

CALIFORNIA DESERT  
ARTS COUNCIL



## ANNUAL REVIEW 2018-19

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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

**BOARD OF DIRECTORS, 2018-19**

**Frank Delany**, attorney, retired

**Jeff Stahl**, anchor, KESQ News Channel 3

**Phillip Waller**, CPA, retired

**Christi Salamone**, president & CEO, California Desert Arts Council

*“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

**ADVISORY COMMITTEE**

A CROSS-SECTION OF STAKEHOLDERS advises CDAC on how to grow and sustain the creative economy and attract cultural tourism to the Coachella Valley region.

**Toni Bakal**, station manager, KCOD, College of the Desert

**Scott Burch**, owner/creative director, Scott Burch Design

**Ron Celona**, founder/artistic director, CV Repertory Theatre

**Ken Chavez**, deputy director of communications & public affairs, Sunnyslands Center and Gardens

**Paul Clemente**, art director, Goldenvoice

**Maggie Downs**, author

**Brad Fuhr**, CEO, Oasis Marketing Group

**Michael Green**, executive director, Palm Springs Cultural Center

**Barbara Gothard**, artist

**Bernard Leibov**, CEO, BoxoPROJECTS and Joshua Treenial

**Keith Markovitz**, principal, TTK Represents

**Michael Salvador**, associate dean, CSUSB Palm Desert Campus

**Tom Scaramellino**, general manager, Westin Mission Hills

**Deborah 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**, CEO, Greater Palm Springs Film Alliance & Film Office

**CALIFORNIA DESERT ARTS COUNCIL** aligns with advocacy organizations around the state to increase awareness, access, and funding to local arts and culture.

- ✓ CDAC President and CEO Christi Salamone was recruited to the board of directors of **Californians for the Arts** (CFTA) and **California Arts Advocates** (CAA). CFTA is a statewide advocacy organization prioritizing public funding for the arts, publicly supported arts education, a strong creative economy, cultural equity, and arts as a tool for social change. CAA lobbies the California State Legislature and Congress on issues pertaining to arts, culture, and creativity.
- ✓ Salamone was also approved as a **California Arts Council** grant review panelist for a two-year period.

CDAC participated in several statewide arts advocacy initiatives with the objective to identify and channel recognition, resources, and support for our region’s arts communities:

- ✓ Supported SCR33, designating every April as **Arts, Culture & Creativity Month** in California. CFTA developed events, activations, performances, workshops, and meetings with legislative officials on the intersection and role of the arts in education, affordable housing, aging, homelessness, corrections, mental health, social peer support, public safety, health, and more.
- ✓ Advocated to secure \$10 million increase in permanent funding to the state arts agency, **California Arts Council**. It is the largest funding increase since 1999.
- ✓ Supported the adoption of a **Youth Poet Laureate**.
- ✓ Monitoring activity initiated by AB5 to identify the impacts of **employment classifications** on the creative workforce.



Deborah Schwartz Glickman (left), city of Palm Desert management analyst, and Christi Salamone, CDAC president and CEO.

*“Nourishing creativity creates a lasting ripple effect, fostering resilient people, resilient communities, and a resilient state.”*

ANNE BOWN-CRAWFORD, Executive Director, California Arts Council

**LOVE, LIKE, FOLLOW**

CDAC presented a social media workshop led by Katy Carrier and Stefanie Paquette of The Social Bar. The program, hosted by UCR Palm Desert on Sept. 12, 2018, offered a low-cost, high-quality opportunity for artists, arts marketers and administrators, and business and tourism professionals to learn how to reach bigger audiences. A recap with tips and tools is posted at [cadesertarts.org](http://cadesertarts.org).

