



**CITY OF POMONA
CULTURAL ARTS COMMISSION
2018 12TH ANNUAL CHALK ART
FESTIVAL
SCHEUDLE AND BUDGET
(NOVEMBER 10, 2018)**



LOCATION, DATE, AND TIME:

- Officer Shaun Diamond Plaza, and Second Street Sidewalks (North Side)
- Saturday, November 10, 2018 (second Saturday of the month) 7:30 am to 2:45 pm.
- Alternate rain date Saturday, November 17, 2017
- Set – up at 11:00am Friday (11/09)

EVENT SCHEDULE

Check-In / Breakfast 7:30 am – 8:00 am

Artwork begins 8:00 am – completion 1:30 pm

Recognition Ceremony and Raffle for Elementary & Family Groups – 11:00am – noon

Raffle/Judging for High School/Professional 1:30 pm - 2:15 pm (By CAC and PACA members)

Awards 2:15 pm - 2:45 pm (By City Council members to be identified)

THEME

- For Students and Multi-Age/Families – Pomona Read's "Wonder" or My Favorite Book- The title of book must be in the art.
- Professionals – "Open"

ARTIST AND ARTIST TEAMS

Students, (2-4 participants):

- A. Elementary/Middle- School/ Multi-Age Teams, will receive (per team member) Contest Prize:

1. 1 meal (breakfast)

2. T-shirt
3. Button
4. Box of 12 piece chalk
5. A 5'x6' drawing area

B. High School teams, may choose between Raffle or Contest Prize

1. 1 meal (Breakfast)
2. T-shirt
- C. Button
- D. Box of 24 piece chalk per participant
- E. A 10'x12' drawing area

C. Family, 2-4 members, Raffle only

1. 1 meal (Breakfast)
2. T-shirt
3. Button
4. Box of 12 piece chalk per participant
5. A 5'.x 6' drawing area

D. Professional, Contest Prize

Meal (Breakfast)
T-shirt
Button
Box of 48 piece chalk
A 10' x 12' drawing area

SINGING OF THE NATIONAL ANTHEM BY – Identify signer(s)

ENTERTAINMENT – Identify performers

MASTER OF CEREMONY – Cultural Arts Commissioners, identify two-person teams.

VOLUNTEERS (_____will coordinate)

- Cultural Arts Commissioners
- Local Artist
- Kiwanis
- Students
- Vickie Tessier
- Local College Students (La Vern College, Claremont College, Calpoly Pomona)
- dA Center for the Arts

JUDGES - (6 Total + 2 Alternates): Local Artist (PACA and/or PACA approved artists), 1) Joy McAllister, 2) Sally Egan, 3) Chris Toovey, 4) George Cuttress, 5) Josh Swodeck, 6) Christian Ornales

Alternates: Andre Miripolsky, Joseph Todorovitch, Kent Yoshimura

PRIZES

- \$100 each category –
 1. Best Theme,
 2. Best Use of Color
 3. Most Creative Concept
 4. Best Use of Material
 5. Best Art Team
- \$100 - Professional

ADVERTISING

Flyer, Banner, Internet (City and DPOA web sites). (Staff)

1. One banner to be displayed over Garey Avenue on the Bridge. *(To be delivered to DPOA for hanging).*
2. Flyer design to be provided by _____. Flyers will be distributed at City Hall, DPOA, Schools and the dA Center for the Arts – *Vicki distributed to schools, Staff will distribute to the dA, DPOA and other Schools other than PUSD and SAE.*

APPLICATIONS

Applications will be posted both on the City's web site and DPOA website as well as distributed to schools by _____, _____ and staff. Application will also be made available at City Hall.

REGISTRATION LETTER: Vicki will provide

CHECK IN PROCEDURES: Vicki will provide

INVITATIONS - Letters sent to: (Staff)

- Mayor Tim Sandoval
- City Council Members
- DPOA
- City Commissioners
- Pomona Unified School District
- School Board Members
(Superintendent, Admin, Staff, Teachers)

- State Assemblymember: Freddie Rodriguez
- County Supervisor Gloria Molina
- Senator Norma Torres
- Congresswoman Grace Napolitano
- PACA
- Monica Rodriguez- Daily Bullet

Thank you letters to contributors and volunteer appreciation letters: Prepared by staff for Chair's signature.

