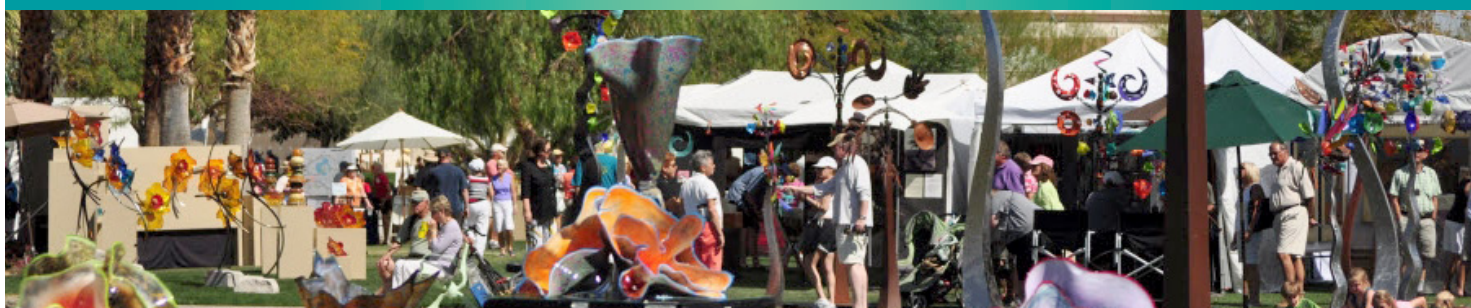




LA QUINTA ARTS FOUNDATION ANNUAL REVIEW 2010-2011

Art. Culture. Life.



LA QUINTA ARTS FOUNDATION
Federal Tax ID Number: 95-3842968

A nonprofit 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.

Message from Executive Director Christi Salamone



La Quinta Arts Foundation's 29th Season will go on record as possibly our most successful to date. Despite the continuing decline of the economy, LQAF's programs flourished reaching increased audiences and enjoying strong, favorable support.

- La Quinta Arts Festival was rated the #3 Fine Arts Festival in the Nation and art sales soared to over \$2.1 million!
- Art Under the Umbrellas added an eighth show to this amazingly popular series, scoring attendance and sales records.
- La Quinta Blues & Brews continued to evolve, drawing an enthusiastic crowd amid dire weather forecasts.
- Visual Art Scholarship cumulative awards neared closer to the \$1 million mark since the program commenced in 1984.

With the 30th anniversary of LQAF looming on the horizon, the board of directors and staff are working diligently to insure LQAF's stability through these difficult times. Our commitment to perpetuate our time honored legacy of Promoting and Cultivating the Arts by offering relevant, innovative events and programs remains paramount in our efforts. To help us carry out this mission we are ever grateful for the support from community members, volunteers, sponsors, artists, local business, and civic and charitable organizations – and, most especially the City of La Quinta. I am delighted to present the La Quinta Arts Foundation Annual Review 2010/11.

2010/11 BOARD OF DIRECTORS

Scott Wilson, Chairman / President
Phillip Waller, Chief Financial Officer
Haddon Libby, Secretary
John Gamlin
Olga Giannini
Bob Marra
Jim Parrish
Robert Stearns

MEMBER EMERITUS

Kay Wolff

LQAF STAFF

Christi Salamone, Executive Director
Jim Christian, Director Finance & Operations
Kathleen Hughes, Events Manager
Kathy Bauer, Administrative Manager
Debby Nelson, Volunteer Coordinator



29th La Quinta Arts Festival – March 10-13, 2011

By The Numbers

- Ticket Prices: \$12, Multi-day Pass \$15, Children 12 and under free. Tickets sold online received a Multi-day Pass for \$12. Attendees with direct mail card received \$2 off each member of their party.
- 231 Exhibiting Artists selected from 799 applicants
- 19,987 Paid Attendance (17% increase over 2010)
- \$2,100,137 Art sales (7% increase from 2010)

Recognition

- #3 Fine Arts Festival in the Nation, Greg Lawler's Art Fair Sourcebook 2011
- #6 in AmericanStyle Magazine's Top 10 Art Fairs & Festivals 2011 Readers' Poll
- One of the Top 20 Best Fine Art & Design Shows in the USA 2010 by Sunshine Artist
- 2011 Gold Addy Award, 2010 La Quinta Arts Festival Poster, Advertising Federation of the Desert