**WHAT THEY'RE SAYING ...**

*"CDAC has created a network platform for artists and the Coachella Valley's creative community to share and promote arts and culture throughout the valley, east and west."*

**CHRIS SANCHEZ**  
Artist

*"I attended two California Desert Arts Council marketing workshops and used the tools to grow my art business. This has increased my sales and exposure."*

**LESLEE ADAMS**  
Visual artist

*"It was wonderful to work with the California Desert Arts Council to connect with a local artist who could help spotlight our brand-new ice cream shop. CDAC truly is a great resource in our community, and we were so impressed by their ability to lend a helpful, knowledgeable hand. We are also thrilled to have worked with a local artist who was able to bring to life the warm and welcoming vibe that is Holey Scoops at our new shop in Palm Desert."*

**BECCA AND AARON BRUCKMAN**  
Owners, Holey Scoops Ice Cream



*"California Desert Arts Council gives me access to essential opportunities through its calls for artists and helps me stay connected to the local art scene by listing art events throughout the Coachella Valley."*

**KRISTIN WINTERS**  
Artist/teaching artist

**BUSINESS AND PROFESSIONAL DEVELOPMENT RESOURCES ON [CADESERTARTS.ORG](http://CADESERTARTS.ORG)**

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

**MEET THE CREATIVES**

Continuing its partnership with the nonprofit OneFuture Coachella Valley, CDAC was integral in programming Meet the Creatives, a **career exploration day** for 160 high school juniors and seniors from the region's three K-12 public school districts interested in careers in arts, media, and entertainment.

More than 50 professionals spoke and mingled with the students Oct. 17, 2018, at UCR Palm Desert, leading off with a motivational wind-up by CBS Local 2 weather anchor/reporter Kelley Moody, followed by four breakout panels by specialty:

- ✓ Digital Storytelling & Photography
- ✓ Digital Design (graphic and game design and 3D animation)
- ✓ Creative & Other Writing
- ✓ Performing and Visual Arts

*"We're grateful to the professionals who give their valuable time to help us show students what's possible for them — and how to achieve it."*

**KIM MCNULTY**, OneFuture Coachella Valley

"This is an important opportunity for students interested in becoming creative professionals," says Christi Salamone, CDAC president and CEO. "We want a robust, vital, and sustainable arts community that reflects the authentic qualities of our communities and attracts cultural tourism. To achieve this, we need an educated, professional, unified, and empowered creative community. We're proud to partner with OneFuture Coachella Valley to introduce students to some of the desert's best creative talent."

Kim McNulty, OneFuture's vice president for regional strategy, adds, "Our mission is to prepare all students for college, career, and life. We're grateful to the professionals who give their valuable time to help us show students what's possible for them — and how to achieve it."

The professionals also offer portfolio reviews, mock interviews, and a variety of interactive experiences, including aerial drone photography and more.

CDAC will participate in the third annual Meet the Creatives event Oct. 22, 2019, at UCR Palm Desert.

### ARTS TANK GREATER PALM SPRINGS GRANTS

This granting platform supports arts innovation that stimulates cultural tourism, addresses concerns in the community, and engages residents and visitors. The inaugural Arts Tank received 48 proposals and awarded two grants.

**GREETINGS** | Santa Monica-based artist **Peter Tigler** created a mural with attendees of the 37th La Quinta Arts Festival, March 7-10, 2018. Conceived as a vintage postcard with imagery of the desert's midcentury resort lifestyle, the mural came to life as festivalgoers finger painted sections of the 7-by-15-foot canvas.

In a partnership with the Palm Springs Public Arts Commission and Grit Development, CDAC installed the mural in downtown Palm Springs, between the Kimpton Rowan hotel and Palm Springs Art Museum.

**POWER PLANTS** | Inspired by the Japanese term *mottainai*, which conveys a sense of regret over waste, San Diego-based artist and educator **Cat Chiu Phillips** created *Power Plants* entirely from discarded electronic waste. Mimicking desert life growth, it calls attention to the 49.8 million tons of worldwide e-waste generated in 2018 and the annual growth rate predicted to be up to 5 percent. The work aims to influence consumer choices.

In partnership with College of the Desert (COD), *Power Plants* was exhibited in the Art Department building in Palm Desert from April through July 2019. Artists, students, educators, and creative leaders gathered on Earth Day, April 22, as Phillips presented a talk, "Making the Transition from 2D to Public Art," sharing insights from her installations and public commissions that are published on [cadesertarts.org](http://cadesertarts.org).

