



**AGENDA
CITY OF EL SEGUNDO
ARTS & CULTURE ADVISORY
COMMITTEE
5:30 PM
ES PUBLIC LIBRARY - SUE CARTER ROOM
111 W. MARIPOSA AVEUNE
EL SEGUNDO, CA 90245
JUNE 24, 2025**

MEMBERS OF ARTS & CULTURE ADVISORY COMMITTEE

John Pickhaver, Chairperson
Joan Palmer, Vice Chairperson
David Bart
Jane Burrell
Stuart Carroll
Jason Haffley
Elizabeth Kennedy
Michele Leach
Nicole Losasso
Brian Mitchell
Michael Schepps

The Arts & Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Arts & Culture Advisory Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection in the public library at the Help Desk, during normal business hours. Such documents may be posted on the City's website at www.elsegundo.org and additional copies will be available at the meeting.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Arts & Culture Advisory Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. The time limit for comments is five (5) minutes per person. Before speaking to the Arts & Culture Advisory Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.

Land Acknowledgment: We acknowledge that we are holding this meeting on the traditional, ancestral, and unceded territory of the Tongva. We recognize the Tongva people as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands). We also acknowledge that Los Angeles County is home to the largest Indigenous population in the United States.

CALL TO ORDER/ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) *Individuals who have received value of \$50 or more to communicate to the **Arts & Culture Advisory Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Arts & Culture Advisory Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. CONSENT

1. **Arts and Culture Advisory Committee meeting minutes from May 27, 2025**

Recommendation -

1. Approve the Arts and Culture Advisory Committee Regular and Special Meeting minutes of May 27, 2025.
2. Alternatively, discuss and take other action related to this item.

B. NEW BUSINESS

2. **Method Fest Film Festival Presentation**

Recommendation -

1. Receive and file the Method Fest Film festival Presentation.
2. Alternatively, discuss and take other action related to this item.

3. **Art Walk Update**

Recommendation -

1. Receive and file the Art Walk update.
2. Alternatively, discuss and take other action related to this item.

4. **Women’s Club Grant Application and Presentation**

Recommendation -

1. Approve the Grant Application for the Women’s Club.
2. Alternatively, discuss and take other action related to this item.

5. **Plunge Mosaic Art**

Recommendation -

1. Review conceptual designs for the Plunge Mosaic Art Piece.

2. Recommend conceptual design of Plunge Mosaic Art Piece to City Council.
3. Alternatively, discuss and take other action related to this item.

6. Appoint ACC Member to City's Major Events Ad Hoc Committee

Recommendation -

1. Appoint one member and one alternate member to the City's Major Events Ad Hoc Committee.
2. Alternatively, discuss and take other action related to this item.

7. Debrief of Joint Meeting of DEI and ACC

Recommendation -

1. Discuss the joint meeting of the DEI and ACC.
2. Alternatively, discuss and take other action related to this item.

C. UNFINISHED BUSINESS

8. Staffing Update

Recommendation -

1. Receive and file the Staffing Update.
2. Alternatively, discuss and take other action related to this item.

D. REPORTS - BUDGET & INITIATIVE COMMITTEE

E. REPORTS – SUBCOMMITTEES

Master Plan Subcommittee

El Segundo Music Festival Subcommittee

Art Walk Subcommittee

Public Art Subcommittee

Grants Review Subcommittee

Park Renovation Subcommittee

F. REPORTS - RECREATION, PARKS, AND LIBRARY DIRECTOR

G. REPORTS - COMMITTEE MEMBERS

H. REPORTS - COUNCIL MEMBER LIAISON

ADJOURNMENT

POSTED:

DATE: June 20, 2025

TIME: 2:00 PM

BY: Viviann Gonzalez, Senior Administrative Specialist

SPECIAL JOINT MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE & DIVERSITY, EQUITY, AND INCLUSION COMMITTEE
TUESDAY, MAY 27, 2025

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 5:30 pm

ROLL CALL

Arts & Culture Advisory Committee

Chairperson Pickhaver	-	Present
Vice Chairperson Palmer	-	Present
Member Bart	-	Absent
Member Burrell	-	Present
Member Carroll	-	Present
Member Haffley	-	Present
Member Kennedy	-	Present
Member Leach	-	Present
Member Losasso	-	Present
Member Mitchell	-	Present
Member Schepps	-	Present

Diversity, Equity, and Inclusion Committee

Chairperson Villena	-	Present
Vice Chairperson O'Brien	-	Present
Member Atmore	-	Present
Member Gebhart	-	Absent
Member Green	-	Present
Member Janicek	-	Absent
Member Mitrovich	-	Absent

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

Georgette Gantner, a representative from Redondo Beach, stated she was attending the meeting to take notes on behalf of their Cultural Arts Commission.

Barbara Raymond, a resident of El Segundo, shared she had recently met with Member Haffley to discuss various ideas related to her work in nonprofits, philanthropy, and development.

Jerry Esenor, a resident of El Segundo, introduced himself to the committees and noted that he attended the meeting alongside Barbara Raymond.

Ron Swanson, a resident of El Segundo, provided public comment expressing concern that the city has strayed from the traditional spirit of the Festival of Holidays and would like to see the event return to its original roots.

A. SPECIAL ORDER OF BUSINESS

1. Introduction of DEI and ACC Committee Members *(Item moved before Public Communications)*

Members of the DEI and ACC Committees briefly introduced themselves to one another.

2. Festival of Holidays

DEI Chairperson Villena spoke about the origins of Festival of Holidays. ACC Chairperson Pickhaver shared his experiences from last year's event. DEI Vice Chairperson O'Brien noted that the event highlights the diverse traditions celebrated by different families in the community. The committees emphasized the importance of logistics, particularly in coordinating with council member's schedules. Director of Recreation, Parks, and Library Aly Mancini proposed the creation of a working group to support planning efforts for the Festival of Holidays.

MOTION by DEI Chairperson Villena SECONDED by ACC Chairperson Pickhaver, approving the establishment of a working group for planning the Festival of Holidays, composed of DEI Chairperson Villena, DEI Vice Chairperson O'Brien, and ACC Chairperson Pickhaver, MOTION PASSED.
14/0

3. GUNDO Pride Event

ACC Chairperson Pickhaver announced the upcoming GUNDO Pride Event scheduled for Sunday, June 29, from 10 am to 2pm at Recreation Park. He mentioned that the event organizers are actively seeking volunteers. Member Schepss inquired about the event's promotional efforts. Director Mancini and ACC Chairperson Pickhaver provided additional information.

4. United Against Hate Week

DEI Chairperson Villena introduced United Against Hate Week, which will take place during the week of October 19. The committee plans to collaborate with South Bay Coalition Against Hate to support the initiative. DEI Member Green suggested that the event could be shaped into a more celebratory and family-oriented experience to encourage broader community participation.

