

City of La Quinta

COMMUNITY SERVICES COMMISSION MEETING: January 11, 2016

STAFF REPORT

AGENDA TITLE: CONSIDERATION OF A SCULPTURE IN COOPERATION WITH THE BOYS AND GIRLS CLUB LOCATED AT THE CIVIC CENTER CAMPUS

RECOMMENDATION:

Recommend the purchase of a sculpture for the Civic Center Campus.

EXECUTIVE SUMMARY:

- The Boys and Girls Club of Coachella Valley (Club) requests Art in Public Places funding to purchase artwork located at the Civic Center Campus.
- The artwork includes a sculpture in the same design as the Veterans, Sports and Arts Acknowledgements.
- The Club will assist in funding the project.

FISCAL IMPLICATIONS:

Dependent upon the Community Services Commission's direction, a recommendation to approve Art in Public Places (APP) funding of \$40,000 for the purchase of the artwork will be forwarded to the City Council. The Club will pay \$20,000 toward the cost of the project making the total project cost of approximately \$60,000. The APP fund currently has funds available for art purchases throughout the City.

BACKGROUND AND OVERVIEW:

The City received a proposal from the Club (Attachment 1) requesting consideration of a sculpture to be fabricated and installed at Civic Center Campus. The sculpture is similar to the Acknowledgement sculptures on the Campus and will be placed on a concrete pad at a location designed for art work (Attachment 2) on the Civic Center Campus. The sculpture is made of bronze panels that will have names of those contributing to the Club and youth programs in the Valley.

Maintenance requirements for the sculpture are similar to other APP projects designed with bronze and concrete. The bronze will be cleaned and waxed annually and the concrete pad will be painted. Any additional names added will be the expense of the Club.

ALTERNATIVES:

The City has a long standing relationship with the Boys and Girls Club and supporting area youth and the Civic Center Campus has an area available for an art piece. Therefore, staff has no alternative recommendation.

Report prepared and submitted by: Edie Hylton, Deputy City Manager

- Attachments:**
1. Proposal from the Boys and Girls Club
 2. Artist Renderings

CONFIDENTIAL

Proposal for Recognizing Local Philanthropists' Commitment to Our Youth

Prepared for:



City of La Quinta
"Gem of the Desert"

December 2015

Prepared by:



BOYS & GIRLS CLUBS
OF COACHELLA VALLEY

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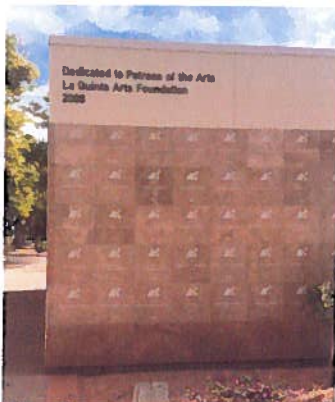
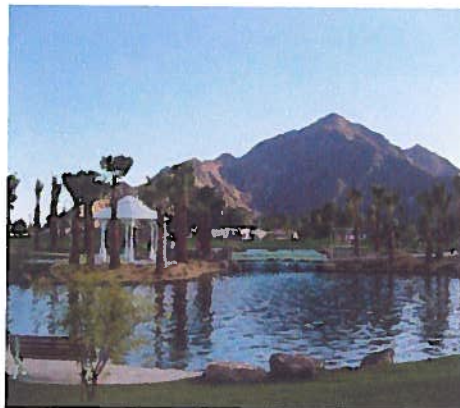
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I. EXECUTIVE SUMMARY

In February 2015, Mayor Linda Evans presented La Quinta's "State of the City." Here she shared that La Quinta is a city which prides itself on its commitment to engage all residents by promoting a family friendly community, rich in arts and culture and focused on the physical and intellectual wellness of its residents. Known as the "gem of the desert," the city of La Quinta demonstrates care for its community through its unique practice of memorializing and honoring local and regional residents, across a variety of genres, at the expansive Civic Center Campus.

