



Art.  
culture.  
Life

# LA QUINTA ARTS FOUNDATION

# Annual Review

**Fiscal Year 2007/08**

July 1, 2007 - June 30, 2008

# Mission Statement

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## LA QUINTA ARTS FOUNDATION

**Federal Tax ID Number: 95-3842968**

A non-profit 501(c)3 charitable organization  
founded in 1982 dedicated to its mission:

*Promoting and Cultivating the Arts*

This mission is accomplished by producing nationally acclaimed visual and performing art events, forming meaningful community partnerships, and providing cultural, education and personal growth outreach opportunities to students, artists, residents and visitors to La Quinta and beyond.

# La Quinta Arts Foundation

2007/08

(As of June 30, 2008)

## Board of Directors

## Staff

**Jim Parrish**

*President, Chairman of the Board*

**Mike Fedderly**

*Chief Financial Officer*

**Steve Johnsen**

*Secretary*

**John Gamlin**

**Olga Giannini**

**Haddon Libby**

**Scott Wilson**

### **DIRECTORS EMERITI**

**Nancy Marks**

**Kay Wolff**

**Christi Salamone**

*Executive Director*

**Jim Christian**

*Director Finance & Operations*

**Kathleen Hughes**

*Events Manager*

**Kathy Taylor Bauer**

*Administrative Manager*

**Debby Nelson**

*Volunteer & Membership  
Coordinator*

## CONTACT INFORMATION

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# LQAF'S 26<sup>th</sup> YEAR IN REVIEW

La Quinta Arts Foundation's value to the community continues to grow as we are able to successfully deliver innovative programs reaching expanded audiences. Developing new community partnerships and expanding relationships with long time supporters such as The City of La Quinta further entrenched LQAF as the go-to resource for all things cultural in the City of La Quinta. LQAF's 2007/2008 activities demonstrated continuity and evolution of mission services expected from an organization with a history as old as the City itself.

## SilverScreen at SilverRock - Saturday, September 29, 2007

- Community Partners: SilverRock Resort, Trader Joe's, Lappert's Ice Cream, Larsen Golf Cars

A "sold out" evening of cinema under the stars at La Quinta's SilverRock Resort opened LQAF's 26th season. The evening included a putting contest hosted by Lumpy's, a "summer buffet" catered by SilverRock Resort, raffle prizes, and the highlight of the evening, an outdoor screening of the venue appropriate, "Caddyshack." Free popcorn and other cool treats, courtesy of Trader Joe's and Lappert's Ice Cream in La Quinta were available throughout the evening.

Paid Attendance: 125

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## Art Under the Umbrellas at Old Town – Six Saturdays, 10 am to 4 pm

November 24, January 5, January 19, February 2, February 16, April 12

- Community Partner: Old Town La Quinta

The popularity of Art Under the Umbrellas reached new heights in 2008, with each event in the six show series presenting 50-70 artists exhibiting their artwork in booths lining the closed off streets of Old Town La Quinta. Live music, art demonstrations, and wine tasting added to the "Umbrella Show" experience of this free public event.

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## Blues, Brews & BBQ – Saturday, November 3, 2007

- Premier Sponsor: The City of La Quinta
- Community Partners: Old Town La Quinta, Heimark Distributing, Beer Hunter, Backstreet Brewing Company, Trader Joe's, Henry's Farmers Market, La Quinta Rotary

Estimated attendance at this inaugural one day event in Old Town La Quinta was 6,000. A sanctioned BBQ contest, sampling, live music, microbrew beers appointed the day. Admission was free.

Backstreet Brewery, The Beer Hunter, and La Quinta Rotary's selection of microbrews were big hits, while Trader Joe's La Quinta poured microbrew root beer and Henry's Market served up thousands of donated grilled ears of corn to accompany the BBQ fare, which completely sold out!

In a BBQ Cook-off sanctioned by the California BBQ Association, BBQ teams competed for prize money and points towards a national championship. Attendees purchased samples and plates of authentic barbeque (pork ribs, beef brisket, chicken, and pulled pork) prepared by the professional grilling teams and then voted for the winner of the "People's Choice Award."

"Reckless Driver," one of Southern California's top bands, took the stage for three sets as the event's featured entertainment. Preceding their show, radio station KPLM 106.1 did a live remote broadcast from 11 am to 1 pm.