5. Potential Collaborations of DEI and ACC

DEI Vice Chairperson O'Brien suggested community programming as a potential collaboration. ACC Member Schepss inquired whether funding could be allocated for dance performances. Director Mancini provided additional information.

DEI Chairperson Villena announced that the city will not be hosting a Juneteenth event this year but expressed interest in bringing it back next year as a potential collaboration. ACC Chairperson Pickhaver stated that the library will feature a Juneteenth book display in recognition of the holiday.

Adjourned at 6:30 PM

Viviann Gonzalez

Viviann Gonzalez, Senior Administrative Specialist

REGULAR MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, MAY 27, 2025

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 6:35 pm

ROLL CALL

Chairperson Pickhaver	-	Present
Vice Chairperson Palmer	-	Present
Member Bart	-	Absent
Member Burrell	-	Present
Member Carroll	-	Present
Member Haffley	-	Present
Member Kennedy	-	Present
Member Leach	-	Present
Member Losasso	-	Present
Member Mitchell	-	Present
Member Schepps	-	Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5-minute limit per person, 30-minute limit total)

None

A. CONSENT CALENDAR:

1. MOTION by Member Kennedy SECONDED by Vice Chairperson Palmer, approving Regular Committee Meeting minutes of April 22, 2025, MOTION PASSED. 10/0

B. NEW BUSINESS

2. Cali Smash Public Art Presentation

Brett Drogmund, Founder of California Smash, presented the Cali Smash Public Art Presentation. Director Mancini noted the need for a third-party consultant to appraise the mural and requested the total project cost for Cali Smash. The Committee asked questions regarding the status of the North wall, the possibility of a partnership with Snap AR, location of the main entrance, the estimated opening date, and whether a bike rack station would be included. Member Schepps inquired about what specific support Cali Smash was seeking from the Committee. Chairperson Pickhaver asked whether multiple locations were planned, whether they would share a similar design, and if the public could engage with the artwork without purchasing admission. Mr. Drogmund provided additional information.

MOTION by Member Haffley SECONDED by Member Losasso, approving the Cali Smash Public Art Presentation with contingency of third-party appraisal and meeting financial obligation, MOTION PASSED. 10/0

C. UNFINISHED BUSINESS

3. Staffing Update

Director Mancini provided the staffing update stating that although the Cultural Arts Coordinator job posting is live, the hiring process may be delayed due to staffing shortages in the Human Resources department. Committee members asked questions regarding publication of the job posting, delays in communication with applicants, the possibility of interviews beginning in July at the earliest, and the current number of applicants. Director Mancini provided additional information.

4. REPORTS – BUDGET & INITIATIVE COMMITTEE

None

5. REPORTS - SUBCOMMITTEES

Member Leach from the Art Walk Subcommittee mentioned reaching out to John McCullough to schedule a meeting but has not gotten a response.

Director Mancini gave an update on the Plunge Subcommittee stating that the three top finalists have been selected for the Plunge mural and will be coming back to present their final plans to the Committee.

Chairperson Pickhaver stated that were no updates for the Park Renovation Subcommittee as the meeting was canceled.

6. REPORTS – RECREATIONS, PARKS, AND LIBRARY DIRECTOR

None

7. REPORTS – COMMITTEE MEMBERS

Member Haffley shared that he met with Barbara Raymond, an El Segundo resident who expressed interest in assisting with grant applications. He noted that she could help pursue opportunities such as the \$25,000 California Arts Council - Arts and Youth Grant and the LA2050 Grants, both which have deadlines of June 6th.

8. REPORTS – COUNCIL MEMBER LIAISON

None

Adjourned at 7:49 PM

Viviann Gonzalez

Viviann Gonzalez, Senior Administrative Specialist

15th Method Fest

Breakout Independent Film Festival

March 20–26, 2026
El Segundo, California

"Where Acting Meets Art"

The Method Fest was launched in 1999 with a clear goal: honor actors and their craft through independent film.

Since then, we've become one of the go-to festivals for anyone who loves incredible performances and human stories.

Over the years, we've built a global reputation for putting acting first. We celebrate rising filmmakers, and legendary actors, who leave it all on the screen.

The Method Fest is the only film fest in America that highlights two crucial ingredients to great films, acting and story. The Method Fest places a focus on breakout-acting performances of emerging actors and career defining performances by legendary actors in story-driven films.

The Method Fest focuses on emphasizing storytelling as a craft. Many films in years past have told stories of marginalized people overcoming adversities in an insightful way that challenges many commonly held beliefs. Stories told at The Method Fest are enriching and authentic.

MISSION & VISION



UNIQUE FOCUS

The Method Fest is the only film festival in the U.S. that truly shines a spotlight on the art of acting and storytelling.

INCREDIBLE PERFORMANCES

At the heart of our vision is a simple belief: incredible performances are what make movies unforgettable.

FRESH TALENT

We're all about discovering fresh new talent and giving actors a place to deliver breakthrough performances.

BREAKING BARRIERS

We showcase films that break barriers, challenge the status quo, and share real, raw stories.

WHY A FILM FESTIVAL?

Festivals give residents and businesses a sense of pride in their community. They also play a role in giving back to the community by partnering with civic organizations. Film festivals are a mix of inspiration, education, and seduction. They provide extraordinary opportunities for artists to interact. They inspire and enrich audiences with a diverse range of work. Friendships and collaborations often emerge from such interactions. Art grows and deepens on the back of such exchanges. They bring you back again and again to meet, greet, and enjoy performances you may only see once a year at one of the best parties in town.



WHY?

El Segundo is home to a select few entertainment companies, including Spectrum Cable, LA Times Studios, SiriusXM, Rhythm and Hues Studios, DirecTV, Time Warner Cable, Lightstorm Entertainment, and others. Adding a film festival attracts the attention of other major entertainment and media companies, thereby enhancing the quality and diversity of El Segundo's business.

WHOM?

Independent film festivals attract an audience with a significant segment being 25-45 years old, as well as college graduates with an annual household income above \$100,000. The audience is evenly split between male and female attendees. These film festivals also appeal to seniors. These demographics match well with those of El Segundo.

WHAT?

What makes the Method Fest unique is its ability to create an intimate, community feel while attracting a large audience.

WHERE?

El Segundo is the perfect spot for this festival. It's been the backdrop for countless movies and TV shows, and with El Segundo High School being the most filmed high school in the business, it only makes sense for the city to host a festival of its own. Being just minutes from LAX, it's super convenient for visiting actors, directors, producers, and movie lovers—no need to deal with LA traffic. Grand hotels and nearby beaches make it even more inviting. We're planning to host screenings at Cinema West, retrospectives at the El Segundo Music Hall, and student or short films at El Segundo High. Panels and workshops would also take place at the high school, with parties at local restaurants and an awards ceremony potentially at Raleigh Studios.

