

# VISUAL, PERFORMING AND LITERARY ARTS ---GRANT APPLICATION FORM

City of San Bernardino---Art and Historical Preservation Commission

## I. Applicant Organization

Name of Organization: Inland Futures Foundation KVCR  
Physical Address: 701 S Mt Vernon, San Bernardino, Ca., 92410  
Mailing Address: 550 Hospitality Lane Ste 200, San Bernardino, Ca, 92408  
Telephone No.: 909-384-4331  
Non-profit I.D. No: 47-1803579  
Website Address: KVCR.org PBS and kvcrnews.org  
Number of years in existence: over 50

II. Contact Person: Lillian Vasquez  
Title: Director of Marketing  
Telephone#: 909-384-4336  
E-mail Address: lvasquez@kvcr.org

III. Program Category under which support is requested. Please indicate the appropriate category. Refer to application guidelines for program category definition.  
Visual Arts

IV. Period of Support Requested - The span of time necessary to plan and implement the proposed program for which funding is requested, to begin no earlier than July 1, 2020 and to be completed before June 30, 2021.

From (starting): 10/1/2022 Through (ending): 6/30/2023

Amount of Grant Requested: \$25,000  
Total Organizational Budget for current fiscal year: 1,342,575  
Percent of total Organization Budget Requested: 1.8% (not to exceed 50%)

V. Project Description/Need Statement (include plan for collaboration with a local business if you have one)

With support from the City of San Bernardino, Inland Futures Foundation will create a series that profiles artist and art organizations with multicultural significance in the City of San Bernardino. Cultures use art to express their values and as aesthetic creations. Showcasing this art will enable KVCR to reach over 4 million people.

This Multicultural Art series will illustrate current struggles and social issues but also inform the community about the culture, beauty and history of our citizenry. As people see other cultures, they will have an appreciation for others. This project will allow KVCR (PBS) Television and (NPR) Radio series: to create "Multicultural Expressions of Art" . Funding from the grant will financially allow KVCR to profile, produce and broadcast the series, which profiles art organizations or projects in music, dance, visual arts, theater, or literacy arts in the Inland Empire region. This project will help to spotlight the many wonderful programs, projects and non-profits working in our community that may go unnoticed or have suffered during COVID. KVCR shall utilize the television and Radio assets of the station and create "feature stories" relating to arts of different cultures in the San Bernardino and Riverside County region. We will produce eight segments for broadcast on both radio and television. With the broadcast of the 8 segments, art organizations will reach a much larger audience, as they are spotlighted. In addition, the television segments will also be packaged into two thirty-minute programs to be aired from March through June.

We will be working with our partners at San Bernardino County Museum, the Garcia Center and California Theatre as well as the Arts Connection for the featured projects. Stories planned so far but not limited to Cara Romero from the SBC museum, San Bernardino Symphony youth wind ensemble, Sturgis Auditorium tba, Garcia Center Nurses Art Project, Chords (hip hop music) program and RAFFMA - The Robert and Frances Fullerton Museum of Art show called Through Their Eyes featuring Native Artists, as well as the California Theatre and San Bernardino Community College Art program possibly Chicano Art.

The funds will be used to pay a crew, shoot on location, write and edit the story using our equipment. The show will be edited to add music and a voice over to tell the story of the art produced and its location in our community. We did a series several years ago and the Garcia Center still uses this on their website. Located in a powerfully diverse region that includes nearly 63% combined Hispanic, African-American and Native American populations, KVCR aims to reflect the variety of cultures, traditions and interests that makes the Inland Empire so unique and vibrant. The multicultural expressions of art will present our local art scene in a way that is interesting and engaging while exposing people that may not be aware to a variety of Art installations.

VI. **Realistic number of persons expected to benefit from the program.** The total number of classes, performances or displays and the number of students, audience members or others who are expected to benefit directly.

- a) Number of persons paid by attendance Free
- b) Number of persons admitted by no fee PBS and NPR are Free to viewers/listeners
- c) Number of classes and/or performances scheduled for the performing arts or length of display/exhibit for the visual arts Eight segments for Air and Radio combined to create a feature show for television and radio segments for NPR programming.
- d) Total attending classes/performances/displays/exhibits Eight community Art  
Shows will be filmed, edited with music and dialog to share the information.  
Show can be aired a minimum 30 times on KVCR in a month which will make over 120 times March thru June. This is a lot of exposure for the artist or talent as well as the venue. Radio shows will air also but not as often.

VII. **Intended Results:** Explain in measurable evaluation terms the intended results or the impact anticipated by your program funding request. If possible, please incorporate the requested data into a spreadsheet (See example). Identify the target group or groups you intend to benefit, setting a time frame for accomplishment and providing a realistic quantitative indicator of groups served, such as: senior citizens, number of performances, anticipated maximum audience. (See example) Sign-in forms of participants, audience members, etc. may be used to fulfill this requirement.