Over 20 community organizations were present to showcase their goods and services to the public, including fire protection and law enforcement who participated in the amateur cook-off. Old Town retailers reported that the event brought a heightened level of foot traffic through their stores during the day.

# La Quinta Arts Festival #26

March 13-16, 2008

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It was repeatedly stated La Quinta Arts Festival 2008 was the “best festival ever presented by LQAF.” Artist sales from the 238 participating artists again sailed over the \$2 million mark. Given the state of the economy, to have achieved increased attendance and art sales demonstrates LQAF’s increased marketing efforts were effective. A new partnership was formed with the City of Cathedral City to make their Art in Public Places purchases at La Quinta Arts Festival a perennial occasion. This first year, their expenditures totaled over \$38,000.

A sampling of 36% of the total purchaser’s addresses indicates 35.62% of purchasers hailed from other US States and Canada, while 64.38% listed California residences. Of those who listed California as their residence, 42% came from outside of the Coachella Valley, and 58% were from throughout the Coachella Valley and high desert. This data indicates La Quinta Arts Festival is achieving the dual purpose of attracting visitors to La Quinta in addition to being a high quality cultural resource within the community.

## Festival Entertainment

The entertainment line-up for Festival 2008 was structured to provide Festive goers an additional element that did not detract from the prime focus of the day – viewing and purchasing art! All of the performers chosen were proven favorites of past Festival patrons: **Dragon Knights** (Friday & Saturday), **Malcom Watson**, the Barefoot Dancing Violinist; Hawaiian musical legend **Bill Keale**; **Wolf’s Robe**, the Flute Man; and **Oscar Reynolds** of Karamantra Music.

## La Quinta Arts Festival 2008 Awards Reception

Festival 2008’s opening night reception, hosted by LQAF board and staff members, was held on the Civic Center Amphitheatre lawn from 5:30 to 7:00 pm. A wide selection of hors d’oeuvres and entrees was catered by our *Featured Festival Restaurant Sponsors* (see Sponsor page), plus Peachy Canyon Winery wines, and Stella Artois. Along with the Festival Artists, special invitees to the Awards Reception were LQAF Friends and Patron Members, and dignitaries from the City of La Quinta and City of Cathedral City.

## Festival 2008 Artist Award Winners

**BEST OF SHOW:** Youngbok Park, Photography

### BEST OF CATEGORY

Fine Craft – **Nicholas Bernard**  
Jewelry – **Carla Fox**  
Mixed Media – **Charles Schweigert**  
Painting – **Yachio Beck**  
Photography – **Doug Landreth**  
Sculpture – **Dennis Heimback**  
Textile – **Barbara Holloway**  
Drawing/Printmaking – **David Bjurstrom**

### LA QUINTA CIVIC PURCHASE AWARD

Destiny Allison, Sculpture

### AWARDS OF MERIT

Fine Craft – **Marilyn Endres**  
Jewelry – **Birgit Kupke-Peyla**  
Mixed Media – **Kari von Wening & Jan Bush**  
Painting – **Marla Baggetta**  
Photography – **Bart Aldrich**  
Sculpture – **Eric Carroll & Richard Turner**  
Textile – **Philonese Baisden**  
Drawing/Printmaking – **Susan Strasburg**

### CATHEDRAL CITY CIVIC PURCHASE AWARD

Eric Ober, Sculpture  
Jeff Laing, Sculpture

# Festival 2008 Sponsorships

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## Premier Sponsor - City of La Quinta

A Marketing Services Contract with the City of La Quinta provided \$125,000 for La Quinta Arts Foundation's 2008 season events. Through the agreement, the City of La Quinta was prominently featured in television, radio, and print advertising and all collateral and acknowledged with event site signage. In addition to the cash award, \$20,800 was forgiven by the City for rental of the Civic Center Campus for the Festival. LQAF is most fortunate in our ongoing alliance with the City of La Quinta as Festival's **Premier Sponsor**. This partnership is paramount to the success of our event.

## Media Sponsors:

**The Desert Sun** – The Festival's official Newsprint Media Sponsor provided substantial additional advertising value which effectively doubling print ad space in its daily and glossy publications.

