



City of Pomona

# CULTURAL ARTS COMMISSION STAFF REPORT

ADMINISTRATION | OFFICE OF ECONOMIC BUSINESS AFFAIRS

July 28, 2025

**TO:** Cultural Arts Commission

**FROM:** Ata Khan, Deputy Director of OEBA  
Jocelyn Ayala, AIPP Program Manager

**SUBJECT:** 2025 Chalk Art Festival

**STAFF RECOMMENDATION:** Approve \$8,000.00 of the Art in Public Places fund for the annual Chalk Art Festival that will occur on November 8, 2025.  
  
Review the themes for the Chalk Art Festivals 2026 – 2028.

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## FISCAL IMPACT

The proposed resolution would support a maximum of \$8,000.00 be utilized from the Art in Public Places fund to support the 2025 Chalk Art Festival.

## BACKGROUND

The Chalk Art Festival was organized in 2007 by the Cultural Arts Commission as a Chalk Walk event with support from community partners. In 2008, the Chalk Art Festival rebranded itself with the connection to the Public Pomona Library's Big Read event. From then forward the Chalk Art Festival became a part of different literacy and community initiatives, such as the Together We Read series from Pomona Unified School District, the Pomona Reads program of the Pomona Public Library, and different non-book related themes supported by the Cultural Arts Commission.

The event has annually occurred at Shaun Diamond Plaza in downtown Pomona every second Saturday of November. It has brought together professional artists along with elementary, middle, and high school students to participate in the festival resulting in the beautiful creation of a walkable outdoor gallery. This event has continuously been supported by community partners such as Victoria Tessier of Pomona Unified School District, the Downtown Pomona Owner's Association, The dA Center for the Arts and many others!

## BUDGET

The Cultural Arts Commission has funded this event annually through general funds (\$5,000.00) that would also include the Watercolor Contest; typically leaving a 50/50 split for the two events.

For the 2024 Chalk Art Festival, the Commission approved \$5,000.00 of AIPP funding be utilized to support the event. Last year, the Library reached out to support by purchasing the chalk

(\$2,337.96) for the event. The total spent on the festival was \$8,102.58. This included festival t-shirts, chalk, awards for winners, awards for raffles, food for participants, entertainment, and pre-event community engagement.

<b>Chalk Art Festival 2025 Tentative Expenditures</b>			
<b>Line Item</b>		<b>QT.</b>	<b>Cost</b>
1	Event T-Shirts	400	\$3,500.00
2	Awards – Visa Cards	9	\$500.00
	Surcharge Fee	Approx.	\$50.00
3	Soft Pastels	300	\$3,000.00
	Awards – Raffle Prizes	12	
4	Pre-Packaged Food for Participants & Volunteers	100	\$800.00
5	Event Performances & Engagement	N/A	\$1,000.00
6	Pre-Event Engagement	N/A	\$500
<b>TOTAL</b>			<b>\$9,350.00</b>
<b>AIPP Total (Maximum \$8,000)</b>			<b>\$7,050.00</b>
<b>Cultural Arts Budget Total (Maximum \$2,500)</b>			<b>\$2,300.00</b>

Note: City Resources / In-Kind Donations are not listed out in the budget above but do include and are not limited to the following: remaining materials from previous Chalk Art Festival, water, canopies, tables, chairs, speakers, microphone, barricades and street closures, trash bins, power washing, restrooms & sinks, notification to residents/business occupants of surrounding festival area, volunteers, photographer, social media, art activities, etc.

## CHALK FESTIVAL THEME

Each year the festival highlights a different theme for contestants. This year a theme was suggested by PUSD teacher, Joseph Shim. Mr. Shim is a *Realize the Dream* Ambassador that is supporting the 5-year movement (Jan. 2026 – Jan. 2029) to transform, uplift and unify America through service. Their goal is to promote gathering 100 million hours of community service to mark Dr. Martin Luther King Jr.'s 100<sup>th</sup> birthday in January of 2029.

Mr. Shim and staff have met regarding how we can support their initiative through an event like the Chalk Art Festival. Such as utilizing volunteers, providing advertising support, and event goals to ensure that community arts remain the focus of this City event.

In supporting the event and after discussion with Mr. Shim, Staff is suggesting moving forward with a theme that underlines Dr. Martin Luther King's legacy. Thus, for the next three years, there would be an overarching theme of (2026) Diversity, (2027) Equity, and (2028) Inclusion.

This year's theme would be *Diversity* with a directive of exploring portraiture through highlighting our community heroes—who in our community inspires you or inspires hope? This community hero could be local, historical or non-fiction.

## Attachments:

1. Attachment 1 – Draft Resolution (2025 Chalk Art Festival)