Food & Drinks – (for Participants and Volunteers)

- Burritos- (400 burritos) at \$1.75 each from Lily's Tacos – Lily's Tacos will deliver to site at approximately 7:00 am Sat morning.
- Drinks:
 1. Water – 500 bottles
 2. Coffee and Tea (4 boxes of coffee & 4 boxes of tea)
 3. Juice / Sodas

Lunch Fund Raiser (Proceeds to be donated to the Pomona Cultural Arts Commission):

Kiwanis to sell, hot dogs, soda, and water. (Steamer Cart, Ice and Ice Chests, Tables and tents will be provided by Community Services). **Need to confirm**

Buttons

Need a 2018 design

Small 1 5/8" Participant Recognition Buttons (Quantity 400)

Estimated button blank price- Approximately \$75 for 400 ordered from Mr.Button. The graphics for buttons will be Black & White.

- T-shirt graphics designed by Commissioners.
- 2 Color design with the same design as the buttons.

Chalk

See Attachment 1

T-Shirts:

T-shirt graphics will be black and white. New design graphic to be selected from the entries from the Chalk Art Festival T-Shirt Design Contest, same graphic as the buttons. 435 Black multi sizes -.

Adults

(90 Small)

Youth

(40 Large)

(140 Medium)
 (100 Large)
 (60 Extra Large)
 (5 2X Large)

Office Supplies – Pens, pencil, paper, highlighters, staplers, paper clips, type (Scotch and Masking) – Staff and Vicki will provide.

SERVICES

CITY	DPOA
-City Workers (Day-of 6:30am– 4:30 pm)	-DPOA Workers - DPOA
-30 Chairs set-up day-of by - <u>Comm Serv</u>	-Extra Security provided by DPOA
-15 Tables 5x8 set-up day-of by - <u>Comm Serv</u>	-Big Sink set up day-of by DPOA
-10 Canopies 10'x10'- <u>Comm Serv</u>	-Trash cans (10 min.) provided by DPOA
-Hot Dog Cart set-up by <u>Comm Serv (Greg Shapton)</u>	- No Parking Signs 6am – 11pm
- Recycle bins – Comm Serv	-Barricades set-up day-of by DPOA
-Podium, (PA) set-up day-of by <u>Comm Serv</u>	-Portable Rest Rooms (2 & 2) by DPOA
-Clean-Up by– DPOA / Comm Serv	-Clean-Up by– DPOA / Comm Serv
-2 Large ice-chests	- Power wash the plaza the night before - DPOA

Budget (Estimate)

	Costs	Donations
<i>Prizes (Money and Art Supplies)</i>	<i>\$600</i>	<i>\$</i>
<i>Food</i>	<i>\$500</i>	
<i>Coffee and Tea</i>	<i>\$100</i>	
<i>Extra Porta Potties</i>	<i>\$900</i>	<i>\$</i>
<i>Advertising (Banners and Flyers)</i>	<i>\$350</i>	<i>\$</i>
<i>Button Supplies (400 1 5/8" buttons)</i>	<i>\$100</i>	
<i>Chalk</i>	<i>\$2,089.25</i>	<i>\$</i>
<i>T-Shirts</i>	<i>\$1,500</i>	<i>\$</i>
<i>Postage (for invitation, donation letters and thank you notes)</i>	<i>\$80</i>	
<i>City Services - CS (tables, chairs, tents, hot dog cart, labor) Included</i>		
<i>City Services – PW (Barricades, No Parking Signs)</i>	<i>\$660</i>	
<i>Total</i>	<i>\$6,879.25</i>	<i>\$</i>

Cost of Chalk Art Festival \$6,879.25

Labor and Materials Donations

Power Wash Plaza & Sidewalks – Before & After (In-kind)

Extra Security (In-kind)

Portable Restrooms

Trash receptacles (in-kind)

Maintenance Staff for Clean-up –DPOA's (in-kind)

MC / DG Labor and Equipment (Donation)

Hot Dogs & Sodas for Fund Raiser –Materials and Labor

Water, Drinks & Snacks

Discounted food

Parking

VPD

Special Event Permit – (Staff will submit to Community Services)