Target Groups	Youth	Adults	Seniors
Time Frame	10/1/2022 - 6/30/23	10/1/2022 - 6/30/23	10/1/2022 - 6/30/23
Number of performances / classes / exhibits	Air on TVB beginning in March 2023 as many as 30 times per month		
Anticipated maximum audience, participants, etc.	151,000	364,000	185,000

According to the 2020 census we get about 500,000 households, 700,000 people per month watching KVCR. Ages Under 15 = 18% 16 - 55 = 52% 55 plus = 30%

It will take a few months to schedule, write scripts and prepare for producing the series. We will interview as able the talent and visit the special places in San Bernardino where Art is presented and loved by the community. The series should be completed by February and air March through June. We are excited to share the Multicultural Art Series and engage with our partners to inspire our community with Expressions of Art. We will hold a reception at the studio in Spring to air the show and invite the artists, partners and donors to KVCR PBS and NPR radio.

**VIII. Project Budget:** Using the form provided, list the expenses of the project for which you are applying, and give a brief description of each line item. Give the total amount that the project will cost per line item. Give the amount requested from the Arts and Historical Preservation Commission for that line item. Total the expense and amount requested columns.

Line Item Expenses	Brief Description of eachline item	Total budget per line item for this project	Total amount requestedfrom Arts & Historical Preservation Commission (Not to exceed 50% of budgeted projection)
Producer Director	plan produce and direct 8 episodes for 2 shows	12,500	
Camera Operator x 2 x \$35 x 4 hrs	2 persons @ \$35 x 4 hr x 8 episodes	\$ 2,240	\$ 2,240
Editor TV Editor Radio	\$70 x 5 X 8 \$70 x 5 X 8	\$ 2,800 2,800	\$ 2,800 2,800
TV Studio Rental Radio Studio Rental	1500 x 4 days 250 x 8 sessions	\$ 6,000 2,000	\$ 6,000 2,000
Programmer plus web and digital	\$ 70 x 2 x 8 episodes 70 x 2 x 8 episodes	\$ 1,120 1,120	\$ 1,120 1,120
Graphic Artist Supplies	\$40 x 3 x 8 episodes Supplies	\$ 960 500	\$ 960 500
Marketing and Promos TV and Radio Closed captioning TV	Printing and marketing \$1.25 per minute	\$ 4,500 1,500	\$ 2,000 1,500
Radio Manager Producer	Plan produce and record 8 shows	\$ 10,000	\$
PBS and NPR license		1,960	1,960
<b>TOTAL EXPENSES</b>		<b>50,000</b>	<b>25,000</b>
<b>ANDAMOUNT REQUESTED</b>			

What are other sources of funding for this project? Grants, Contributions, Revenue (such as ticket sales, etc.)

Name of funding source	Amount committed to this project
Cal Arts Council	19,000
Endowment	10,000
Berlinsky Foundation	25,000
<b>TOTAL of funding sources</b>	<b>45,000</b>

## IX. Future Objectives

As part of the KVCR Community Matters initiative, KVCR has envisioned this ART project to highlight some of the visual and performing arts organizations of San Bernardino. KVCR believes the diverse performing and visual arts groups and venues located in the city enhance the vitality of our community. With KVCR producing and broadcasting the 8 Expression of Art segments; the two-thirty minute TV shows of the same title; plus the 8 radio segments all focused on the diversity of arts and organizations of the 8 groups, we will enhance the cultural and economic well-being of San Bernardino. By utilizing all platforms, TV, Radio, Web, Social media to promote and highlight the Arts in the region we will demonstrate that the arts are alive and thriving in the Inland Empire. KVCR will develop, create and maintain a webpage for this project. We believe that the production and promotion of Expressions of Art will inspire our community to rise above the challenges of the pandemic and reveal the art, cultures and inspiration existing in the Inland Empire.

### X. Provide a brief history/background of your organization and what you have done before in this category of the arts.

KVCR is the only locally-owned and operated public media outlet in the Inland Empire. An award-winning station, KVCR is the intellectual and informational anchor of our community. KVCR has proudly served millions of Inland Empire students and southern California residents since the 1950s.

**KVCR-TV** was the first PBS station in southern California, the second one in the state, and is a PBS national legacy station. KVCR-TV is the Inland Empire's principal PBS affiliate which serves the Inland Empire and significant portions of the Los Angeles TV market. Exposure of the art projects on PBS will expand the presentation and reach for the art projects and groups. Although the population in the Inland Empire is over 4 million according to the 2020 cumulative report we get about 500,000 household, 700,000 per month watching KVCR.

