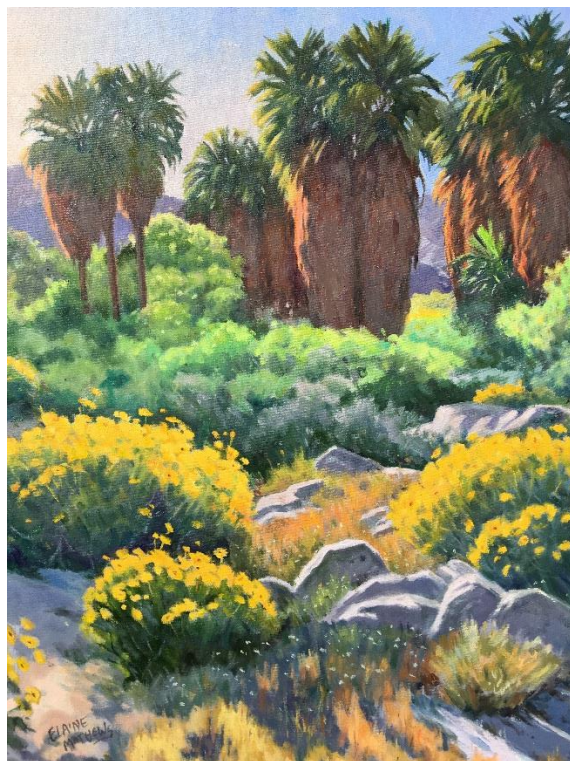


# LA QUINTA ARTS FOUNDATION

Annual Review 2018/19



**La Quinta Arts Foundation (LQAF):** A nonprofit 501(c)3 charitable organization founded in 1982 dedicated to its mission, “Promoting and Cultivating the Arts.”



*Art. culture. Life*

**LA QUINTA ARTS FOUNDATION**

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[www.LQAF.com](http://www.LQAF.com)



Thank You, LQAF Supporters!  
La Quinta Arts Festival Ranked #1 Fine Art Festival  
and #1 Fine Craft Festival in 2019

Our gratitude is extended to loyal members, volunteers, sponsors, artists, local business, civic and charitable organizations and community partners for another successful year.

On behalf of the board of directors, I am pleased to present the La Quinta Arts Foundation Annual Review 2018/19. Here are highlights from 2019:

- Securing the coveted #1 Fine Art Festival designation for five of the last seven years, awarded by *Greg Lawler's Art Fair SourceBook*, La Quinta Arts Festival also captured top honors: #1 Fine Craft Festival (Art Fair SourceBook), and #1 Fine Art and Design Show 2019 from *Sunshine Artist*.
- La Quinta Arts Festival 2019 posted record art sales exceeding **\$3.44 million**.
- LQAF Visual Art Scholarship Awards reached a total of \$1.31 million to local students pursuing college degrees in arts.
- 100 local elementary school students participated in LQAF docent led student tours at La Quinta Arts Festival.
- LQAF provided exposure and professional earning opportunities for more than 230 working visual and performing artists.

On June 13, 2019 La Quinta Arts Foundation announced it would not move forward to produce La Quinta Arts Festival in 2020 citing challenges of venue access and instability brought by ongoing growth and development on, and surrounding the festival site in the City of La Quinta. Paramount to the board of director's decision was required investment in public safety, infrastructure, and talent necessary to maintain the festival's world-class presentation, without the ability to secure a term lease for the venue. La Quinta Arts Festival fulfilled its original intent when it began in 1982; to bring residents and visitors to the newly formed City of La Quinta. The festival's success over the years has well positioned the foundation to respond to the arts and culture needs of the future.

The California Desert Arts Council, managed and supported by La Quinta Arts Foundation, continued its mission to unify, empower, and promote the arts in the Coachella Valley desert region. Find its 2018/2019 annual review at [cadesertarts.org](http://cadesertarts.org).

**Board of Directors**

Frank Delany  
Phillip Waller, Chairman  
Jeff Stahl  
Christi Salamone

**Member Emeriti**

Kay Wolff  
Jim Parrish

**LQAF Staff**

Christi Salamone, President/CEO  
Jim Christian, CFO  
Kathleen Hughes, Events Manager  
Myles Barter, Staff Accountant  
Brittany Delany, Programs Coordinator  
Jasmine Duran, Volunteer Coordinator

La Quinta Arts Festival 2019 received 1079 applicants to exhibit, of which 220 artists were selected, representing 36 US States, Argentina, Canada, Italy, and Nicaragua.

