

February 9 – April 21, 2019

Mayor Scott Matas  
City of Desert Hot Springs

Dear Mayor Scott Matas,

As we have been laying the ground work for Desert X 2019, which will open February 9, 2019 and close April 21, 2019, I hope that the City of Desert Hot Springs will participate in the exhibition and be one of our sponsoring cities. To date, Palm Springs, Palm Desert, Rancho Mirage and Coachella have committed funding, and we have reason to believe that several more of the cities will be on board before the end of the year. We would like you to consider a grant of \$50,000, to be paid over two years. We already have commitments equal to that from some of the cities mentioned above. Desert X would feel comfortable committing to at least one artist installation within the City limits of desert Hot Springs and to activate our participation with one or two public programs involving the artists, the curators or the Desert X team. We would love to work with your team to plan these programs in a meaningful way for everyone.

In 2017, each of the participating cities received media attention as well as thousands of visitors. We were actually able to count an audience that numbered at least 200,000. In a survey we conducted, more than 25% of those visitors claimed annual incomes above \$200,000 and 65% of them traveled to the Coachella Valley and stayed overnight in a hotel.

These visitors came from across the country and around the world and we have reason to believe that the numbers will only grow for the exhibition in 2019. I can share with you two statistics that I think you will find interesting.

There is no doubt that Desert X accomplished its mission: it brought wonderful, high-quality art to the desert, and as a result, brought new visitors as well as residents to places they had not previously explored, where they learned about the beautiful place you and I are lucky enough to call "home."

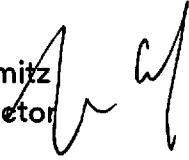
At this link you will find a presentation that indicates some of the media and audience numbers we were able to capture.

If you haven't already seen it, please enjoy the KCET documentary that was broadcast earlier this spring. It features all of the art, gives a shout-out to Desert Hot Springs, and very well illustrates the magic that happened in 2017.

Look forward to hearing from you with any questions you might have and to welcoming the City of Desert Hot Springs on board for 2019.

All my best,

Jenny Gil Schmitz  
Executive Director  
Desert X

A handwritten signature in black ink, appearing to read 'Jenny Gil Schmitz', written over the printed name.