Art in Public Places

The City of La Quinta Civic Purchase Committee chose six pieces from the following artists to join the 28 sculptures, 11 paintings, and 1 photograph procured over the years:

Jeremy & Gabriela Firehammer / Sculpture: "Olas 106" & "Olas 211"

Kathy Dunham / Painting: "Desert Diamonds"

Kathy Ross / Mixed Media: "Territorial View" & "You are What You Read"

Kari von Wening / Mixed Media: "Heart"

Scott Roach / Wood: "Separate Realty"

Justine Tatarsky & Clive Bridges / Mixed Media: "Blue Mountain Quartet"

The City of Cathedral City Art in Public Places Commission chose a sculpture by Jeff & Susan Laing.

It is our ongoing goal to continue to communicate La Quinta Arts Festival as a viable Art in Public Places resource to cities and developers—including incorporating an artist registry (list source) on LQAF.com.

Recognizing the potential of LQAF's website as an opportunity to promote artists year round, the concept was expanded and developed to include the LQAF.com Artist Galleries. The enhanced on-line profiles include the artist statements and bios, contact information, artwork image galleries, and website links. The LQAF.com Artist Galleries were launched with almost 80 artists taking advantage of a complimentary one-year membership. Data extracted from LQAF.com site statistics was favorable giving us the impetus to move forward to create two new membership categories for participation in the LQAF.com Artist Galleries.

Featured Festival Artists Dennis Kohn and Jim Budish

Dennis Kohn's photographic representation of local "Box Canyon" was selected as the image for La Quinta Arts Festival's 2011 Commemorative Poster. "Box Canyon" was purchased by the City of La Quinta in 2010 as part of its Art in Public Places collection.

Sharing Featured Artist honors was bronze sculptor Jim Budish. His sculpture entitled "Little Joy" was embraced by La Quinta Arts Festival as the ideal image to relate its message, "Embrace the Power of Art" for the 2011 marketing campaign.

Awards Reception

Over 500 guests attended the opening night reception hosted by LQAF board and staff on the Amphitheatre lawn. Special invitees were LQAF Friends and Patron Members, Docents, Home Hosts, Corporate Sponsors, Community Partners, and dignitaries from the City of La Quinta, Premier Sponsor for all LQAF events. The event was "catered" by donations from 13 Featured Festival Restaurants and Festival Sponsors.

Festival 2011 Award Winners

Best of Show: Adam Neeley / Jewelry

Best Of Category

Ceramics
Drawing & Printmaking
Fiber
Glass
Mixed Media
Photography
Sculpture
Wood

Fred Stodder
David Bjurstrom
Mary Sly
Christopher Jeffries
Michael Madzo
Mark Stephenson
Jim Martin
Tom Thornton

Awards Of Merit

Ceramics
Drawing & Printmaking
Fiber
Glass
Jewelry
Mixed Media
Painting
Photography
Sculpture
Wood

Hasuyo Miller
Michael Leu
Della Goheen
Marcus Thesing
Karen Worden
Lorra Lee Rose
Steve Stento
Andrew Mosedale
Sean Gillespie
Michael Hamilton

July 1, 2010 to June 30, 2011 An Extraordinary Season!



Art & Wine at Old Town Cellar

Cellar June 1, July 6, August 3, September 7

LQAF launched a summer event in June 2010 presenting a series of artists creating month long intimate galleries at Old Town Cellar. First Tuesday Opening Receptions featured complimentary wine tasting

from a select vineyard paired with appetizers from a local eatery. Gallery Artists featured were: June – Rebecca Molayem, Painting; July - Robert Ferguson, Painting; August - Ric & Tim Vigallon, Metal Sculptors and Bart Aldrich, Photography; September – Joanne Casey, Mixed media and Leslee Adams, Painting. Several pieces of artwork sold throughout the season generating income of \$595 to LQAF.



Art Under the Umbrellas

This series expanded from seven to eight shows during 2010/11: October 9, November 6, November 27, January 15, February 12, February 19, March 26, April 9

Art Under the Umbrellas 2010/11 proved to be an unprecedented success story on every level. These free public events were attended by an estimated 16,000 patrons who came out in droves for each Saturday event that featured 70-80 artists, live music, and art demonstrations along the streets and lawn of Old Town La Quinta. Total art sales by 142 artists soared to \$555,053. The growing reputation of this show among artists was apparent in the long wait lists in place for each event, with far more applicants than booth spaces available.