The City's precedence for publicly preserving the history and character of its residents and community services has set the standard for the Coachella Valley and beyond. As visitors stroll the beautiful 17.5-acre Civic Center Campus they are reminded, through artistically designed monuments, that a thriving community is in direct proportion to its residents.

As such, the Boys & Girls Clubs of Coachella Valley believes that this precedence, coupled with La Quinta's community values – *provides an opportunity to partner and create an artistic, updatable, and permanent donor recognition structure dedicated to local philanthropists and their commitment to today's youth and ultimately, future generations.*



Current Recognition Structures

- Supporters of the Arts
- Veterans
- 911 Memorial – Eagle Scout Project
- Local Artists
- Local Athletes
- Civic Recognition – Police/Fire

An OPPORTUNITY

- Children – Tomorrow's Future
- Recognize Local Philanthropists
- Encourage Future Community Philanthropy
- Partner With the Largest Social Service Organization in the city of La Quinta and bordering communities

II. THE BOYS & GIRLS CLUBS OF COACHELLA VALLEY

1. Background

Inspired by a 150-year movement, the Boys & Girls Clubs of Coachella Valley (BGCCV) supports our community by providing the most vulnerable and marginalized children with the foundation of support needed to give them a compassionate chance towards a fuller future. Founded in 1966, the BGCCV has grown to an impressive five Clubhouses, *one located within one-half mile of the Civic Center Campus*, and three hosted after school programs. Today, as the BGCCV celebrates its 50th anniversary, nearly 8,000 children between the ages of 7-18, many with “at-risk” factors, are provided after school and summer programming opportunities annually.

Committed to our mission – *to save and enhance the lives of the young people of our community, especially those with economic and/or social needs, by offering a safe haven and meaningful youth development programs provided by a caring and qualified staff* – the BGCCV continue to build character through everyday leadership and guidance in behavior and attitude.

Rooted in the three central areas of impact – *Academic Success, Healthy Lifestyles, and Good Character and Citizenship* – the BGCCV’s programs appropriately align with the City of La Quinta’s values and long-term vision. In support of this alignment, the BGCCV provide comprehensive curriculum within the following programming categories:

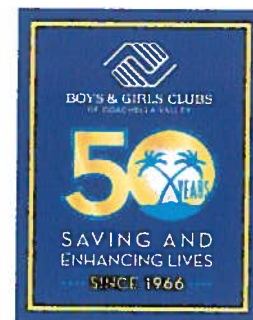
- Character and Leadership Development
- Education and Career Development
- Health and Life Skills
- The Arts
- Sports, Fitness and Recreation

2. Long-Term Financial Stability Effort

Despite the BGCCV’s focused outreach, they are not immune to today’s challenges. Without thoughtful consideration of the steady growth of the Valley’s young population, our local youth may never reach their full potential.

The long economic downturn, shrinking government resources and the growing need for children and teen services means the demand for the BGCCV’s programs has never been greater – *as demonstrated by the tripling of club membership in the last decade*. To keep pace with the current and future needs in our community, the BGCCV must plan for its future to prevent the significant loss of our most valuable natural resource, our young people. Effectively addressing this crisis presents a moral imperative for the BGCCV, its board of directors, and ultimately, for each one of us in our community.

The BGCCV’s boards saw this as an opportunity to create a sustainable source of funding to address ongoing program demands, deferred maintenance, or to fund increases in the operating budget, ultimately securing the next 50-years. As such, the BGCCV have embarked on a long-term financial stability and endowment campaign –
OUR YOUTH • OUR COMMUNITY • OUR FUTURE.



Although in the early stages of the campaign, current efforts have realized significant support. With an active leadership team including: Honorary Co-Chairs – Bob and Connie Lurie and Jeff Henley, Campaign Co-Chairs – John and Joan Foster and Mark and JoAnn Nickerson and Advance Gift Committee Chairs – Steve and Darla Powell, the BGCCV is well-poised to garner continued support while preserving the legacy of many founding families.