WHY EL SEGUNDO?



01

The Method Fest Film Festival will help establish El Segundo as an arts center and open doors to attract entertainment-oriented businesses in the city.

02

The Method Fest will spotlight El Segundo as a business friendly city

03

The media coverage the festival brings will make El Segundo a celebrity and tourist hotspot for the week of the festival.

04

As the only film festival in the neighboring communities, Method Fest will turn El Segundo into the “Hollywood” of the South Bay.

05

The Method Fest has established a long history of being a quality, respected artistic event. The week-long festival will add to the city's pride among El Segundo residents.



OUR AUDIENCE AND COMMUNITY IMPACT

The Method Fest brings visitors and business to local restaurants, bars, and shops. The Method Fest will bring increased business to El Segundo restaurants and bars, which can sometimes be quiet at night. This event features parties and receptions every night for eight days. The Method Fest in El Segundo is a high-profile entertainment event that introduces many new potential business owners, property owners, and aspiring entrepreneurs to the charms of the city.

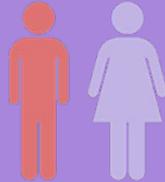
Age Groups	
18-24 25%	45-54 15%
25-34 22.5%	55-64 11.25%
35-44 18.75%	65+ 7.5%



High School: 6.25%
 College (Undergraduate): 25.00%
 Graduate/Postgraduate: 18.75%
 Prefer not to answer: 6.25%
 Other Education Levels: 43.75%

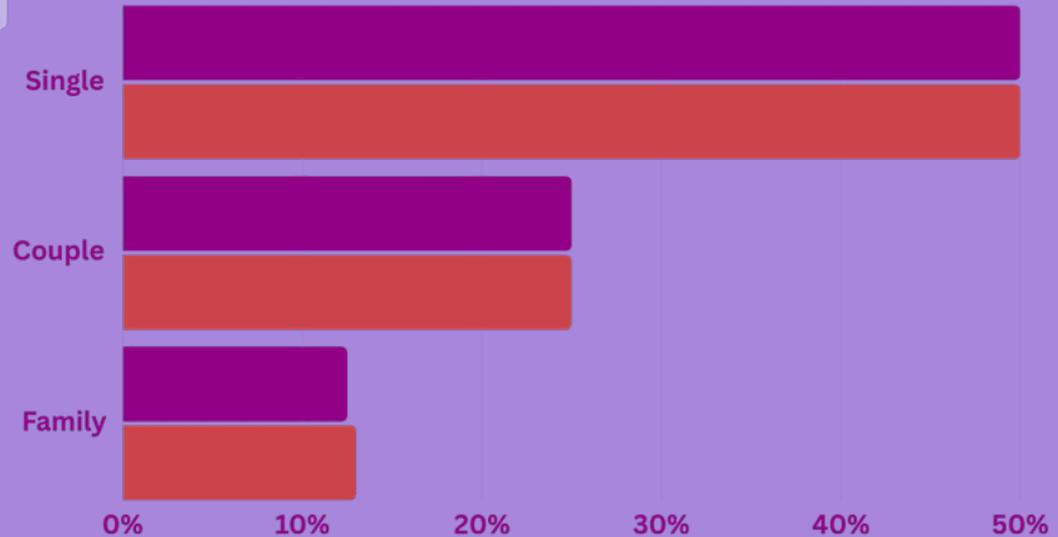
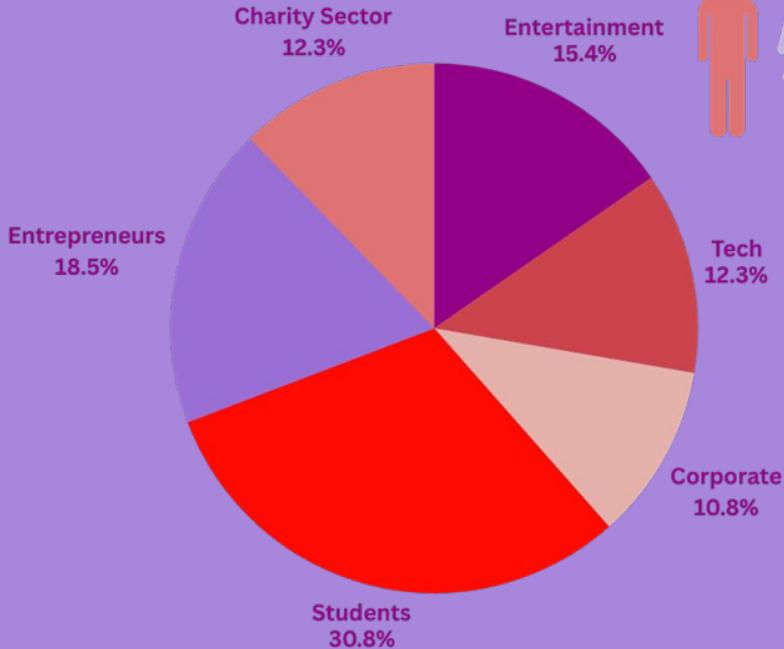


\$0-\$40k: 31.25%
 \$40k-\$80k: 37.50%
 \$80k+: 25.00%



Male 50%
 Female 44%

● Household ● Family Status



ECONOMIC & BUSINESS DEVELOPMENT BENEFITS

Increased Foot Traffic to local restaurants, bars, hotels, and shops.

Nightlife Boost: Receptions and parties every night for nine days.

Tourism Magnet: Festival brings in young, educated, affluent visitors from SoCal and out-of-town filmmakers.

Real Estate Awareness: Introduces potential new business and property owners to El Segundo.

CITY BRANDING & IMAGE

Position El Segundo as an Arts Hub: Reinforces the city's reputation in entertainment and culture.

Business-Friendly Image: Attracts entertainment-oriented companies (e.g., Lightstorm, DirecTV).

Media Exposure: National/regional/international coverage and celebrity attention during festival week.

Civic Pride: Residents benefit from a prestigious, community-rooted event.

COMMUNITY ENGAGEMENT

Partnerships with Civic Orgs: Involves community groups in planning or programming.

Youth & Education Programs: Panels and showcases at El Segundo High School.

Volunteer Opportunities: Engages residents and students.