**Southwest Art Magazine** - *Southwest Art* is the leading art publication in the Western United States. *Southwest Arts* again provided the significant opportunity to create a special 8 page Festival advertising section in the March 2008 issue which included a full page for both LQAF and the City of La Quinta, in addition to the 21 artists who took advantage of the opportunity. Included in the sponsorship Southwest Art donated a 1/3 page four-color ad to the *Best of Show* award winner. La Quinta Arts Festival was given a link on their website and LQAF events were listed under the magazine's *What's Happening in California* and *Best of the West* sections. *Southwest Arts* also provided 1,500 copies of the March issue to distribute to Festival art patrons.

LQAF's public relations agency, Furino/Green Creative, was successful in negotiating additional print and broadcast media sponsorships.

The following sponsors contributed funds, and/or goods and services:

## Corporate Sponsors:

Integrated Wealth Management

Lamar

Rabobank – Shuttle Sponsor

## Fine Spirits Sponsors:

Diva Cellars

Peachy Canyon Winery

Stella Artois

## Community Partners:

AAmonte Bankcard

Burrtec Waste & Recycling Services

Fast Frame

La Quinta Resort & Club

Kaiser Restaurant Group

Winery Row

bluEmber Restaurant

Environmental Products & Applications, Inc.

John F. Kennedy Memorial Hospital

Starbucks Coffee

Trader Joe's

## Featured Festival Restaurant Sponsors:

Amore Ristorante Italiano

Café LQ at Embassy Suites Hotel

Las Casuelas Quinta

The Jem Steakhouse at Spotlight 29

Angelinos Italian Kitchen

Kaiser Restaurant Group

Panera Bread Bakery & Café

Arnold Palmer's Restaurant

La Quinta Cliffhouse

Stuft Pizza Bar & Grill

# Community Outreach Events

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## PARTNERSHIPS KEY TO SUCESSS OF COMMUNITY EVENTS

### Women in Art – Your Passport to Fashion

Sunday, January 20, 2008 - 11am to 5pm

- Community Partner: Chico's Palm Desert
- Presenting Artists: Kathy Dunham, Agnes Copeland, Rebecca Molayem, Joanne Casey, Sherry Salito Forsen, Shelley Evans

LQAF brought the "Art of Fashion" to El Paseo. More than 300 consumers visited Chico's clothing store to meet LQAF's six representative artists interpreting the art of fashion with their respective art mediums. Chico's donated 10% of sales made by consumers showing event postcard and four participating artists sold works exhibited.

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### Los Angeles Theater Excursion to "Wicked"

February 12, 2008

- Community Partner: The City of La Quinta

Collaborating with City of La Quinta Community Services staff, LQAF designed an excursion which included a private dinner at Campanile, a famous Los Angeles restaurant, and center seat theater performance at *Pantages* to a sold-out crowd of 50+. LQAF designed and printed and mailed invitations and flyers in addition to soliciting our database to attend.

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### Distinguished Artists of La Quinta

Sunday, February 23, 2008

- Community Partner: The City of La Quinta

LQAF partnered with Community Services Department to identify, nominate, and acknowledge two local artists qualifying for recognition under the established City program. Approximately 100 people attended the dedication ceremony and reception at La Quinta Library honoring this year's inductees, Eric C. Johnson and Elliott Newton.

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### LQAF Also Contributed to the Following Community Activities:

- **La Quinta Community Picnic** – Saturday, April 26, 2008 - LQAF's participation to this City annual event was a take-home "Paper Bag Puppet" art project for over 100 children.
- **Old Town La Quinta Tile Mural** – LQAF was instrumental at identifying La Quinta Artists Nancy and Larry Cush to design, produce, and install two murals at Old Town La Quinta, as a part of Old Town's Art in Public Places requirement.
- **La Quinta Museum** – LQAF worked with Museum Director, Kim Mack to provide historical data and materials for exhibition and grand opening of the museum on May 24<sup>th</sup>.
- **Desert Cities Public Art Forum** – La Quinta Community Services Director Edie Hylton and Christi Salamone represented La Quinta at the inaugural forum on April 4<sup>th</sup> and 19<sup>th</sup>, hosted by the City of Palm Desert.
- **Leadership Coachella Valley** – Salamone and Hylton made a presentation to the 2008 Leadership Class covering the Non Profit Arts and Art in Public Places programs.
- **La Quinta Historical Society** – Salamone made a presentation to the La Quinta Historical Society on the history of La Quinta Arts Foundation.

