



Report to the Community and Cultural Affairs Commission

DATE: May 23, 2017

TITLE: CCAC New Budget Proposal

PREPARED BY: Vice Chairman, Requita Grant and Chairman, Pamela Berry

REVIEWED BY:

Discussion

For the Community and Cultural Affairs Commission to review and update any changes.

During the last year, the Commission received an increase of \$4,000 that was not substantiated by any expense incurred during previous fiscal periods. For the fiscal period of 2016-2017 the Commission has been judicious with expenditures when completing retroactive Commission projects. Our goal is to be compliant with the ordinances and follow the mission of the Commission as an Advisory Board to the City Council regarding community and cultural affairs. We must provide programs and services to our diverse community reflective of their racial, religious, cultural and nationality groups pursuant to Section 2.44.050 (G), (H), (I), (K), (L), and (M).

Presently the Commission pays for community events such as the Holiday Tree Lighting, Holiday Parade, Memorial Day, Martin Luther King Jr. Peace & Unity Walk, and Veteran's Day. The Commission has allocated funds for all these events except the MLK Walk in the amounts of \$1,000. Resources are scarce so the Commission has asked for in-kind donations for some additional events so that we may have money reserved in the event of an emergency.

Additionally, we have sponsored the Danny Holt Classical Concerts \$,2500, Vietnam Memorial Wall \$1,200, DHSHS Band Donation \$500, and the Desert Hot Springs Taste of Soul \$300.

Moreover, we are incorporating programs that will be free of cost to the public to promote civic engagement and implementing these programs may have had minimal impact on the budget. Additionally, there are items that the Commission needs to purchase so we can attend events and partner with other organizations and develop a working rapport with those entities to brand our city as destination and not just a bedroom city. We need to consider marketing materials for all our events and not just flyers. We might include membership to such organizations that enhance cultural tourism and the arts and can assist with grants and or branding. Furthermore, we may need to contribute monies as a matching grant or put towards use in program development.