Ticket Prices: Single Day \$17, Multi-day Pass \$22, Children 12 and under free. Attendance: 19,041.



Elaine Mathews. Photo by Jessica Soto.

### Featured Artists

Acclaimed plein air painter Elaine Mathews created “Coachella Valley Spring” for the 2019 commemorative poster.

Additional featured artists Barton DeGraaf (Bend, Oregon) and Terrell Powell (Santa Fe, NM) art images were featured on commemorative t-shirts, and Daryl Thetford (Chattanooga, TN) art prints were available for purchase at the Festival Shop.

### La Quinta Arts Festival 2019 Award Winners

**BEST OF SHOW:** Tate Hamilton – Painting

#### BEST OF CATEGORY AWARDS:

Ceramics – Gerald Arrington  
Fiber – Shelley Evans  
Glass – Wesley Rasko  
Jewelry – Adam Neeley  
Mixed Media– Diana Stetson  
Painting – Richard Hall  
Photography – Jason Pavalonis  
Sculpture – Geoffrey Nelson

#### AWARDS OF MERIT:

Digital Art – Marjolyn Van der Hart  
Drawing/Pastel – David Bjurstrom  
Jewelry – Harry Roa  
Wood – Paul Lambrecht

#### CITY OF LA QUINTA PURCHASE AWARDS:

Digital Art – Daryl Thetford  
Photography – Lisa Kristine  
Sculpture – Michael Gard





## Art Mural at La Quinta Arts Festival

La Quinta Arts Festival welcomed artist Peter Tigler to design and orchestrate a public participation art mural.

Designed as a vintage postcard reflecting the desert resort lifestyle, festivalgoers selected a small paint-filled cup to match a number on the specially designed 7×15 foot canvas and set about finger painting their claimed space.

The sheer joy of expression was palpable among the young and not-so-young as they contributed throughout the day to make the image come to life.



Tigler, who's based in Santa Monica, California, has also created public participation murals for The Getty Museum, Los Angeles County Department of Beaches and Harbors, Providence College, and cities including Santa Monica and Marina del Rey.

The mural remains on display in Palm Springs. Installed in partnership with Grit Development and the Palm Springs Public Arts Commission, the mural appears on Belardo Road behind the Kimpton Rowan Palm Springs Hotel.



The new, fun interactive activity was made possible with an ArtsTank Greater Palm Springs grant from the California Desert Arts Council. ArtsTank is an exciting platform for arts innovation that stimulates tourism, addresses a concern of the community, and engages residents and visitors in the Coachella Valley. Learn more at [cadesertarts.org/initiatives](http://cadesertarts.org/initiatives).

## LA QUINTA ARTS FOUNDATION VOLUNTEERS

During 2018/19, 271 Volunteers donated in excess of 3,000 hours. Those individuals being recognized in this report have logged the most hours, or put forth extraordinary efforts for the Foundation.

### Volunteer Appreciation Luncheon - March 20, 2019

Jackalope Ranch in Indio served as the venue and sponsor of LQAF's annual luncheon honoring 28 of our star volunteers who donated an extraordinary amount of time and expertise. This group included La Quinta Arts Festival volunteers and Chairpersons, totaling over 700 accumulative hours. As further appreciation, raffle prizes and gift cards were donated from community organizations to thank volunteers.

### Board of Directors

The Board of Directors constitutes a vital volunteer arm of LQAF donating time and resources to judiciously steward LQAF and serve as ambassadors throughout the year. They donated in excess of 594 hours. The members of the 2018/19 Board of Directors are listed previously in this report.



### La Quinta Arts Festival 2019 Volunteers

204 volunteers donated more than 2,928 hours during the year to prepare for and run the 2019 Festival.