# NEWSWORTHY: *Awards, Accolades & More*

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## La Quinta Arts Foundation Adopts New Logo & Tag Line



Art.  
culture.  
Life

This vibrant new branding reflects LQAF's progressive vision, and positions us as an art resource, a cultural resource, and a community resource for the residents and visitors to the Coachella Valley.

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## La Quinta Arts Festival 2007 Ranked #8 Nationally

*AMERICANStyle Magazine* 2007 Readers' Poll again places La Quinta Arts Festival into the *Top 10 Art Fairs & Festivals* for the second consecutive year.

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## La Quinta Arts Festival Voted "Best Music/Arts Festival"

*Palm Springs Life* Best of the Best - Readers' Choice 2007 Awards choose La Quinta Arts Festival for the second consecutive year.

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## LQAF Wins THREE 2008 Addy Awards

For the third year running, La Quinta Arts Foundation won GOLD in the **American Advertising Federations/Palm Springs-Desert Cities** awards for its La Quinta Arts Festival advertising. Under the Category "Advertising for the Arts & Sciences" LQAF won a **Gold Addy** award for the 25<sup>th</sup> Anniversary Celebration poster. A second **Gold Addy** was presented for the Celebrated Artists of La Quinta Boxed Notecard set, which also won a **People's Choice** award in the non-traditional advertising category.

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## LQAF Beneficiary of Seth Etinger Bequest

La Quinta Arts Foundation was named a beneficiary in the amount of \$5,000 in the Seth Etinger Irrevocable Trust. Mr. Etinger passed away on October 27, 2007. He and his wife Tierney, who preceded him in death in 2004, were past LQAF members.

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## Cliffhouse La Quinta Sponsors Volunteer Luncheon

La Quinta Cliffhouse Restaurant again hosted the annual LQAF Volunteer Appreciation Luncheon honoring 51 of LQAF's key Volunteers, Docents, and Artist Advisors on April 10, 2008.

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## LQAF Named 2008 Non-Profit of the Year

La Quinta Arts Foundation accepted **Non-Profit of the Year** honors from La Quinta Chamber of Commerce at its Annual Installation and Awards Luncheon on June 5, 2008 at Embassy Suites La Quinta. Chamber members vote on annual awards for Non-Profit of the Year, as well as Ambassador of the Year (Wendy Winder), Community Service of the Year (Boys & Girls Club of La Quinta), and Business of the Year (JFK Memorial Hospital).



# Visual Arts Scholarship Awards

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La Quinta Arts Foundation awarded **\$41,750** to **25 talented students** (includes Ryan Ramirez Scholarship funding, plus Melville Kever and David Marks Memorial Funds) attending college during the 2008/09 academic year. In addition, the Foundation and Ramirez Family contributed \$2,500 to support James Galindo's graduate program studies at Laguna College of Art and Design.

Since it was instituted in 1984, La Quinta Arts Foundation's scholarship program has awarded a total of **\$847,302** to students pursuing college degrees in the visual arts.

Annual scholarship awards are made possible with proceeds garnered from LQAF activities including La Quinta Arts Festival, Art Under the Umbrellas, Blues, Brews & BBQ, and La Quinta Arts Foundation memberships — as well as contributions by community partners and other memorial contributions.

## LQAF CONGRATULATES THE FOLLOWING 2008/09 AWARD WINNERS:

### RETURNING SCHOLARSHIP RECIPIENTS (9):

- Diana Childers - California State University, San Bernardino
- Clayton Fessier - California Institute of the Arts
- Julie Frenznick - California State University, San Bernardino
- Erin Hoy - University of California, San Diego
- Makiko Omori - Otis College of Art and Design
- Noah Simmons - Cal Poly, San Luis Obispo
- Julio Vazquez - Loyola Marymount University
- Maxwell Weiner - University of Washington
- Sarah Williams - San Diego State University

