



City of Pomona

# CULTURAL ARTS COMMISSION STAFF REPORT

DEVELOPMENT SERVICES | **PLANNING DIVISION**

January 27, 2025

**TO:** Cultural Arts Commission

**FROM:** Ata Khan  
Deputy Director of Development Services

Jocelyn Ayala  
Management Analyst – AIPP / Cultural Arts

**SUBJECT:** 2025 Watercolor Contest

**STAFF RECOMMENDATION:** Approve use of \$2,000.00 from the Art in Public Places fund for the 2025 Watercolor Contest for Pomona High School students.

## FISCAL IMPACT

The proposed resolutions would require a total of \$2,000.00 be utilized from the Art in Public Places fund. This funding encompasses the awards and additional watercolor materials.

## BACKGROUND

In the early 2000s, the Cultural Arts Commission began offering contests titled “Youth Art Projects” featuring different mediums, programmatic events, and hosting venues. While this has always been a City event, Pomona Unified School District has supported in the communication to students and art teachers regarding the contest. By 2011, the event evolved into “High School Art Projects”, and during this year the Cultural Arts Commission chose to have watercolors as the only medium with the hosting venue being the dA Center for the Arts in downtown Pomona. From then onward, the City of Pomona has hosted an Annual Watercolor Contest for Pomona High School Students annually with an Exhibition of finalists displayed at the dA Center for the Arts. In 2020, the Watercolor contest was paused due to the unforeseen closure of City Hall in response to the global Covid-19 breakout resulting in limited staff resources to hold the competition.

On February 26, 2024, Cultural Arts Commission approved bringing back the Watercolor contest with the alteration of how many and how much awards would be—

	Finalists (6)	Semi-Finalists (6)	Honorable Mentions (6)
Pre-2020	\$50	\$30	\$20
	Finalists (3)	Semi-Finalists (3)	Honorable Mentions (3)
2024	\$200	\$100	\$50

The 2024 Watercolor contest returned with a total of 16 entrees and 9 awards.

## **TIMELINE**

Contest Opens	February 13, 2025
Contest Closes	March 20, 2025
Artwork Judging	March 24 – April 3, 2025
Awards Notifications	April 7, 2025
Exhibition and Reception	April 12, 2025
Artwork Pick-up from City Hall	May 5 – 9, 2025

## **CONTEST THEMES**

The Watercolor Contest has been consistent in utilizing the theme of “My Pomona” in landscape forms (urban, natural, inhabited, personal, etc.) for many years. As the City intends to honor Arts, Culture, and Creativity Month in April, where this year’s theme from CA for the Arts is “Health, Healing & Hope”, the theme for this year’s Watercolor Contest would be a combination of the two themes.

Thus, the theme would be where do we find or see “Health, Healing & Hope” in Pomona as presented in a landscape form.

## **CONTEST JUDGING**

As utilized in the past, the California Art Education Association (CAEA) Rubric for judging artwork will be used for judging this year’s Watercolor Contest.

There will be creation of a sub-committee that consists of 4 members—3 Artists and 1 Art Teacher—with a background in Watercolor use as a medium.

## **CONTEST AWARDS**

The awards would remain the same as the previous year—

Finalists (3)	Semi-Finalists (3)	Honorable Mentions (3)
\$200	\$100	\$50

## **Attachments:**

1. Resolution 2025-003
2. Contest Guidelines
3. Contest Application