Special thanks to the following Chair Persons:

Artist Reception	Rhonda Larson
Artist Registration and Volunteer Meeting	Amy Helm
Entrance East (Tickets and Greeters)	Bob Carlson, Madelaine Wolfe, Susan Golden, & Carol Benner
Exit West	Dave Benner, Carol Benner, Caroline Broski & Joan Fioresi
Information Booth	Shirley Wertlake
Festival Shop	Rhonda Larson & Carol Winston
Finance	Carolyn Todd, Claire Swan
Greeters West	Greg Asbra, Linda Hagood, Pene Owen, Dave Benner & Karen Akwa-Swartz
Hospitality	Pam Adams, Carol O'Donnell & John O'Donnell
Lunch Coordinator	Sharon Benoit, Pene Owens & Loretta Currie
Set Up	Phil La Greca
Ticket Sales West	Marge Dodge, Margaret Kelso

### **Festival 2019 Home Hosts**

This program offered accommodations to first-time exhibitors traveling long distances and who would otherwise be unable to participate in La Quinta Arts Festival. The following patrons generously opened their homes to artists: Jane Anderson, Larry & Barb Bakstad, Joan Fioresi, Kae Hammond, Dan and Terry Molitor, Linda and Lance Amaral, Helen & Don Newsome, Nan Tomasko, Kathleen MacDonald, Sharon Knight, Marge & Norm Dodge, Sandy & Phyllis Hellman, and Wally Huntoon.



Artists at La Quinta Arts Festival.

### **Artist Advisory Board**

Made up of some of Festival's most talented and respected artists, the Artist Advisory Board provides assistance for Festival layout, artist recruitment, the jury process, and offers guidance in all aspects of Festival planning. LQAF thanks the Artist Advisory Board for their contributions.

### **Scholarship Committee**

Scholarship applications and portfolios were submitted in March, and reviewed by the LQAF scholarship committee in April. The Scholarship 2018/19 Committee Members were: John Hansen - Art Teacher, Professional Artist, and Deborah Schwartz-Glickman –Business Advocate, City of Palm Desert, Public Art and Historic Preservation Commissioner, City of Indio.

### **Membership**

LQAF Membership donations totaled \$16,750 from 109 individual households during the 2018/19 fiscal year. This number included 48 artists who joined or renewed at the Artist Member level offering the benefit of inclusion on our LQAF.com Artist Galleries with on-line profiles, artist statements, and website links in addition to their image galleries. Artist Members who participate in La Quinta Arts Festival are linked to their respective Artist Gallery via the Festival 2019 Participating Artists webpage.



Artists at La Quinta Arts Festival.



## COMMUNITY SUPPORT

Mutually beneficial partnerships, collaboration and the generosity of local business, civic and charitable organizations are critical to sustain our mission.

Over 38 businesses and organizations partnered with, and/or contributed to LQAF in 2018/19. These alliances validate and strengthen LQAF's respective significance in our community and we are indebted to the following sponsors, donors, and partners:

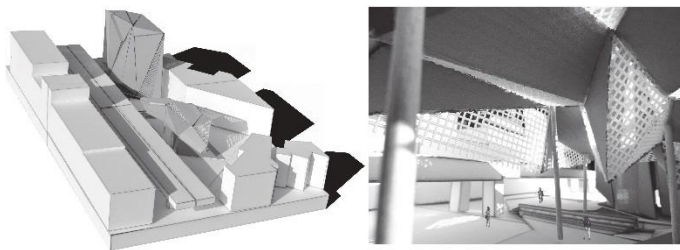
<b>Corporate Sponsors</b> Rabobank	<b>Featured Restaurants</b> Augustine Casino—Café 54 Bristol Farms The Café at Shields Date Garden The Chop House at Jackalope Ranch Fisherman's Landing Bar & Grill Fresh Agave Jackalope Ranch La Quinta CliffHouse Grill & Bar Lavender Bistro Shanghai Reds Bar & Grill Stuft Pizza Bar & Grill Tommy Bahama Restaurant & Bar The Café at Shields Date Garden The Chop House at Jackalope Ranch Stuft Pizza Bar & Grill Tommy Bahama Restaurant & Bar
<b>Community Partners</b> AAMONTE Andy Gump Augustine Casino Bright Event Rentals Bristol Farms Burrtec Waste & Recycling Services The Café at Shields Date Garden The Chop House at Jackalope Ranch Fresh Agave Fisherman's Market & Grill Heimark Distributing Stella Artois Jackalope Ranch John F. Kennedy Memorial Hospital La Quinta CliffHouse Grill & Bar Lavender Bistro O'Linn Security Inc. Ralph's Grocery Store Citrus Plaza Stuft Pizza Bar & Grill South Valley Electric Tommy Bahama Restaurant & Bar	<b>Festival Donors</b> Alankara Aveda Salon Aspen Mills Bread Company & Café Castelli's Ristorante El Pueblo Viejo Hyatt Regency Resort, Indian Wells Fresh Agave Kaiser Grille Palm Desert La Quinta Baking Company La Quinta Med Spa Lowe's La Quinta Marshall Hughes My Thai Pacifica Seafood Restaurant Plaza Shopping Center – Parkview Plaza Summit Team – Ralph's Plaza, La Quinta Trader Joe's La Quinta Two Bunch Palms
<b>Media Partners</b> Art Patron Magazine Southwest Art Magazine	