The artist, who was born in Manila, Philippines, and moved with her family to the Coachella Valley, graduated from Cathedral City High School and earned an associate's degree from COD, a bachelor's degree in studio art from UC Riverside, and an MFA in new genre from San Francisco Art Institute.



Top: Greetings by Peter Tigler.  
Bottom: Power Plants by Cat Chiu Phillips.

CDAC maintains a robust information platform via [cadesertarts.org](http://cadesertarts.org), social media channels, and two monthly e-newsletters. Together these platforms communicate valuable information to the arts and culture community, as well as residents and visitors, including the following:

### CADESERTARTS.ORG

- ✓ **Calendar:** List and search for arts and culture events.
- ✓ **Opportunities:** Access jobs in the arts, calls for artists, artist residencies, and grants for artists.
- ✓ **Resources:** Locate arts and culture organizations; event and performance venues; public officials; art commissions; free and/or low-cost legal, professional, and technical assistance; and arts advocacy resources..
- ✓ **News:** Stay up to date with local arts and culture headlines, itineraries, and other important information.

### E-NEWSLETTERS

- ✓ **This Month in the Arts:** CDAC news, helpful links, and arts and culture itineraries for the month ahead
- ✓ **Arts News Digest:** A roundup of Coachella Valley arts and culture news aggregated from a variety of media.

### SOCIAL MEDIA

Daily **Facebook** and **Instagram** posts and weekly **Twitter** posts promote CDAC programs and services through messaging that both inspires and provides valuable information, such as calls for artists, arts jobs, and other opportunities, as well as arts and culture news and trends. All posts encourage the audience to click and visit [cadesertarts.org](http://cadesertarts.org).

### LOCAL MEDIA

CDAC President and CEO Christi Salamone published an op-ed — "Arts investment brings big rewards across the valley"— in **The Desert Sun** April 17, 2019, in support of Coachella Valley's role in Arts, Culture and Creativity Month in California.

### VOLUNTEERS

CDAC volunteers contributed more than 160 hours of service. We are grateful for their dedication and commitment to support the arts and culture communities.



**PROMOTING THE ARTS**

A branding campaign, an up-to-the-minute arts and culture calendar, and ongoing creative placemaking initiatives are only a few examples of how CDAC helps to unify, empower, and promote the arts in the Coachella Valley region.

✓ CDAC has trademarked **Arts Wide Open**, a brand created to unify marketing and promotion of arts and culture throughout the region.

✓ CDAC maintains a **Coachella Valley arts and culture calendar** with listings in art, architecture and design, music, theater, dance, heritage festivals, spoken word, and literary arts. CDAC publishes itineraries in monthly e-newsletters and posts at [cadesertarts.org](http://cadesertarts.org) and also promotes events on Facebook, Instagram, and Twitter.

✓ CDAC supports **creative placemaking**, facilitating partnerships between artists, arts organizations, and public officials to collaborate and create programs that build community, foster pride in place, and stimulate visitation and economic vitality.



*“We have the creative and cultural assets and the geography to be a thriving arts destination.”*

CHRISTI SALAMONE, California Desert Arts Council

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

June 30, 2019

ASSETS	
Cash and Equivalents	44,314
Prepaid Expenses	1,218
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TOTAL ASSETS	45,532
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LIABILITIES	
Accounts Payable	648
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Total Liabilities	648
Net Assets	44,884
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TOTAL LIABILITIES AND NET ASSETS	45,532
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**CALIFORNIA DESERT ARTS COUNCIL, LLC  
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS**

June 30, 2019

REVENUE	
Grants	40,000
Program Revenue	870
Contributions	336
In Kind Contributions	30,653
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TOTAL SUPPORT AND REVENUE	71,859
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EXPENSES	
Program Expenses	45,770
Administration Expenses	31,914
Accounting	2,500
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TOTAL EXPENSES	80,184
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Excess of Revenues over Expenses	(8,325)