

**Desert Hot Springs Classical Concerts • Proposal for funding from CCAC  
July 30, 2017**

Dear Commissioners and City Staff,

Thank you for considering this proposal to help fund the fourth season of Desert Hot Springs Classical Concerts, our city's very own concert series.

Thanks in large part to the support of the CCAC, the last several years have seen tremendous growth for Desert Hot Springs Classical Concerts. From our first season to the most recent season, we have *quadrupled* the number of artists performing on our series, and we've seen our audience continually grow. In addition to financial support from the CCAC, the series has received funding and in-kind donations of services from local businesses and other organizations, along with contributions by individual donors.

For the 2018 season, we'll be celebrating the first complete season with a newly refurbished piano at our primary venue. And we are committed to growing our audience even more—including reaching out to area schools and families to encourage parents to bring their children to the concerts; and hopefully offering at least one “satellite” concert at an additional venue.

A grant of \$2500 from the CCAC would be a significant down-payment on another exciting series of concerts to begin in January or February 2018. As I approach individuals, business owners, and other local organizations about underwriting these concerts, it's incredibly helpful to show that the city continues to be a pillar of support.

Highlights of the concert series are on the next page. I would be happy to discuss the details and answer any questions you may have.

Sincerely,

Danny Holt

Founder & Artistic Director, Desert Hot Springs Classical Concerts  
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### **Some important information about *Desert Hot Springs Classical Concerts*:**

- **Concerts are free and open to all.** Donations are accepted at the door.
- Danny Holt brings years of concert production experience to managing the series, and brings in **performers from Los Angeles, New York, and elsewhere.** The repertoire is classical music, and examples of ensembles include solo harp, vocalist with piano, string quartet, piano trio, etc.
- Performers on the series are all professionals in their field, and they are warm and inviting in their presentations, reaching out to audiences that may not be familiar with classical music. Concerts include informal conversation with the audience about the history of the music, the composers, etc. **Audience members have the chance to meet and mingle with the artists after each concert.**
- **DHS Christ Lutheran Church has graciously offered to continue hosting the concert series.** The church sanctuary seats 185 with additional overflow capacity in the adjacent community room. With ample audience seating and beautiful acoustics, it's the ideal location for the series. With each concert, the audience is growing and they have been incredibly positive and enthusiastic. We are also exploring the possibility of offering one or two additional concerts at other local venues, in an effort to reach out to residents who may not have yet attended our concerts.
- **We are currently seeking funding to produce a series of 4-6 concerts to begin in January or February 2018.** This can be done on a modest budget of approximately \$6,000 (total) for six concerts. (By comparison, similar concert series often have a budget in the range of \$5,000 – \$10,000 *per concert*.) We have relationships with patrons of classical music and the arts in the Coachella Valley, and always actively seek funding from individuals as well as businesses and other organizations. **Desert Hot Springs Classical Concerts is poised to become a permanent and sustainable part of our community.**
- **A grant of \$2,500 from the CCAC would guarantee at least 4 concerts for 2018,** and would give us a significant boost as we work to secure additional funding from other sources.
- We have received press coverage in *The Desert Sun*, the *Desert Star Weekly*, and on **KMIR**, and series **Founder & Director Danny Holt was recently honored by the City of Desert Hot Springs.** We will continue working with local media, community groups, schools, and others to build our audience and get the word out about the great concerts in our community!