VENUE & INFRASTRUCTURE USE

Cinema West (main screenings)

El Segundo Music Hall (retrospectives)

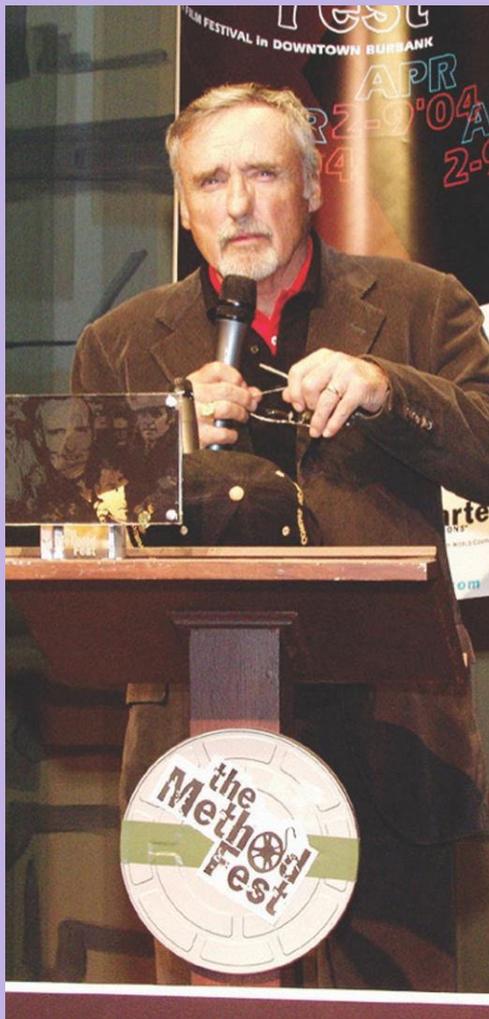
El Segundo High School (student films, panels)

Local restaurants (parties)

Potential use of Raleigh Studios (awards ceremony)

EVENTS

- Film Launch Party
- Opening Night Gala
- Closing Night Gala
- Daily Film Screenings
- Q&As
- Actor and Filmmaker Panels
- Actors and Filmmakers Workshops
- Indie Music Events
- Nightly Receptions
- Youth Education Programs
- Awards Ceremony



WHAT WE SHOW

Drama, Coming-of-Age, LGBTQ+, Comedy, Thrillers, Biopics, Slice-of-Life stories, Shorts, Experimental Films, Documentaries, Horror, Sci-Fi, Romance, and Films on Political & Social Issues.

FILM NUMBER

35 Feature Films
35 Short Films

AWARDS WE PRESENT

Best Actor, Best Actress, Best Director, Best Screenplay, Maverick Award, Audience Choice Awards, Best Supporting Actor & Actress, Festival Director's, Jury Awards for Short Films, Lifetime Achievement Award, Indie Supporter Award

HONOREES AND



Beau Bridges
Jeff Bridges
Carey Mulligan
Melissa Leo
Bill Paxton
Dennis Hopper
Jena Malone
Anthony Hopkins
Billy Dee Williams
Kristen Stewart
James Earl Jones
Bruce Dern
Naomi Watts
Christopher Plummer
Michael Olmos
Edward James Olmos
Werner Herzog
Bryan Cranston

SPONSORS AND MEDIA

BAREFOOT WINERY
BMW
CALIFORNIA MILK ADVISORY
BOARD
CALIFORNIA PIZZA KITCHEN
CHAPTER EIGHT
CHRISTIE
DAILY NEWS
DEFIANCE FUEL
ESSENTIAL WATER

FINAL DRAFT
FLEMING'S PRIME
STEAKHOUSE
JETBLUE
LAMBORGHINI
MASERATI
MERCEDES-BENZ
MICROSOFT
MONTY'S STEAKHOUSE
MSN SPACES

PRUDENTIAL CALIFORNIA
REALTY
RISE BREWING CO.
RUSNACK JAGUAR
SONY
STELLA ARTOIS
THE GOOD PIZZA
TITO'S HANDMADE VODKA
UNCORKED: THE WINE SHOP
VARIETY



ENTERTAINMENT
TELEVISION

Los Angeles Times

DAILY NEWS



VARIETY

CNN

LA WEEKLY
FREE



LOS ANGELES
BUSINESS JOURNAL

SPECTRUM
SPORTSNET



The
New York
Times



FOX 11
LOS ANGELES

Charter
COMMUNICATIONS

access
hollywood

SPECTRUM
NEWS 1

THE
Hollywood
REPORTER

EXTRA

SiriusXM

BusinessWeek

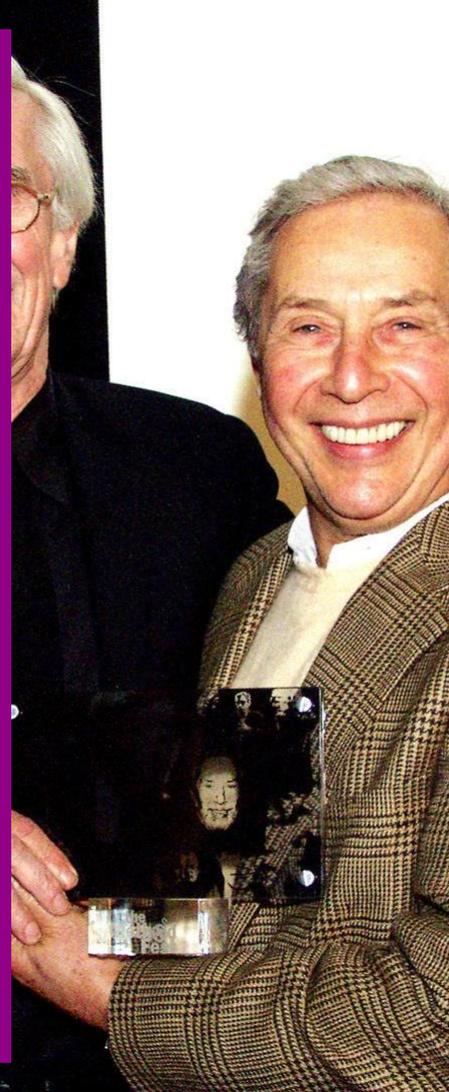


INFLUENCERS, DIGITAL MEDIA & VISIBILITY

At Method Fest, our influencers and actors have a combined following of over 1 million people—and when they share moments from the festival, it matters. Whether it's a red carpet photo, a candid behind-the-scenes clip, or their reaction to a moving indie film, their posts create real buzz. It gets people curious. It gets them excited. And most importantly, it makes them want to be part of it.

We keep that momentum going with social media, video content, and our festival app—before, during, and after the event. Think filmmaker spotlights, teaser trailers, livestreamed panels, and recap videos. It's how we connect with film fans far beyond the theater, from across the country to around the world.

That's why our sponsors get more than a logo on a banner. They're part of the story. We offer visibility through influencer shoutouts, branded content, livestream features, and on-site experiences like VIP access and signage. When you partner with Method Fest, you're not just supporting indie film—you're showing up in front of a community that truly cares.



