

VISUAL, PERFORMING AND LITERARY ARTS
GRANT APPLICATION
City of San Bernardino---Art and Historical Preservation Commission

I. Applicant Organization

San Bernardino Valley Concert Association aka The Garcia Center for the Arts
536 W. 11th Street, San Bernardino, CA 92410
P.O. Box 377, San Bernardino, CA 92402
(909) 888-6400
sanbvca@gmail.com
FEIN: 95-2159433
Website Address: www.sbvca.org
Number of years in Existence: 56 years

II. Contact Person

Jorge Osvaldo Heredia, Executive Director
(909) 277-4394
jorgeoheredia@gmail.com

III. Program category

Focus on Visual Art - Creation and presentation of visual art
In addition, Music, Dance and the Literary Arts will also be integrated

IV. Period of Support requested: From September 2022 through August 2023

Amount of Grant Requested: \$25,000
Total Organizational Budget for current fiscal year: \$ 1,163,940.00
Percent of total Organization Budget Requested: 2%

V. Project Description:

Funds will go to support a list of Visual Arts at the Garcia Center for the Arts, including **Ceramics, Printmaking, Painting and Drawing, Glassblowing, and additional projects such as Paper Mache Mask Making, Music and Dance class, and a Book Publishing Class.**

At the Garcia Center for the Arts, we have been offering classes to the community of San Bernardino in ceramics for the last couple of years, introducing people to the basic concepts in handbuilding, such as slipping and scoring. We also offer classes in ceramic wheel-throwing, which requires equipment, wheels and kilns, that we are very fortunate to have. We currently work with a number of instructors, including Alcira Mendoza, Lucy Sunga, and AJ Gildore. In addition, we offer classes in printmaking using several methods: woodcut, etching, engraving, and screenprinting. For these classes, our instructors include Sarah Vazquez, Cesar Garcia, Duan Kellum, and Melecio & Jennifer Santibañez of Creatively Collected. List of additional artists/instructors: Painting/Drawing - Briar Rosa, Glassblowing - Elizabeth Redd, Paper Mache/Music - Jose Aguatl Ledezma, Music/Dance - Nico Zuluaga, and Book Publishing/Writing - James Coats. Funding will ensure that all of our Educational programs are as free and accessible as possible, covering the expenses of materials, as well as the time of instructors and facilitators. Our organization has the capacity to program manage, as we have on staff a dedicated Programs Director, Eric Servin. As Programs

Director, Eric is in charge of scheduling and promoting all of the different workshops offered at the center, communicating with our art instructors and community members ensuring quality service.

There is a tremendous need to support the work of the Garcia Center, as it is the only independent community arts center in the City of San Bernardino. It has become a hub for a number of artists and groups. This past year alone, the Garcia Center has supported and collaborated with the San Bernardino Art Association, The Artlands, DeNoche Film Productions, Arts Connection, Inlandia, the San Bernardino Symphony, Young S.A.M.O.A., Future First film production and many more.

VI. Estimated Number of Persons Expected to Benefit

- a.) Number of persons who will pay an admission charge: 720
- b.) Number of persons who will receive free admission: 360
- c.) Number of Classes: 36 Classes, based on an average of one class per week
- d.) Number of Performances/Displays: 12 Performances and/or Displays, based on one event/month
**Shows & exhibitions are usually on display for two weeks to a full month
- e.) Number of Students: 1080 Students, based on an average of 30 students per class x 36 classes
- f.) Number of Audience Members: 2,400, based on 200 attendees x 12 Events

Our organization serves thousands of people annually. Founded in 2014, over the past eight years, the Center has gained recognition as a safe, accommodating, and ADA-accessible gathering space for residents of all backgrounds and incomes. We aim to be a space that is inviting across generations and experiences. It has been wonderful to see all members of the family come to the center together or separately, for different interests and events.

Our goal is to reach 5,000 people as a result of this funding. We will achieve this by continuing to strengthen our relationships with collaborators and partners. We have already developed relationships with teachers and administration at the San Bernardino Unified School District, San Bernardino Valley College and Cal State San Bernardino. Several of our Board Members are professors or admin at SBVC, and our arts instructors are also teaching at several San Bernardino schools, as part of an after-school program with Arts Connection.

VII. Intended Results

The \$25,000 grant will allow us to offer free arts classes/workshops at no cost to participants. The funds will cover the costs of materials, as well as the costs of instructors' prep time and teaching time. A portion of the funds will also go to cover administrative costs, such as insurance costs. We will offer 12 free classes to the community: 2 printmaking, 4 in ceramics, 2 in painting/drawing, 2 in music and dance, 1 mask-making workshop and 1 book publishing class. Works produced from these classes will culminate into an exhibition of work, to be on display at the Garcia Center.