### FIRST-TIME SCHOLARSHIP RECIPIENTS (16):

- Amanda Conti - Riverside Community College
- Amanda Emmett - College of the Desert
- Tristan Esmino - San Francisco State University
- Taija Rae Gauthier - Laguna College of Art and Design
- Alexandra Leja - San Francisco Art Academy
- Eryn Leja - Chapman University
- Carlin McCasland - College of the Desert
- Robert Medina - College of the Desert
- Danny Morales - College of the Desert
- Bryan O'Neil - Art Institute of California, Inland Empire
- Jeremy Stock - Art Institute of California, Inland Empire
- Natalie Thornton - Boston College
- Alyssa Velasquez - Fashion Institute of Design & Merchandising
- Kevin Velasquez - College of the Desert
- Shana Wardle - Fashion Institute of Design & Merchandising or UCLA
- Hanna Wexler - University of California, Santa Cruz

Scholarship applications and art portfolios are submitted online beginning in February, and reviewed by a scholarship committee in April. Scholarship Committee Members are:

- Hovak Najarian, Doctorate Fine Arts, Professor Emeritus, College of the Desert
- Deborah Schwartz, Public Art Coordinator, City of Palm
- Mike Polk – Retired Art Teacher and LQAF Docent
- John Hansen – Former Art Teacher and Professional Artist
- Roy & Debbie Ramirez – Trustees, Ryan Ramirez Memorial Fund

# Docent Outreach Program

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La Quinta Arts Foundation's Art Docent Program was provided free of charge to 1,650 fourth and fifth graders attending 55 classes in 12 elementary schools in the Desert Sands and Coachella Valley Unified School Districts during the 2007/08 academic year.

This program uses visual art principles and concepts to stimulate critical thinking and creative expression in all academic disciplines. Docents donated a total of **730 volunteer hours** to this program in 2007/08.

Volunteer docents trained by La Quinta Arts Foundation lead students through a series of lessons introducing the "elements of art." Through these lessons, our docents introduce art concepts including art history, art criticism, and aesthetic valuing. The docents, in a team approach with the classroom teacher, also present special hands-on projects that incorporate the techniques and methods used by the master artists spotlighted in the program.

During 2007/08 La Quinta Arts Foundation brought this program to 26 fourth grade classes (780 students) and 29 fifth grade classrooms (870 students) in the following schools within the Coachella Valley Unified School District (CVUSD) and the Desert Sands Unified School District (DSUSD):

Adams Elementary (DSUSD)	Ben Franklin Elementary (DSUSD)
Carrillo Ranch Elementary (DSUSD)	Carter Elementary (DSUSD)
Cesar Chavez School (CVUSD)	Gerald Ford Elementary (DSUSD)
Hoover Elementary (DSUSD)	LBJ Elementary (DSUSD)
Lincoln Elementary (DSUSD)	Palm View Elementary (CVUSD)
Roosevelt Elementary (DSUSD)	Truman Elementary (DSUSD)

**2007/08 Docents** – La Quinta Arts Foundation gives special recognition to the following 16 docents for their valuable work in bringing the Docent Program to the above schools:

Pam Arnold	Marilyn Blitz	Mary Block	Peg Boortz
Loretta Currie	Joan & Mel Freeman	Esther Gelineau	Lisa Herbst
Criss Kiefer	Pat Moore	Mike Polk	Harry Schaffner
Irv & Elaine Sitron	Lesley Tibbits		

# Volunteer Services

La Quinta Arts Foundation Volunteers are crucial to the success of our programs and events. During 2007/08 **260** LQAF Volunteers donated a total of **3,893 hours** working towards our mission of *Promoting and Cultivating the Arts*. Those individuals being recognized in this report have logged the most hours, or put forth extraordinary efforts for the Foundation:

## 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. The members of the 2007/08 Board of Directors are listed on page 2 of this report.

## Docents

The Docent Outreach Program was received by **1,650 children** in **12 public schools** from **16 docents**, who donated a total of **730 volunteer hours** to this program. A complete listing of docents and schools is located in the Docent Outreach section.