La Quinta Blues & Brews

November 20

The fourth annual all day music festival was again staged on La Quinta's Civic Center Campus featuring three live Southern California Bands: Barry Baughn Blues Band, Leff Rogers Blues Band,

and Barbara Morrison. Over 30 microbrew and artisan beers were offered, along with wines at the Old Town Cellar Wine Bar and restaurant fare prepared and sold by Fisherman's Market & Grill and Harry's Oklahoma Style Smokehouse BBQ. An admission fee of \$20.00 was charged at the gate. Tickets purchased online were discounted to \$15, as were those with a direct mail card in hand which was sent to all households in La Quinta. Paid attendance totaled 825 -- 250 of which were online purchases. Counting sponsors and friends, over 1,000 people came out to support this event in spite of threatening weather.



Women in Art at Chico's

January 16

Invited to return for a fourth year, LQAF joined with Chico's on El Paseo to present four trendsetting women in art:

Diane McClary, Painting; Linda Shrimplin, Glass; Leslee Adams, Watercolor; Joanne Casey, Mixed Media. LQAF volunteers serve as models of Chico's latest fashions with 10% of the day's proceeds generously donated to LQAF in the amount of \$2,771.



Distinguished Artists of La Quinta Awards Ceremony

March 18

La Quinta

GEM of the DESERT

The City of La Quinta Community Services Department and La Quinta Arts Foundation joined to add five honorees to the list of Distinguished Artists at a reception held at the La Quinta Library. The 2011 Honorees were the late Jean Rosker (represented by her husband Ben), John Bowman, Eddie Gilreath, Joe Oakes, and Jan Blakley. This annual program recognizes La Quinta residents that have made a meaningful cultural impact to the community by engraving their names on a permanent monument located at La Quinta's Civic Center Campus.



Volunteer Appreciation Luncheon

April 20

Cliffhouse La Quinta once again sponsored and hosted LQAF's annual luncheon honoring 43 of our star volunteers, plus LQAF staff. This group included event and office volunteers, as well as docents and artist ambassadors who donated an extraordinary amount of time and expertise to LQAF programs.

2010-2011 Outreach

Visual Art Scholarship Awards

As a result of a very successful season of activities including the 28th La Quinta Arts Festival, LQAF awarded \$32,500 to 26 talented art majors to attend college during the 2010/11 academic year. This amount includes \$8,000 from the Ryan Ramirez Memorial Scholarship Fund.

The amount cited above included a special award of \$1,000 to Erika Walters to work toward a Master of Fine Arts degree in Production Design at the American Film Institute. The funds were used to produce Walters' thesis film, "Thief," which went on to garner numerous awards and film festival showings. Erika is a former LQAF scholarship recipient and graduate of Rhode Island School of Design.

LQAF CONGRATULATES THE FOLLOWING 2010/11 AWARD WINNERS:

FIRST-TIME SCHOLARSHIP RECIPIENTS (11):

Amanda Emmett - College of the Desert
Tristan Esmino - Fashion Institute Design & Merchandising
Tiffany Kantor - Art Institute California, Hollywood
Jessica May - University of Redlands
Leah Oakes - Cal State, Northridge
Jovani Olivares - California Institute of the Arts
Mikaela Rosvall - New School of Architecture & Design
Natalie Thornton - Boston College
Alyssa Velasquez - Fashion Institute Design & Merchandising
Maxwell Weiner - University of Washington
Sarah Williams - San Diego State University

RETURNING SCHOLARSHIP RECIPIENTS (14):

Brenda Beets-Brown - College of the Desert
Cristian Cabrera - College of the Desert
Alicia Crawford - Art Institute, Inland Empire
Sofia Enriquez - Otis
Ruby Flores - California State University Los Angeles
Yehsiming Jue - University of California Riverside
Jose Murillo - College of the Desert
Sarah Murphy - Indiana University
Brittney Passmore - College of the Desert
Jelena Potic - College of the Desert
Virginia Santillanes - College of the Desert
Enrique Silva - College of the Desert
Agus Tio - New School of Architecture & Design
Roberto Velasquez - Marymount College



Elementary School Docent Program

La Quinta Arts Foundation's Docent Art Program was provided free of charge to approximately 810 fourth and fifth graders attending 27 classes in 7 elementary schools in the Desert Sands and Coachella Valley Unified School Districts during the 2010/11 academic year. This program uses visual art principles and concepts to stimulate critical thinking and creative expression in all academic disciplines. Eleven docents donated a total of 822 volunteer hours to this program.