III. PROJECT APPROACH

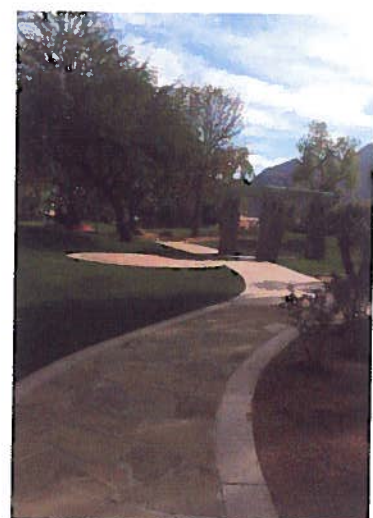
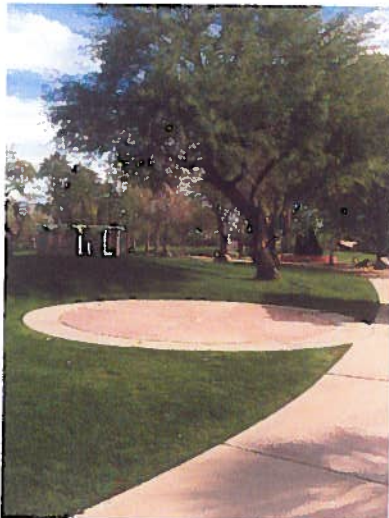
Donor recognition is a critical requirement of every successful campaign. A donor wall provides a lasting legacy, demonstrates the scope of community engagement, and honors local philanthropy and services. Additionally, donor walls “document” a piece of history that will be viewed by future generations. With a median age of 45.6 years, the city of La Quinta has a unique opportunity to inspire future generations.

1. Purpose of Donor Wall/Structure

- Recognition – meaningful to a donor
- Inspire others
- Advance mission – demonstrate community values
- Create culture of philanthropy

2. Why La Quinta’s Civic Center Campus

- Established precedent of recognizing local residents and community services
- BGCCV Clubhouse located within ½ mile of park
- Available design (with option to modify)
- Visibility – Annual visitors, Art Festival, community events
- Reflects the values and culture of BGCCV - library, intellectual and physical wellness, supporting community, well-maintained and clean
- Available pad...

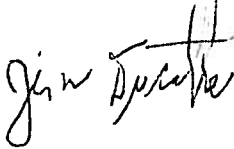


3. A Meaningful Partnership

A project of this magnitude, takes a multitude of partners to achieve success. Partnering with La Quinta, and specially the Civic Center Campus, will provide an ideal location for honoring those who provide hope to our local children and demonstrate the values of community engagement.

As a well-respected and supportive city, La Quinta's engagement in this project will help influence others who will consider joining in the ongoing effort to build community. Donor giving levels, recognition level names, and the general concept have been outlined and approved by the Campaign Steering Committee. Final design and related costs have not been secured, however the BGCCV Board of Directors has approved a preliminary budget of \$20,000. It is our hope that the City of La Quinta will agree to partner in this effort and help the BGCCV realize a design reflective of the artistic beauty that the Civic Center Campus embodies.

On behalf of the BGCCV, thank you, again, for your willingness to consider your involvement in this worthwhile endeavor.