Director's Cut (\$195,000)

- Festival Naming Rights
- Executive Producer Credit
- Custom-Branded Short Film
- Opening Night Gala Host
- VIP Green Room Naming Rights
- Full Venue Branding Takeover
- Branded Step & Repeat Priority
- Branded "Director's Cut" Panel
- Dedicated Press Table
- 20 All-Access VIP Badges

- First Look Access to Screenings
- Co-Branded Festival Trailer
- Top Homepage Logo Placement
- Branded Charging Stations & Info Booths
- Festival App Splash Page
- Branded Awards Trophies
- Premium Gift Bag Placement
- Custom On-Site Activation
- 30-Second Ad Before Screenings

- On-Camera Interview with Director
- Filmmaker Retreat Sponsorship
- Logo on Volunteer Shirts & Badges
- Branded Cocktail Reception
- Private Meet & Greet with Talent
- Priority Festival Press Coverage
- Logo in Attendee Email Blast
- Feature in Recap Video
- Executive Airport Transportation
- Logo on All Tickets

- Festival HQ Naming Rights
- Influencer Partnership Support
- 10 Sponsored Social Ads
- Custom ROI & Reach Report
- VIP Jury & Headliner Dinner
- Step & Repeat Branding Priority
- Branded "Director's Cut Showcase" Series
- Mention in Opening Ceremony Speech
- Inclusion in Behind-the-Scenes Content

- Ad in Awards Program
- Mention in Recap Emails
- Streaming Branding (Hybrid Fest)
- Onstage Custom Plaque
- Branded Maps & Schedules
- Voiceover Mention in Festival Trailer
- Product Sampling at VIP Events
- Press Interview Opportunity
- Talent Gifting Room Activation
- First Right of Refusal for Next Year

Star Power (\$125,000)

- Presenting Audience Choice Award
- Green Room Naming Rights
- “Star Power Panel” Sponsorship (celebrity moderated)
- Branded Meet-and-Greet Experience
- 10 All-Access VIP Badges
- Branded Photo Activation on Red Carpet
- Step & Repeat Premium Logo Placement
- Premium Website Placement

- Gift Bag Placement
- Half-Page Ad in Program Guide
- 30-Second Ad Before Genre Screenings
- Custom Instagram Story Highlights
- Celebrity Social Media Shoutout (if permitted)
- Panel Moderator or Presenter Role
- Product Table in Talent Lounge
- Logo on Awards Stage Screens
- Pre-Festival Teaser Trailer Inclusion
- Branded Hashtag Integration

- Exclusive Screening Host Night
- Logo on Digital Schedule, App & Venue Maps
- Invite to Meet the Filmmakers Brunch
- Video Interview with Festival Talent
- Brand in Post-Festival Slideshow
- Logo in Post-Event Thank You Email
- Logo on Screening Tickets
- Priority Expo Booth Location
- 5 Social Media Posts (IG, X, Facebook)

- Link in Festival Newsletter
- Custom Analytics Report
- Festival Lanyard Sponsor
- On-Site Reel Inclusion (Lobby Screens)
- Credit in Festival Trailer
- Brand Mention in Host Remarks
- Branded Snacks or Beverages in Talent Lounge
- Reserved Front-Row Seats at Key Events
- Talent Gift Card Sponsored by Brand

- Exclusive Contest Co-Promotion
- 2-Minute Brand Feature in VIP Night
- Post-Festival Audience Feedback Summary
- Company Interview in Festival Blog
- App Push Notification During Festival
- Merchandise Giveaway Co-Brand
- Special Thanks Slide in Closing Credits
- Priority Invite to Jury Cocktail Hour

Silver Screen (\$95,000)

- Named Screening Block Sponsor
- 7 VIP Passes
- Branded Industry Talk
- Logo on Schedule, Maps, & App
- Quarter-Page Program Ad
- 30-Second Video Ad (Select Films)
- Brunch or Panel Co-Sponsor
- Step & Repeat Logo

- Website Logo w/ Link
- 3 Social Media Shoutouts
- Talent Lounge Gift Table Inclusion
- Venue Signage Placement
- Slide in Screening Reels
- Meet-and-Greet Passes
- Logo on Printed & Digital Tickets
- Industry Panel Moderator Role

- Sponsor Blog or YouTube Interview
- On-Site Product Table
- App Push Notification
- Custom IG Story Highlight
- Co-Branded Festival Swag
- 5 Giveaway Tickets
- Logo in Festival Newsletter
- Mention in Screening Block Intro

- Talent Gifting Suite Placement
- Red Carpet Recap Mention
- Post-Festival Analytics Report
- Recognition in Wrap Video
- Closing Ceremony Thank You
- VIP Awards Night Seating
- Logo in Press Kit
- Activation Near Screening Entrance

- Collaborative IG Repost Campaign
- Livestream or Recording Name Drop
- Complimentary Tickets for Sponsor Use
- Branded Popcorn Boxes or Cups
- Ad in Digital Program
- Co-Branded Spotify Playlist
- Invite to Sponsor Mixer
- Brand Message in Digital Gift Bag

15th Method Fest

Breakout Independent Film Festival

"See you at The Method Fest,
where acting meets art!"

Don Franken

(310) 962-3297

don@methodfest.com

Bill Kucera

(928) 273-1529

methodfestival@gmail.com

Virginia White

(601) 678-5758

whitevirginia27@gmail.com

Arts and Culture Community Grant Application
Please submit to the Director of Recreation, Parks and Library at
amancini@elsegundo.org or by mail to:
Applicant Organization Information:

Name: El Segundo Woman's Club
Address: 541 Standard Street, El Segundo, CA 90245
Phone: 310-414-9839. Website: elsegndowomansclub.org
Social media: Facebook and Instagram: elsegundowomansclub
Non-Profit or EIN #: 23-7148174
Individual submitting the application:

Name: Lynda Darna
Email: Ldarna7@gmail.com Phone: 310-567-4142
Role within the Organization: President
Will the event organizers be seeking additional funding or donations from other entities?
If yes, please list possible sponsors or donors:

We are not seeking other funding for the signage request that we are making to the Cultural Development Fund through the ACC. The larger renovation of the building has been a fundraising campaign. The graphic designer is donating her time to the project.

Is this a fundraising event for the organization? Yes ___ No _x_

Event Information: Renovation of the historic clubhouse and signage about the history of the building and the El Segundo Woman's Club.

Event Title: Historical Information Sign

Date: Signage completed March 2026

Location: Mounted on the wall on the inside of the clubhouse.

Starting Time (including set-up) N/A

Duration (including break-down) N/A

Marketing Plan: The renovation funding campaign has been announced through social media.