Adams Elementary (DSUSD)
Carter Elementary (DSUSD)
Cesar Chavez School (CVUSD)
Franklin Elementary (DSUSD)
Hoover Elementary (DSUSD)
Reagan (DSUSD)
Truman Elementary (DSUSD)



Volunteers, the HeART of La Quinta Arts Foundation



have logged the most hours, or put forth extraordinary efforts for the Foundation.

Volunteers

La Quinta Arts Foundation Volunteers are crucial to the success of our programs and events. During 2010/11 Volunteers donated a total of 5,283 hours. Those individuals being recognized in this report

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 2010/11 Board of Directors are listed previously in this report.

La Quinta Arts Festival Volunteers

294 Volunteers donated in excess of 3,273 cumulative hours during the year to prepare for and run the 2011 Festival. Special thanks to the following Festival 2011 Chair Persons:

Diane Askew	Steve Askew
Carol Benner	Debi Brewer
Rosa Bobadilla	Mary Bryant
Marge Dodge	Kathy Fier
Jim Forneris	Jo-Anne Forrest
Esther Gelineau	Bill Lane
Gigi Jack	Barbara Jamtgaard
Kathy Jonas	Lois Lane
Rhonda Larson	Lee Miller
Monica Powell	Bill Rashford
Sue Rashford	Carolyn Todd
Ron Wendt	Shirley Wertlake

Festival 2011 Home Hosts

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

Charley & Julia Akers	Sally McKenna
Debi Brewer	Wilma Mills
Brad & Chris Bower	Irv & Sandy Ragcraft
Marge & Norm Dodge	Sandy Sharpe
Joan & Mel Freeman	Dori & Rupert Smith
Garith & Amy Helm	Bunny Tennen
Sandy & Phyllis Hellman	Judy & Roger Wallenstein
Greg & Ellen Hull	Paul & Shirley Wertlake
Barb & Jay Lifter	Linda Wolf
Jackie Lintecum	Kay Wolff
Alena Marston	

Artist Advisory Board

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. LQAF thanks the following Artist Advisory Board for their contributions to the 2011 Festival:

Shawn Athari	James Babb
David Bjurstrom	Jim Budish
Eric Candee	Philippe Chambon
Robert Ferguson	Jeremy & Gabriela Firehammer
Dennis Kohn	Michael McKee
Isabelle Posillico	Leo Posillico

Docents

La Quinta Arts Foundation gives special recognition to the following docents for contributing 822 hours to the elementary school program.

Pam Arnold	Marilyn Blitz
Lori Curri	Sherla Fox
Joan & Mel Freeman	Lisa Herbst
Marie Hunt	Harry Schaffner
Irv & Elaine Sitron	

Scholarship Committee

Scholarship applications and art portfolios are submitted online beginning in February, and reviewed by a scholarship committee in April. Scholarship 2010/11 Committee Members are:

John Hansen - Art Teacher, Professional Artist
Hovak Najarian - Doctorate Fine Arts, Professor Emeritus, College of the Desert
Roy & Debbie Ramirez - Ryan Ramirez Memorial Fund
Deborah Schwartz - Public Art Coordinator, City of Palm Desert

Office Assistance

Kathy Jonas
Mike Bendon

Festival Photographers

Debi Brewer
Kari Leigh Marucchi



Membership

A new membership brochure/application was designed and printed during the summer of 2010.

Two new Artist Membership levels were introduced at \$75 and \$100, the benefits of memberships being inclusion on our LQAF.com Artist Galleries.

La Quinta Arts Foundation Memberships totaled \$27,755 from 149 individual households during the 2010/11 fiscal year.