## Visual Art Scholarship Awards

La Quinta Arts Foundation awarded **\$35,000** to 19 art majors to attend college during the 2018/19 academic year. This amount includes memorial donations in the names of Nancy and David Marks. The group of students represents a wide variety of interests in the arts fields, including: art education, photography, painting, architecture, film, drawing, and digital arts. Since it was instituted in 1984, La Quinta Arts Foundation's scholarship program has committed a total of **\$1.31 million** to students pursuing college degrees as they work toward a career in visual arts.

### LQAF Congratulates the following 2018/19 Scholarship Winners:

Name	College	Study Field
Kaho Akiya	CSU Long Beach	Studio Art/Illustration
Lauren Cedar	Biola University	Illustration/Graphic Design
Rio Bella Chacon	CSU Fullerton	Film/TV/Radio
Taelynn Dalle	Cal Poly San Luis Obispo	Architecture
Aaron De Jesus Mendieta	College of the Desert	Concept Art/Media Design
Christopher Espejo	Univ. of West Florida	Digital Arts
Alexa Gomez	Cal Poly Pomona	Architecture
David Gonzalez Silva	UC Davis	Studio Arts
Johnie Harrell	CSU San Bernardino	Liberal Arts/Graphic Design
Jake Hill	San Francisco State U	Cinema
Riley Huebner	Cal Poly San Luis Obispo	Photography
Landon Johnson	Laguna College of Art	Fine Art
Elisha Kolp	College of the Desert	Studio Arts/Digital Media
Evelyn Olvera	CSU Long Beach	Art Education
Jasmine Osorio	CSU Fullerton	Animation
Micah Ramos	CSU San Marcos	Visual Art
Montserrat Rodriguez	College of the Desert	Studio Art
Miranda Thoene	San Francisco State U	Studio Art
Karla Roman-Wong	Cal Poly San Luis Obispo	Architecture



TED X BUILDING AND CANOPY  
LOCATION: CULVER CITY

Alexa Gomez, Architecture



Landon Johnson, Fine Art



## FINANCIALS

### LA QUINTA ARTS FOUNDATION STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash and Equivalents	2,468,337
Scholarship Funds	8,000
LQAF Invested Funds	6,583,335
Other Current Assets	<u>22,392</u>
Total Current Assets	9,082,064
Equipment, Net	227
Investment in CDAC	<u>50,000</u>
TOTAL ASSETS	<u>9,132,291</u>
LIABILITIES	
Accounts Payable	9,921
Accrued Expenses	<u>32,892</u>
Total Liabilities	42,813
Net Assets	<u>9,089,478</u>
TOTAL LIABILITIES AND NET ASSETS	<u>9,132,291</u>

### LA QUINTA ARTS FOUNDATION STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

REVENUE	
Contributions and Grants	15,550
Program Revenue	1,284,988
Investment Income	<u>565,325</u>
TOTAL SUPPORT AND REVENUE*	<u>1,865,863</u>
EXPENSES	
Program Expenses	908,504
Administration Expenses	160,101
Depreciation	<u>2,947</u>
TOTAL EXPENSES	<u>1,071,552</u>
Excess of Revenues over Expenses*	<u>794,311</u>

\*Does not include Unrealized Gain (Loss) on Market Securities