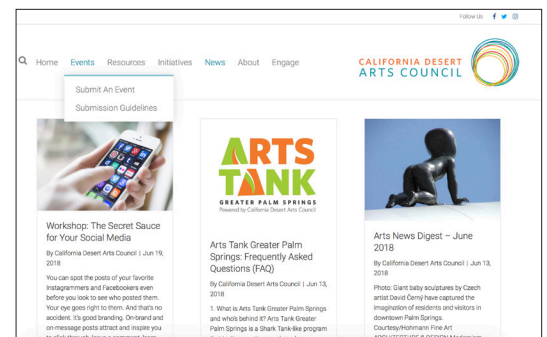
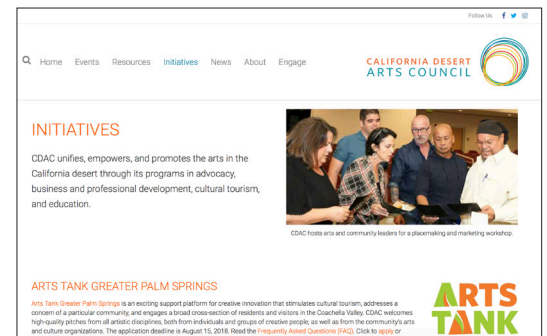
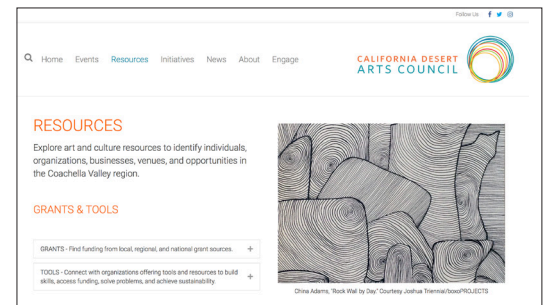
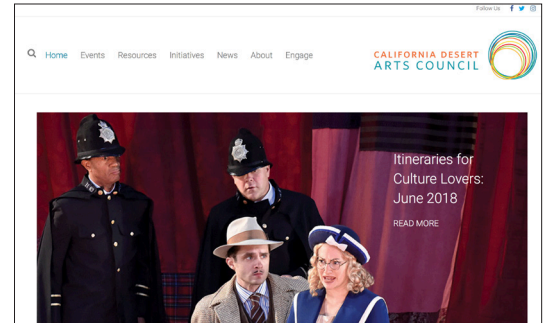
CDAC SUPPORTS ITS MISSION AND PROGRAMS by maintaining regular communications with its different audiences (creative community, local and visiting consumers, and stakeholders) on multiple platforms, both digital (website, e-newsletters, and social media) and traditional (press releases, phone outreach, and collateral materials such as promotional postcards and flyers). The following list contains highlights of the organization's communication activities in FY 2017-18:

WEBSITE: The CDAC website (cadesertarts.org) offers a continuously updated and maintained resource for the creative community, stakeholders, and consumers (residents and visitors). Content highlights include:

- ✓ A comprehensive, categorized arts and culture calendar
- ✓ A new standalone Opportunities page featuring Jobs in the Arts, Calls for Artists, Artist Residencies, and Arts Grants
- ✓ A Resources page loaded with tools, grants, and other valuable connections for artists and arts and culture organizations.
- ✓ A blog featuring entries about CDAC programs, arts and culture news (for the industry), and monthly arts and culture itineraries (for residents and visitors).

E-NEWSLETTERS: CDAC sends two monthly e-newsletters to more than 700 opt-in qualified subscribers and growing. On the first of each month, CDAC sends "This Month in the Arts," loaded with CDAC news, programs, and opportunities, as well as highlights from the month's arts and culture itineraries. In the middle of each month, CDAC sends "Arts News Digest," a roundup of local arts and culture news stories and must-read articles handpicked for the community's arts and culture professionals.

SOCIAL MEDIA: CDAC maintains a daily, but measured, presence on social media, particularly Instagram and Facebook. Posts emphasize CDAC events and opportunities, as well as news and other information to draw follower to the CDAC website. Posts flow from a communications calendar that aligns messaging with the organization's mission and key offerings. CDAC grows its social media audiences organically, and sees appreciable gains on Facebook, Twitter, and Instagram channels have grown over the year. Targeted Facebook and Instagram ads purchased to boost attendance at CDAC events increased



UNIFYING, EMPOWERING, AND PROMOTING THE ARTS



CADESERTARTS.ORG



engagement with audiences of artists and arts professionals. CDAC's partnership with Americans for the Arts National Arts Marketing Project in October 2017 also netted influential new followers.