Anticipated Attendance: Yearly attendance in the clubhouse for events averages 3,000-5,000

Target Audience: El Segundo and surrounding cities; all ages and backgrounds

El Segundo Woman's Club

Historical Information Signage

We are requesting a grant from the Arts Committee for the cost of fabricating and installing that panel.

1. Budget

Fabrication: approximately \$ 192-\$250

Design: donated

Installation: \$50-\$100

Approximately: \$350

2. EIN# 23-7148174

3. The Woman's Club is currently involved in a campaign to raise money to renovate our historic 1912 clubhouse, fixing the flooring, plumbing, bathrooms, and casement windows. These changes will both restore the building and make it more desirable as a rental venue, which is an essential source of revenue for the organization to be able to maintain the building over time. In conjunction with this renovation, we would like to create informational signage for visitors to learn about the history of the building and the woman's club, which has played an important role in the cultural life of El Segundo since its founding in 1922.

4. N/A

5. Board Roster

President – Lynda Darna

1st Vice President – Jane Burrell

2nd Vice President – Jennifer Gage

3rd Vice President – vacant

Recording Secretary – Kathy Spurrell

Treasurer – Bobbye Klempin

Financial Secretary – Donna Mae Ellis

Parliamentarian – Maxine Walslebin

The Woman's Club's clubhouse was one of the first buildings built when the town of El Segundo was founded in 1911. It was originally located on Richmond, where the elementary school is today and served grades 1-8. It was the only school in El Segundo until the high school was built in 1927.

The Woman's Club was founded in 1922 by 17 women who wanted to search for knowledge and help their neighbors. Early Club members were very active in the civic life of the community. They lobbied for a high school for El Segundo and a city park and were responsible for El Segundo being added to the map of Los Angeles County. They were involved in the development of Recreation Park, they planted wild flowers along Main Street and a rose garden in Library Park, which our Club still maintains, the Club President was an Olympiad Hostess for the 1932 games, they organized a community seed exchange for people to plant victory gardens during the war, the polio vaccine was administered to children in the clubhouse in the 1950s, they served on the Sister City Committee for El Segundo in the 1960s and 1970s, the Club began giving scholarships to El Segundo high school students in the 1930s, which continues today. The Club hosted a reception for Vietnam POWs following an El Segundo homecoming parade in 1973, they donated the large pine tree that was just removed from Library Park, and they started collecting memorabilia on the history of El Segundo in 1957 – which is the basis of the collation that now resides in the history room at the library, and more. Today, the Woman's Club offers community events, hosts civic functions such as the City Council and School Board Candidate Forums, donates to local, national, and international charities, volunteers for City and Chamber events, and provides scholarships for El Segundo high school students.

The El Segundo School Board discontinued use of the 1912 schoolhouse in 1933. It was moved to the grounds of the high school where students were taught while their school, which had been damaged in the 1933 Long Beach earthquake, was repaired. Once the repairs to the high school were finished, the building was put up for sale. The Woman's Club was the successful bidder for the schoolhouse and acquired it in 1936. They moved it to its current location on lots they had purchased earlier and began renovating it for use as a clubhouse. Renowned architect, John Austin, donated his services to help renovate the building, designing a new entrance for the building facing the high school on Mariposa Avenue. Club members and the entire community pitched in to renovate the building. The building was finished in 1937 and remains as an important representation of the early history of El Segundo.

The signage will touch on the history of the building and the contribution of the Woman's Club to the history of El Segundo.

We have a preliminary estimate from Vital Signs for a 4x5 panel of \$192, but they want to wait until they see the design to decide how to fabricate it, which could alter the estimate. We will also need to have it professionally installed. There may also be some fees for copyrighted photographs as well. We are asking for up to \$350 with the payment based on submitted receipts. We will, of course, acknowledge the Cultural Development Fund on the sign.



WYETH-TOOTLE MANSION 1878

An Architectural Treasure and An Anchor for the City of St. Joseph

Keeping History Alive

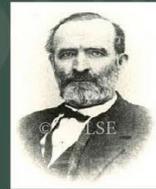
Restoration efforts have taken place inside and outside of the building.

Photos of the home from the 1900s were used to restore some rooms to how they looked when the Tootle family lived in the Mansion.

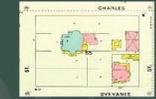
The second and third floors remain museum exhibit space.



South Side Porch



Milton Tootle I, 1875.



Insurance Map, 1897.

Wyeth Family

William and Eliza Wyeth commissioned architect E.J. Eckel to design their home in 1878. Eckel built them an Italianate home with Gothic influences, much like castles the family admired in Germany. Construction on this forty-three room Mansion was completed in just twelve months. Over one million bricks were used in the project.

William Wyeth was owner of Wyeth Hardware and Manufacturing Co. and the Wyeth Saddle Factory. The family spent less than ten years in this mansion, before deciding to move.

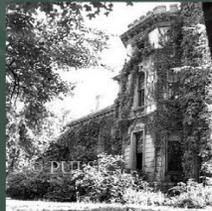
Another home once sat in the southwest corner. You can see it here (left) in the 1897 Sanborn Fire Insurance Map. It reduced in size in the 1911 map, and was purchased and removed from the lot in 1966 by the city for outdoor recreation space.



William and Eliza Wyeth, 1860.



Museum c. 1960.



Ivy covered North Wall, c. 1900.



Carriage house, West Wall, 1964.



Milton II and sons, 1924.



Northwest corner, front entrance, c. 1900.



Carriage House, East Wall, c. 1900.



Lillian and sons, 1910.



Southwest corner, front entrance, c. 1900.

Tootle Family

In 1887, Katherine "Kate" Tootle and her three children made the Mansion their new home. Her husband, Milton Tootle, Sr. passed away a few months before the family moved into the Mansion. Mr. Tootle founded numerous dry goods stores and constructed an opera house in Saint Joseph.

Katherine extensively redecorated the Mansion and added a conservatory and large porch onto the south side section of the home. The conservatory was transformed into a family dining room in 1905.

Their son, Milton Tootle, Jr. lived in the home from the age of thirteen until his death in 1946. He and his wife, Lillian, raised their three sons in the Mansion.

Mansion to Museum

After Mr. Tootle's death in 1946, the Museum Board President, William Goetz, along with the M. K. Goetz Brewing Co., donated funds to purchase the Mansion.

Matching funds were raised from the community to renovate the home into a city museum. This protected the original architecture, of which much has been restored and is visible today.

The City of St. Joseph owns the Wyeth-Tootle Mansion, and the St. Joseph Museums, Inc. continues to operate it as an interpretive and special event site.

The Wyeth-Tootle Mansion is an architectural treasure and an anchor for the Museum Hill Historic Neighborhood.



www.pulsedesign.com 801.385.1308



Main St.