Serving radio listeners in our region for over 60 years, **91.9-FM KVCR** is the most trusted source for information and cultural programming for over 2.3 million people living within its broadcast footprint. 91.9 KVCR, a local NPR affiliate, is the only radio news station in the region. With over 20 local newscasts per day, 91.9 KVCR provides Inland Empire residents with important news, weather, and traffic information unavailable on any other broadcast station. The Art series will also be presented on radio which again will expand the audience and reach for the artists.

KVCR promotes and cultivates discovery and engagement in the Arts, Media and the Sciences with educational, thought-provoking programs and objective journalism that offers our audience a trustworthy safe-haven from commercially driven media outlets. Located in a powerfully diverse region that includes nearly 63% combined Hispanic, African-American and Native American populations, KVCR aims to reflect the variety of cultures, traditions and interests that makes the Inland Empire so unique and vibrant. KVCR actively develops and nourishes strong community relationships with our radio audience through local initiatives and events that celebrate the diversity, innovation and resilience of the Inland Empire.

KVCR has always aired shows on the Arts. Public Media promotes a love of learning and helps communities, so that those living in them may have a fulfilling life in a strong, inclusive, informed society. At KVCR, our high-quality content is at the core of everything we do. And we amplify its power through engagement in the community, as well as partnerships with significant educational, arts and cultural institutions across the region.

For over ten years KVCR radio has dedicated programming and air time to an arts show, **KVC Arts** is a weekly program in the radio schedule. It airs twice, Wednesday and Sunday nights and is hosted by David Fleming also an artist. Each week **KVC Arts** features Interviews with authors, producers, visual artists and musicians, spotlighting a classic album or a brand-new release. From musical legends and icons - to players at the local level, from Broadway tours to Community theater, from the Hollywood Bowl to the Redlands Bowl. With well over 350 programs since inception, this is a program covering arts and entertainment – mostly in our region – as well as the people and places providing it. The complete archive is at [kvcrnews.org/arts](http://kvcrnews.org/arts). In the past KVCR has sponsored and featured artist in art shows, receptions and concerts for musicians including Ethan Bortnick, a 16 year old pianist.

XI. Attach a copy of your last fiscal year financial report, audited or un-audited. Failure to submit this will result in rejection of your application. See Attached Section XI

XII. Attach a list of your Board of Directors and Officers with either residential or business addresses. See Inland Futures Board of Directors attached

CERTIFICATION:

Project Officer: Lillian Vasquez----- Title: Director of Marketing.

Telephone #: 909-384-4331 Cell Phone#: [REDACTED] Date 8/15/2022---

E-mail Address: lvasquez@kvcr.org

Respectfully submitted to:

City of San Bernardino Arts and Historical Preservation Commission

Authorization:

Director of Operations KVCR

Anthony Papa

Signed



Date 9/1/2022



August 31, 2022

Inland Futures Foundation  
Board of Directors

KVCR / 701 South Mt Vernon, San Bernardino, Ca. 92410

Chairman	Jose Torres	550 E Hospitality Ln, San Bernardino 92408
Vice Chair	Kristina Hannon	550 E Hospitality Ln, San Bernardino 92408
Director EDTC	Deanna Krehbiel	1 [REDACTED]
Chancellor	Diana Rodriguez	550 E Hospitality Ln, San Bernardino 92408
Ops Mgr KVCR	Anthony Papa	701 S Mt Vernon San Bernardino, 92410
Board member	Jason Lee	701 S Mt Vernon San Bernardino, 92410
Board member	Rondine Macadaeg	701 S Mt Vernon San Bernardino, 92410
Board member	Kyle Webb	701 S Mt Vernon San Bernardino, 92410
Board member	Ray Anderson	701 S Mt Vernon San Bernardino, 92410

## Estimated Income Statement

### June 30, 2022

#### Revenues & Expenditures For 12 Months Ended 6/30/2022

	Inland Futures Foundation
<b>Revenues</b>	
Contributions	76,224
Grant Funding	554,500
Underwriting	141,506
Rentals and Leases	
Estimated Revenues*	347,500
Interest Revenue	
Total Revenues	1,119,730
<b>Expenditures</b>	
Classified Salaries	17,000
Employee Benefits	
Supplies	13,000
Services and Operating Expenditures	302,000
Capital Outlay	2,648
Interfund Transfers KVCR	787,730
Total Expenditures	1,119,730
<b>Beginning Fund Balance to Ending Fund Balance</b>	<b>222,845</b>

\* *Unaudited*

\* *Estimated per bank statements as of  
June 30, 2022.*