Target Group (s)	All Ages
Number of Classes	36 Classes in a variety of mediums, 12 of which will be free to the community
Number of Performances	12 Performances, including 3 Free Performances (Music, Dance & Reading)

Number of Exhibits	1 Exhibition of Community Work
Anticipated maximum number of participants/students	1080 Participants, 360 at no cost
Anticipated maximum audience	Total Anticipated Audience of 2400 600 Audience Members/ Visitors during free community events

VIII. Project Budget-

<u>List Item Expenses</u>	<u>Brief Description of each Line Item</u>	<u>Total Budget per line item for this project</u>	<u>Total Amount Requested from Arts & Historical Preservation Commission (Not to exceed 50% of budgeted projection)</u>
Salary/Wages	For personnel working on this project	\$100,000	\$12,000
Supplies/Materials	Items needed to adequately meet the goals of this project: Linoleum, Inks, Clay, Glazes, Cloth/Shirts/Totebags..	\$9,000	\$6,000
Equipment & Maintenance	Needed to meet the goals of the project: Kilns, Wheels, Poster Printers, Press, Screenprinter, and general upkeep of working space	\$10,000	\$2,000
Event Production Expense/ Travel	Needed to produce free community events: PA system/sound, lights, paint, food, drinks and other materials + Cost of Travel	\$2,500	\$900
Utilities & Services - Cost of Use of Space	Electricity, Water, Trash, and Internet Access	\$20,000	\$1,600
Fees and Other	Insurance	\$7,000	\$2,500
Totals of Expenses, and Amount Requested		\$148,500	\$25,000

Income of the organization-

Grant awards received in the past 12 months. Including ticket sales, other sales, contributions, fundraisers, etc.

Name of Funding Source	Amount committed to this Project
Loma Linda University Hospital	\$35,000
San Bernardino Symphony	\$12,000
Borrego Community Health Foundation	\$9,500
Young S.A.M.O.A.	\$4,000
ReLeaf California	\$2,000
Arts Connection	\$1,800
Inlandia Institute	\$1,800
Inland Empire Labor Council	\$1,200
Empire Wind Ensemble	\$775
Neighborhood Association Council	\$500
Ticket Sales	\$4,885
Use of Space & Equipment at Center	\$4,475
Contributions	\$2,500
Fundraisers	\$375
Investments	\$20,000
Total Amount	\$100,810

IX. Future Objectives -

Our goal is for The Garcia Center for the Arts to serve the community of San Bernardino for the next 90 years. Given the right financial support, our lease with the San Bernardino Municipal Water Department space ensures that the Garcia Center will be here for the long term. We have an investment portfolio that ensures the organization's solvency, but over the long-term, we need buy-in and support from additional funders. We have the network to continue to build and grow capacity. We believe that our community is our greatest strength. We have built up connections with the local community colleges and other local organizations, such as San Bernardino Valley College the San Bernardino Valley Municipal Water District and Loma Linda University Health to make this project a reality.

We are already in the planning phases of additional fundraising efforts for the coming year, which include events showcasing all of the talented artists currently at the center, but also throughout our community.

X. Brief History/ Background of Organization-

The San Bernardino Valley Concert Association or SBVCA, was established in 1932. Initially, the association's purpose was to contract with touring music and dance groups to perform for their audiences. The association would pay all major costs for groups performing at the Sturges Center for the Fine Arts. The groups performing would then take all proceeds from ticket sales to sustain their program. By the turn of the Century the Valley Concert Association was not able to continue their philanthropy because of a lack of funding. In 2008 a generous donation from the estate of Frank Plash gave the needed funds to revive the Concert Association. Sponsoring concerts, music programs, and other non-profits, the SBVCA remains active in the community. In 2013, the Association's board approved the lease with the San Bernardino Municipal Water Department for the abandoned adobe building on 11th Street. The building was dedicated in honor of Ernest and Dorothy Garcia for their many contributions to the visual and performing arts. On November 16th, 2015, it was named the Garcia Center for the Arts. A home for creatives and art organizations, the Garcia Center is a sturdy foundation for San Bernardino's art renaissance.

From the beginning, the Garcia Center for the Arts was a passion project for the community. The founder and Executive Director, Ernie Garcia, was a volunteer, who at times also donated his own funds and materials to support the vision of creating an arts space in San Bernardino. There was not much revenue to support programming in the early years of the Garcia Center. For this reason, the art grant offered by the City of San Bernardino's Arts & Historical Preservation Commission, was crucial to making the center sustainable early and ensuring its future. The grant from the City's Art Commission helped fund community oriented art programming at the facility, namely printmaking, ceramics, painting, puppetry for kids, theater performances, and gallery exhibits.