## La Quinta Arts Festival 2008 Volunteers

**Volunteers** donated in excess of **2,770** cumulative hours during the year to prepare for and run the 2008 Festival; 2008 Festival Chairpersons were:

RESPONSIBILITY	CHAIRPERSON
Ambassadors	Steve & Diane Askew
Artist Reception	Rosa Bobadilla
Customer Pick-up	Sharon Helgoe
Exit Gate	Lee Miller
Finance	Carolyn Todd
Golf Carts	Dave Benner
Greeters	Gigi Jack & Monica Powell
Judges' Guides	Kathy Jonas & Barbara Barba
Hospitality	Barbara Jamtgaard
Retail	Kathy Caldwell & Lauren Youngs
Registration	Rosa Babadilla
Ticket Sellers	Marge Dodge & Shirley Wertlake

## Festival Home Hosts

19 Festival Artists had the benefit of home hosting, provided by the following volunteers who opened their homes to artists during Festival week:

Heather Beck	Marge & Norm Dodge	Sandy & Phyllis Hellman	Doug & Donna Martin
Bill & Kathy Caldwell	Julia Dowling	Greg & Ellen Hull	Pat & Des Moore
Marilyn Castro	Joan & Mel Freeman	Bonnie & Paul Kondor	Pat Shapiro
Lynn Cherry	Alan & Joetta Gambill	Barb & Jay Lifter	Dori & Rupert Smith
Bill & Susan Rashford	Shirley & Paul Wertlake	Kay Wolff	

## Artist Advisory Board

The Artist Advisory Board has become an integral part of LQAF's Volunteer base since its formation in 2003. Made up of some of Festival's most talented and respected artists, they provide assistance for Festival layout, artist recruitment, the jury process, and offer guidance in all aspects of Festival planning. La Quinta Arts Foundation thanks the following 2008 Artist Advisory Board for their contributions to the 2008 Festival:

Jim Babb	Jim Budish	Philippe Chambon	Jennifer Charles
Steve Levin	Don McCoy	Alan McNeil	Dorothee Naumberg
Isabelle & Leo Posillico	Mark Stephenson	Clonard Thomas	Beverly Wilson

# Membership

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## Members

La Quinta Arts Foundation Memberships totaled 184 individual households during the 2007/08 fiscal year.

## Benefits of Membership

### All La Quinta Arts Foundation members receive:

- Personalized Membership Card
- Member Preferred Prices on LQAF merchandise, tours and workshops.
- Subscription to Artifacts Newsletter
- Volunteer Opportunities
- Invitations to Foundation Events and special activities

In ADDITION to the above, members receive the following benefits corresponding to their level of membership:

### **Gold Patron \$1,000** (\$815 is tax deductible)

- Complimentary Admission to Private Events
- Signed La Quinta Arts Festival Poster
- Invitation to attend Festival 2008 Awards Reception
- 2 multi-day passes to Arts Festival
- 10 day tickets to Arts Festival

### **Silver Patron \$500** (\$355 is tax deductible)

- Complimentary Admission to Private Events
- Signed La Quinta Arts Festival Poster
- Invitation to attend Festival 2008 Awards Reception
- 2 multi-day passes to Arts Festival
- 6 day tickets to Arts Festival

### **Friends \$250** (\$190 is tax deductible)

- 4 tickets to La Quinta Arts Festival
- La Quinta Arts Festival Poster
- Invitation to attend Festival 2008 Awards Reception

### **Dual/Family \$100** (\$80 is tax deductible)

- 2 tickets to La Quinta Arts Festival

### **Individual \$50** (\$40 is tax deductible)

- 1 ticket to La Quinta Arts Festival

# Marketing & Public Relations

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Marketing strategy for LQAF's 2007/08 Season was directed by staff and executed by **Furino/Greene Creative** who was contracted by LQAF to handle marketing and public relations issues for all LQAF events and activities, with emphasis placed on La Quinta Arts Festival. Furino/Greene designed LQAF's new logo and **Art.Culture.Life.** tag line, introduced in September 2007 to implement a branding strategy embodying the Foundation's progressive direction. LQAF's plan included:

## Editorial Coverage:

Desert Magazine – June 2008

La Quinta Sun – March 20, 2008

The Desert Sun – Local, March 16, 2008

The Desert Sun – Across The Valley, March 15, 2008

The Desert Sun – Local, March 14, 2008

The Desert Sun – Weekend, March 15, 2008

Desert Post Weekly – March 13-19, 2008

Desert Entertainer – March 13-19, 2008

La Quinta Sun – March 13, 2008

La Quinta Sun – March 6, 2008

Press Enterprise – March 7, 2008

Desert Magazine – March 2008

Southwest Art Magazine – March 2008

The Gem – March 2008

Season In the Sun – March 2008

La Quinta Resort Guide – March 2008

LQ Magazine – February/March 2008

The Desert Woman – March 2008

Palm Springs Life – March 2008

The Bottom Line – February 29, 2008

TravelHost – February 2008

Los Angeles Times – Travel, February 17, 2008

The Public Record – February 12, 2008

Where to Retire Magazine – March 2008

Alaska Airlines In-Flight Magazine – Fall 2008

Sunshine Artist Magazine – May 2008

Lake La Quinta Newsletter – January 2008

The Celebrator – January 2008

Wildlife Art Magazine – February 2008

## Marketing Collateral Portfolio:

- 2008 Festival Artist Application Direct Mail Card
- 2007/2008 Season Rack Card
- SilverScreen at SilverRock Direct Mail Card
- SilverScreen at SilverRock Window Poster
- Blues, Brews & BBQ Rack Card
- Blues, Brews & BBQ Window Poster and Banner
- Art Under the Umbrellas Rack Card
- Art Under the Umbrellas Window Poster and Banner
- Women in Art – Your Passport to Fashion Direct Mail Card
- Wicked Tour to Pantages Flyer
- Distinguished Artists of La Quinta Direct Mail Card
- Artifacts Newsletter – Spring 2008
- La Quinta Arts Festival 2008 Direct Mail Card
- La Quinta Arts Festival 2008 Rack Card
- La Quinta Arts Festival 2008 Commemorative Program (ads sold paid for production costs)
- La Quinta Arts Festival 2008 Poster
- Invitation to 2008 Artist Awards Reception
- Invitation to 2008 Volunteer Appreciation Luncheon

**LQAF Website:** [www.LQAF.com](http://www.LQAF.com) – As part of our on-going commitment to use technology to further our mission, we are able to accept payments on-line for LQAF memberships, event fees and donations. The website is used to communicate with members, volunteers, scholarship students, and artists in addition to being an interactive information source for the general public. Links to LQAF's website also served as an incentive and amenity for sponsors providing reciprocal internet traffic.



## LA QUINTA ARTS FOUNDATION 2007/08 SEASON STATISTICS

PROGRAM / EVENT	Sub-Events / Activity Description	# Served
<b>La Quinta Arts Festival 2008</b> March 13-16	Participating Artists Artist Assistants Paid Attendance Volunteers Sponsors/Community Partners/Donors/Featured Restaurants	238 150 14,889 203 43
<b>Art Under the Umbrellas at Old Town La Quinta</b> <ul style="list-style-type: none"> <li>• November 24, 2007</li> <li>• January 5, 2008</li> <li>• January 19, 2008</li> <li>• February 2, 2008</li> <li>• February 16, 2008</li> <li>• April 12, 2008</li> </ul>	Participating Artists Attendees (average 1,500 estimated per show) Volunteers	106 9,000 26
<b>SilverScreen at SilverRock</b> September 29, 2007	Attendees Volunteers	125 10
<b>Blues, Brews &amp; BBQ</b> <b>Old Town La Quinta</b> November 3, 2007	Attendees (estimated) Volunteers Community Participants	5,000-6,000 32 31
<b>Women in Art – Your Passport to Fashion</b> <b>Chico’s Palm Desert</b> January 20, 2008	Attendees Volunteers Artists	300+ 7 6
<b>Volunteer Appreciation Luncheon</b> <b>Cliffhouse La Quinta</b> April 10, 2008	Attendees (Key Volunteers, Docents, Artist Advisors, and Staff)	51
<b>Community Partnership Events / City of La Quinta</b> Estimated number of attendees	Wicked Theater Excursion to Pantages – February 12, 2008 Distinguished Artists of La Quinta Awards – February 23, 2009 La Quinta Museum Grand Opening – May 24, 2008 La Quinta Community Picnic – April 26, 2008	60 150 700 2,500
<b>Outreach Programs</b>	Docent Program: Docents Schools Students Visual Arts Scholarship Recipients Scholarship Committee Members	16 12 1,650 25 6