RICHMOND STREET SCHOOL—Now Woman's Club Clubhouse—opened in
September with 62 pupils enrolled.



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1929
**FORMER EL SEGUNDO
LADY IS HONORED**



MRS. HELEN K. BROCK

Another signal honor has just been given to Mrs. Helen K. Brock, the first president of the El Segundo Woman's club when it was organized in 1922 and for several years secretary of the local Chamber of Commerce. She has just been installed as secretary of the West Los Angeles Woman's club in an impressive service witnessed by Mrs. Robert Haines and Mrs. Victor D. McCarthy on June 14.

Mrs. Brock is still engaged in Chamber of Commerce work, being secretary of the District Branch Chamber of Commerce of West Los Angeles, formerly known as Sawtelle. A tireless worker whose enthusiasm never flags, Mrs. Brock has been unusually successful in her chosen work.

ing of her group, but reading of plays and the tion of entertainments club would comprise the work of her department.

Mrs. Rita Kellar, chair the music section, invited play any instrument to orchestra. The first mee be at her home at 52 typtus Drive at 2 o'clock September 16.

Mrs. Mary Shaffer, chair the home economics section those interested in the her section to meet at on Main street Wednesday tember 18 at 2 o'clock.

Praise Local Theater

Mrs. Grace Schlimm man of the better film commended the management the State theatre for its programs. She asked women to patronize the in order that it might its high standards. She at the next meeting she be able to announce comm so that the ladies would tend those same shows where.

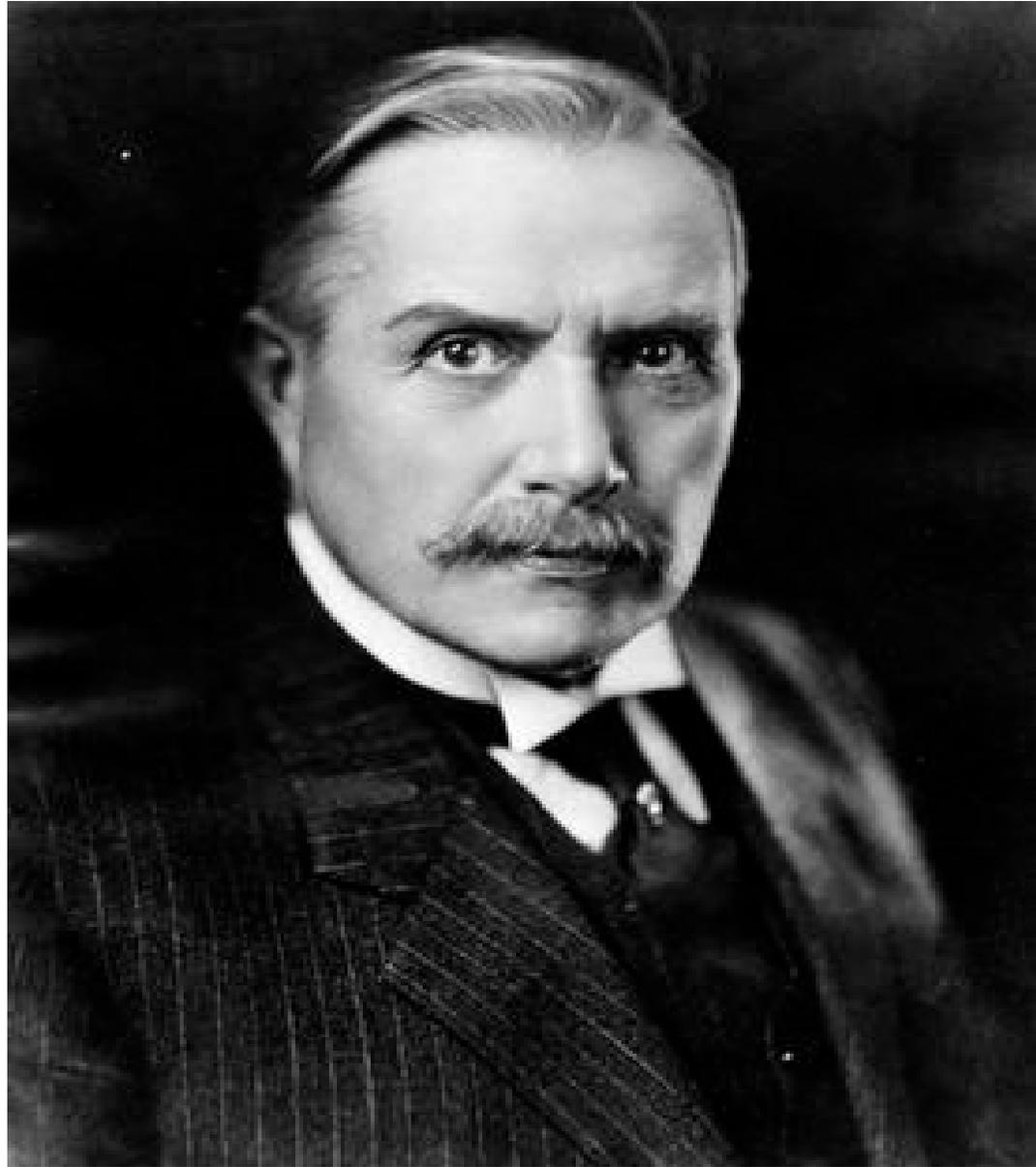
A business meeting held. The first meeting presidents' council of district will be held September at 10 o'clock at the Theatre in Venice.

Mrs. Stella Ipswitch, of publications, who is in her work by Mrs. Ed and Mrs. Jean Tarbo members to take the News and thus keep in federation work.



MRS. JAMES E. HUNT - BUILDING CHAIRMAN
WITH A MODEL OF THIS CLUBHOUSE







—WHERE THE WOMEN DO THE BUILDING

Misses C. R. Jamiesson, left, A. A. Pinney and H. W. Cartland, busy centers of El Segundo Women's Club, assisted in remodeling of the schoolhouse which the club has just transformed into a clubhouse.

It is considered by many leaders one of the most attractive of its kind in Southern California. The achievement is the result of the two-year regime of Mrs. H. S. Tilton who is just retiring.





“The Plunge”

Urho Saari Swim Stadium - Mosaic Tile Mural



Artists: Pavlina & Alfredo Alea

“The Plunge”

Prepared for: Urho Saari Swim Stadium

Prepared by: Pavlina & Alfredo Alea, Artist Team

June 11, 2025

“THE PLUNGE” PUBLIC ART PROPOSAL

Conceptual Design Proposal

We have created three mural designs to choose from for the Plunge mosaic tile mural. We are proposing unique images that have been designed with the intent to complement the historic background and architecture of the water facilities without overwhelming the viewer.

