

**Desert Hot Springs Classical Concerts • Proposal for funding from CCAC  
July 28, 2019**

Dear Commissioners and City Staff,

Thank you for considering this proposal to help fund the sixth 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 us: We have more than *quadrupled* the number of artists performing on our series, and our audience has grown considerably. 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 2020 season we will present another series of free concerts between January and May. We'll reprise the popular *Afternoon Concert Crawl*—which brought audiences to venues throughout the city for three free mini concerts in one afternoon (and drew the attention of local media.) We also hope to continue our partnership with PSUSD, and will present at least one concert in the local schools.

A grant of \$3800 from the CCAC would be a significant down-payment on another exciting series of concerts. 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 around the country.**
- The performers are all professionals, 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.**
- **Grace Church will be the primary venue.** The church sanctuary can accommodate more than 300 audience members. Every year, our audience grows. We look forward to *standing-room only* being the norm someday! **Additional concerts will take place at Desert Hot Springs High School, Cabot's Pueblo Museum, and several other locations in the city.**
- **We are currently seeking funding to produce a series of 6 concerts to begin in January 2020.** 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. Now in its sixth season, **Desert Hot Springs Classical Concerts has become a valued and cherished part of our community.**
- **A grant of \$3,800 from the CCAC would guarantee 3-4 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 and Desert Hot Springs High School.** 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!