COLLATERALS: CDAC created a postcard, designed to match the colors and typography of the CDAC website, to communicate the brand and mission, and encourage those who pick it up to "play your experience," "discover opportunities," and "access resources." CDAC has also designed one-sheet, print-on-demand promotional flyers for programs, including Arts Tank Greater Palm Springs, Art Loan, and Arts Salons, as well as workshops such as "Big Strategies and Real Tactics for Connecting Artists, Audience, and Place" and the upcoming "Love, Like, Follow: A Social Media Workshop for Arts and Culture Professionals."

PRESS: CDAC sends press releases and invites media to its events. The following list contains media mentions:

- ✓ McMullen & Bossi, iHub Radio, June 7, 2018, guest Steven Biller of CDAC discusses Arts Tank Greater Palm Springs
- ✓ *The Chaparral*, College of the Desert, May 21, 2018, "Arts Tank Greater Palm Springs promotes creative talent"
- ✓ *The Public Record*, May 15, 2018, "California Desert Arts Council challenges creative people and organizations to see if their best ideas sink or swim in Arts Tank"
- ✓ *California Art Beat*, California Arts Council newsletter (May 2018), Arts Tank Greater Palm Springs in new grant opportunities
- ✓ PalmSpringsLife.com, May 14, 2018, "Coachella Celebrates Warhol in the Park"
- ✓ *The Joey English Show*, July 1, August 5, September 2, October 7, November 4, and December 2, 2017, and January 6, February 3, March 3, April 7, and May 5, 2018, Steven Biller co-hosts Arts & Culture segment and contributes to the Desert Datebook
- ✓ *Coachella Valley Weekly*, May 2, 2018, "Arts Tank Puts Money on the Line to Encourage Creativity with Big Impacts"
- ✓ *Greater Coachella Valley Business Journal*, May 2, 2018, "Arts Tank Encourages Creativity with Big Impacts"
- ✓ *Greater Coachella Valley Business Journal*, November 1, 2017, "We're Thankful for the Arts"

- ✓ PalmSpringsLife.com, May 1, 2018, "Innovators, Creators Sought for Arts Tank Greater Palm Springs"
- ✓ PalmSpringsLife.com, April 13, 2018, "Local Children Paint Warhol Interpretations at Old Town Artisan Studios, La Quinta"
- ✓ PalmSpringsLife.com, April 2, 2018, "The Wonders of Warhol"
- ✓ *Art Patron Magazine*, March/April 2018, article on creativity and collaboration
- ✓ *Art Patron Magazine*, November/December 2017, bylined article, how to win an arts grant
- ✓ *The Gem*, November 2017, "Enjoy Pacific Standard Time in the desert and beyond"
- ✓ *The Desert Sun*, Valley Voice 10/27/17 "Bolstering the arts will transform our communities"
- ✓ *This Week at CVEP*, Coachella Valley Economic Partnership e-newsletter, weekly from July through October 2017, promoting the CDAC workshop "Big Strategies and Real Tactics for Connecting Artists, Audience, and Place"
- ✓ *Coachella Valley What's Happening*, weekly from September to October, promoting the CDAC workshop "Big Strategies and Real Tactics for Connecting Artists, Audience, and Place"
- ✓ *The Desert Sun*, September 3, 2017, "6 reasons Amazon's second headquarters should be in Palm Springs"
- ✓ *In the Loop*, Greater Palm Springs Convention and Visitors Bureau newsletter, August, 21, 2017
- ✓ CBS Local 2 and KESQ.com, August 16, 2017, "Arts professionals to connect in Palm Desert"
- ✓ *The Desert Sun*, July 3, 2017, "Top 10 places to have fun when it's too hot outside in the desert"

"Creativity is essential to particle physics, cosmology, and mathematics, and to other fields of science, just as it is to its more widely acknowledged beneficiaries: the arts and humanities."

Lisa Randall
Professor of Science
Harvard University

**CALIFORNIA DESERT ARTS COUNCIL, LLC
STATEMENT OF FINANCIAL POSITION**

June 30, 2018

ASSETS	
Cash and Equivalents	63,984
Prepaid Expenses	260
	<hr/>
TOTAL ASSETS	64,244
	<hr/> <hr/>
LIABILITIES	
Accounts Payable	10,990
Deferred Revenue	45
	<hr/>
Total Liabilities	11,035
Net Assets	53,209
	<hr/>
TOTAL LIABILITIES AND NET ASSETS	64,244
	<hr/> <hr/>

**CALIFORNIA DESERT ARTS COUNCIL, LLC
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS**

June 30, 2018

REVENUE	
Grants	130,000
Program Revenue	6,575
Contributions	3,142
In Kind Contributions	35,082
	<hr/>
TOTAL SUPPORT AND REVENUE	174,799
	<hr/> <hr/>
EXPENSES	
Program Expenses	138,934
Administration Expenses	40,242
Accounting	2,500
	<hr/>
TOTAL EXPENSES	181,676
	<hr/> <hr/>
Excess of Revenues over Expenses	(6,877)