Since 2015, when the Garcia Center first opened, the center has become a hub to a number of creatives and art organizations in the San Bernardino area, such as the San Bernardino Symphony, Inlandia, and Arts Connection, which also serves as the Arts Council of San Bernardino County. It is safe to say that funding from the City's Art Commission also helped subsidize rent and use of space at the Garcia Center for many of our local artists and arts groups.

XI. Organization's financial report for 2021-22 FY: Unaudited - Attached (Pages 6 & 7)

XII. List of Board of Directors & Officers: Attached (Page 8)

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Accrual Basis

SAN BERNARDINO VALLEY CONCERT ASSOCIATION

Statement of Activities

July 2021 through April 2022

	Jul '21 - Apr 22	Jul '20 - Apr 21
Ordinary Income/Expense		
Income		
Direct Public Support		
Individ, Business Donations	1,526.72	18,910.00
Direct Public Support - Other	0.00	33,500.00
Total Direct Public Support	1,526.72	52,410.00
Grant Income	37,000.00	0.00
Interest Income - Bank	0.00	0.87
Investments		
UBS Dividend & Interest Income	6,451.17	11,548.52
UBS Gains/Losses	-55,710.04	106,343.34
Total Investments	-49,258.87	117,891.86
Program Income		
Ceramics	1,005.56	480.00
Program Income - Other	2,668.14	0.00
Total Program Income	3,673.70	480.00
Space Rental	19,429.93	13,650.00
Special Events Income	560.00	120.00
Total Income	12,931.48	184,552.73
Gross Profit	12,931.48	184,552.73
Expense		
Advertising & Promotion	460.00	0.00
Art Purchases	100.00	0.00
Building Repairs/Maint	7,933.79	8,182.74
Contract Services		
Accounting Fees	11,401.50	9,760.21
Outside Contract Services	5,465.00	3,216.67
Program Services	3,964.07	0.00
Total Contract Services	20,830.57	12,976.88
Contributions	5,000.00	150.00
Dues, Taxes & Fees	383.95	946.39
Facilities and Equipment		
Equip Rental and Maintenance	2,500.00	77.34
Total Facilities and Equipment	2,500.00	77.34
Grants		
Transit BenchArt Design Project	500.00	0.00
Total Grants	500.00	0.00
Insurance	6,078.40	1,389.20
Office Expenses	940.95	606.15
Operations		
ADT Security	568.38	538.76
Bank Fees	192.86	74.41
Event Supplies	2,335.73	1,580.72
Grounds Maintenance	720.00	7,576.53
Postage, Mailing Service	169.20	1.60
Print and Copy	0.00	196.62
Supplies	64.45	282.10
Website/Emails	2,696.20	2,122.20
Total Operations	6,746.82	12,372.94

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Accrual Basis

SAN BERNARDINO VALLEY CONCERT ASSOCIATION

Statement of Activities

July 2021 through April 2022

	Jul '21 - Apr 22	Jul '20 - Apr 21
Other Types of Expenses		
Insurance - Liability, D and O	1,260.00	0.00
Total Other Types of Expenses	1,260.00	0.00
Payroll		
Compensation-Greeter/Security	15,300.00	0.00
Compensation - ED	34,833.21	26,250.03
Employer Taxes	4,081.15	1,885.51
Payroll Fees	1,025.89	415.30
Workers Compensation	1,049.01	0.00
Total Payroll	56,289.26	28,550.84
Telephone	1,874.38	2,545.04
Travel and Meetings	0.00	58.30
Utilities	15,145.81	11,937.31
Total Expense	126,043.93	79,793.13
Net Ordinary Income	-113,112.45	104,759.60
Net Income	-113,112.45	104,759.60

Board of Directors --- SBVCA — 2022

Name	Email	Address	Phone Number
Juan Delgado, Board President			
Margaret Worsley, Vice President			
Lucas Cuny, Secretary			
Anne Viricel, Treasurer			
Mark Adelson			
Arianna Huhn			
Mandi Batalo			
Jonathan Horstmann			
Andrew Hernandez			

CERTIFICATION:

Project Officer: Jorge Osvaldo Heredia

Title: Executive Director

Telephone #: (909) 888-6400

Cell Phone#: 

E-mail Address: jorgeoheredia@gmail.com

Signature: 

Date: August 29, 2022