Community Support

Premier Sponsor, The City of La Quinta

LQAF is most grateful to receive the continued support of City of La Quinta. LQAF entered into a Marketing Services Contract for \$125,000 for the 2010/11 season of activities, to which the City was designated Premier Sponsor of LQAF events, and LQAF worked with the Community Services Department to present a host of cultural activities.

More than ever, mutually beneficial partnerships, collaboration and the generosity of local business, civic and charitable organizations are critical to sustain our mission. Over 70 businesses and organizations partnered with, and/or contributed to LQAF in 2010/11. These alliances validate and strengthen LQAF'S respective significance in our community and we are indebted to the following:



Sponsors, Donors and Community Partners

AAAMONTE Bankcard
American Style Magazine
Arnold Palmer's Restaurant
Bennett Lane Winery
Bristol Farms
Burrtec Waste & Recycling Services
Castelli's Restaurant
Chico's, Palm Desert
Chipolte Mexican Grill La Quinta
Ciro's Italian Restaurant
Classic Club
Classic Party Rentals
Cliff House, La Quinta
CMPC Realty
Coldwell Banker - Orange County and Desert Regions
David Isrealsky, La Quinta Village Center
DesertArc
The Desert Sun
Desert Willow Golf Resort
Eagle Falls Golf Club
Embassy Suites La Quinta Hotel & Spa
Environmental Products & Applications, Inc.
Ernie's Bar & Grill La Quinta

FastFrame La Quinta
Ferrari Carano Winery
The Flame
Fresh & Easy Plaza, Highland La Quinta II
Virginia Garbutt
The Golf Club at Terra Lago
The Grill on Main
Harry's Oklahoma Style Smokehouse BBQ
Heimark Distributing
Hi-Lites Salon & Day Spa
Robert Hill
Hog's Breath Inn La Quinta
Marshall & Bonnie Hughes
Indian Springs Country Club
Integrated Wealth Management
John F. Kennedy Memorial Hospital
Kelly Pacific Construction Co., Inc.
La Quinta Chamber of Commerce
La Quinta Historical Society
La Quinta Med Spa
La Quinta Museum
La Quinta Police Citizens on Patrol
La Quinta Resort & Club
La Quinta Rotary Club

Lamar Outdoor Advertising
Las Casuelas Quinta
Law Offices of Frank J. Delany
Law Offices of Pistone & Wolder, LLP
Lowes Hardware La Quinta
Mountain View Country Club
The Nest
Ted Newell, NIS Yield Partners
Oasis Country Club
Old Town La Quinta
Old Town Cellar
Palm Springs Follies
Rabobank
Rutherford Ranch Winery
Rancho La Quinta
Shame on the Moon
Smith Family Trust
Solano's Bistro
South Valley Electric, Jeff Paige
SouthwestArt Magazine
Stuft Pizza Bar & Grill
Tahquitz Creek Golf Club
Twenty6 at La Quinta Resort & Club
Wally's Desert Turtle
Westin Mission Hills Resort & Spa

La Quinta Arts Foundation

Statement of Financial Position June 30, 2011

ASSETS	
Cash and Equivalents	\$ 1,624,251
Scholarship Funds	19,280
Endowment & Facilities Reserve	3,594,600
Other Current Assets	<u>18,424</u>
Total Current Assets	\$ 5,256,555
Equipment, Net	<u>\$ 5,085</u>
TOTAL ASSETS	<u><u>\$ 5,261,640</u></u>
LIABILITIES	
Accounts Payable	\$ 9,358
Accrued Expenses	<u>36,473</u>
Total Liabilities	\$ 45,831
Net Assets	<u>\$ 5,215,809</u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 5,261,640</u></u>

La Quinta Arts Foundation

Statement of Activities and Changes in Net Assets June 30, 2011

REVENUE	
Contributions and Grants	\$ 153,559
Program Revenue	1,095,157
Investment Income	165,532
Realized Gain on Assets	<u>73,280</u>
TOTAL SUPPORT AND REVENUE*	\$ 1,487,528
EXPENSES	
Program Expenses	\$ 850,239
Scholarship Expenses	9,350
Administration Expenses	102,151
Depreciation	<u>4,060</u>
TOTAL EXPENSES	<u>\$ 965,800</u>
Excess of Revenue over Expenses *	<u><u>\$ 521,728</u></u>

* Does not include Unrealized Gain (Loss) on Market Securities