Jim Ducatte, Chief Executive Officer, Foundation



Quinton Egson, Chief Executive Officer, Clubs



Carolina Vasquez, Director of Development

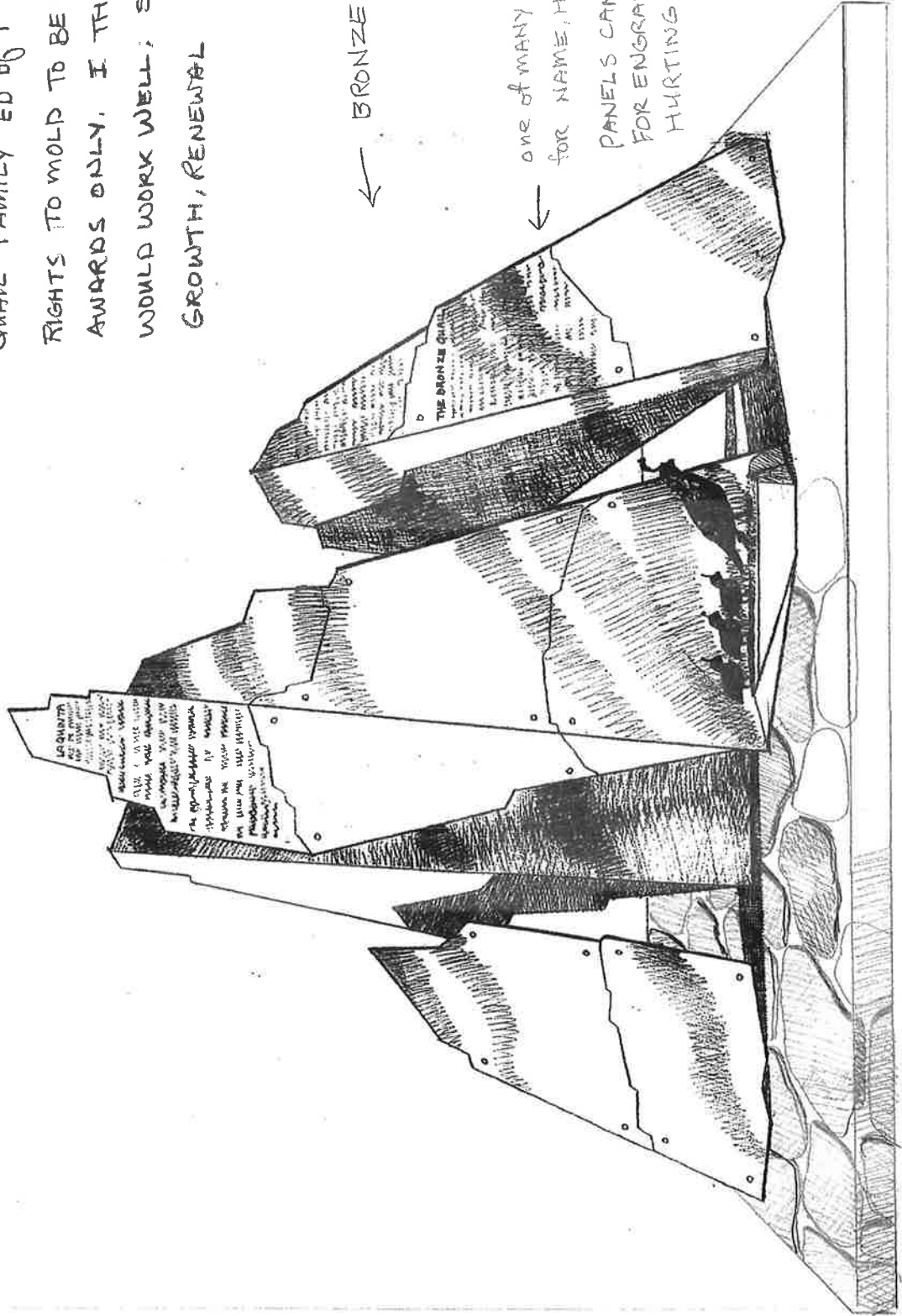
APPROX. 14' H 16' L
PANELS ON BOTH SIDES

(D)

MAYBE ONE PANEL COULD BE FOR
THE BRONZE QUAIL AWARD
FOR OUTSTANDING PUBLIC SERVICE.

QUAIL FAMILY ED OF I

RIGHTS TO MOLD TO BE USED FOR
AWARDS ONLY. I THINK 'BABY QUAIL'
WOULD WORK WELL; SYMBOLIZING
GROWTH, RENEWAL



← BRONZE

← one of many panels
for name, honors etc.

PANELS CAN BE REMOVED
FOR ENGRAVING WITHOUT
HURTING LOOK OF SCULPTURE

