



CITY OF POMONA

CULTURAL ARTS COMMISSION

Date: August 27, 2018

To: The Honorable Chair and Members of the Cultural Arts Commission

From: Mario Suarez, AICP, Development Services Director

Subject: **APPROVAL OF THE 2018 CULTURAL ARTS COMMISSION
CHALK ART FESTIVAL SCHEDULE AND BUDGET, AND
APPLICATION FORM**

SUMMARY

Recommendations – That the Cultural Arts Commission review the 2018 Chalk Art Festival Schedule and Budget.

Fiscal Impact – The estimated cost for the 2018 CAC Chalk Art Festival is approximately \$6,879.25.

Previous Commission Action – The CAC previously approved an “Overflow and Drawing Area” for all future Chalk Art Festivals. The approved locations are 1) the west side of Thomas Street from Second Street south to the alley and 2) the west side of Main Street from Second Street north to the alley. These areas will only be utilized if the existing drawing areas within Office Shaun Diamond Plaza and the surrounding sidewalks are insufficient.

BACKGROUND / DISCUSSION

For the past 11 years the City’s Cultural Arts Commission, DOPA, Pomona School District, local charter and private schools have hosted and/or participated in the City’s Chalk Art Festival. Participants have ranged from small children with their families, high school students to professional artists. The festival has grown in popularity and CAC as well as the Downtown art community want to cultivate this event into a regional or larger event.

Attached is the 2018 Pomona Chalk Art Festival schedule and budget, and the draft application form for the Commission’s review and approval. The festival is tentatively scheduled for November 10, 2018, in conjunction with the Downtown Pomona Owners Association’s (DPOA) second Saturday Art Walk event.

Coordination between these two events will bring more attendees and visitors to the Festival. As a major sponsor, the DPOA will provide material and labor to host both the Chalk Art Festival and the Art Walk. Below is a Summary draft budget for the Commission review:

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>	
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 <i>Total</i>	 <i>\$6,879.25</i>	 <i>\$</i>

Attached is the complete schedule and budget. It is the goal of the CAC to finalize proposed schedule and budget at this meeting. This will allow staff as well as the DPOA and PUSD to move forward with preparations for the event.

Attachments:

1. Chalk Art Quote
2. Schedule and Budget for the 2018 12th Annual Chalk Art Festival
3. Draft 2017 Annual Chalk Art Festival Application Form (Template)