Our compositions have created a visual rhythm leading the eye from one space to another. The murals are integrated seamlessly offering a variety of underwater perspectives from every corner of the complex.

The result will be a conceptually and visually related large scale artwork that visitors will get to experience from distance and up close as they are entering the complex.

Our artworks are inspired by the movement, colors, and transparency of water as well as the dynamism of swimming. We also drew inspiration from the architectural aesthetic of The Urho Saari Swim Stadium and referenced the historic art deco style of the facility into the murals.

Our goal is to create a visually and texturally unique immersive experience that will transform the swim center into a neighborhood landmark and destination for community sports and gatherings.

If selected, we plan to possibly incorporate images of local community swimmers and residents. We'd like the idea of referencing portraiture of real local people in our project.

Mural Designs - Inspiration

- The inspiration for the murals are the lively recreational and competitive aquatic activities in the complex. We wanted to create motivational and fun image that will attract people to the sport of swimming
- The mural will provide a visual inspiration for all age groups and will promote enhanced physical and mental wellbeing, as well as community connection
- The artwork will have a glossy finish and vivid colors that will complement the facility's architectural style and scale
- With these images, we are promoting a healthy life-style in the El Segundo community
- We want to create an immersive and unique visual experience for all visitors
- If selected, we will attempt to schedule photographic sessions with local swimmers/ residents and integrate actual swimmer images into our murals
- Images might be modified to accommodate any potential architectural or design conflicts



Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 3

Mural Design 1 - Proposed Art Description



Mosaic Tile Mural - Design 1

Proposed Art

This design is inspired by the underwater view of swimming pool's lanes. The imagery is repeated and reflected in an artistic way to create an immersive large scale artwork with significant depth.

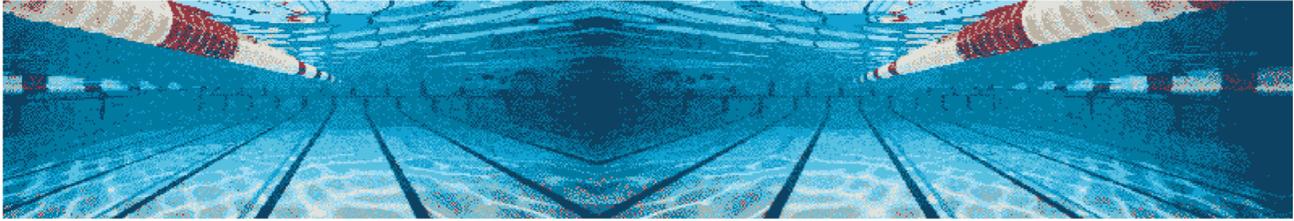
The mural is welcoming people at The Urho Saari Swim Stadium's entrance and is highly visible from every corner of the complex. The imagery visually defines the functional use of the center and gives many opportunities for family and sports teams photos.

The style of the design is a contemporary take on Art Deco with a realistic component. The concept is the timeless love of the sport of swimming and community gatherings through the decades.

The feeling of "plunging" into the fresh water is relatable to every generation that has used the facility since the inception of the swim center and will be attracting new generations to come. Our vision for the artwork is that it will be the connecting link between past, present, and future.

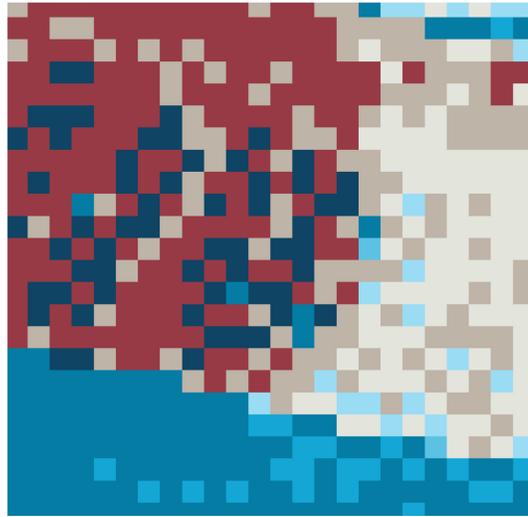
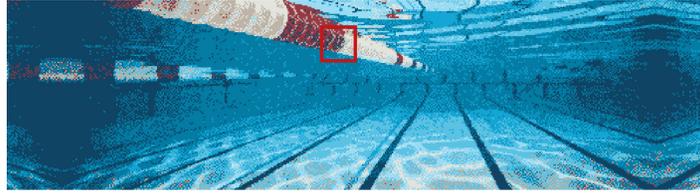


Mural Design 1 - Glass Mosaic & Size



Design 1 - Mosaic Tile Rendering

- There are multiple elements within the proposed image for Design 1. The proposed mural has a size of 98 ft 5 3/8 inches long x 5 ft 4 inches tall, approximately 542 sq ft.
 - The image is designed to create an immersive experience from each viewing angle
 - The goal of the art is to look cohesive and complement the historic architecture & background of the center
 - The mural might be subject to design revision/editing
 - The artwork will cover the entire wall designated for art. It will be produced and installed as a **Glass Mosaic**
 - Vitreous Glass is a very versatile tile material. With a color palette of hundreds of colors it lends itself to vibrant and dynamic surfaces of mosaic imagery
 - Each square glass tile will be **7/16 inches x 7/16 inches** in size. The image will have a more grid-like/pixelated look such as in the rendered photo
 - This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
 - Art will be surface mounted to walls, and will result in flat even surfaces that does not protrude more than 1/4" from walls, and will not require structural reinforcement to walls.
-



Glass Mosaic

Vibrant & Low Maintenance

- The total square footage of this option will be approximately **542 sq. ft.** Each square glass tile size will be **7/16 inches x 7/16 inches.**
- Glass mosaic tiles have a color palette of hundreds of colors that lend itself to vibrant and dynamic surfaces of mosaic imagery.
- This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
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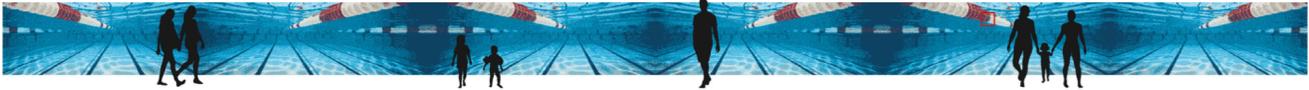
Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 1



Design 1 - Scale

The Design 1 has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.

Mural Design 2 - Proposed Art Description



Mosaic Tile Mural - Design 2

Proposed Art

This design is inspired by the underwater view of swimming pool's lanes with swimmers diving in, swimming, doing flips, etc. The imagery is balanced and inclusive in an artistic way to create an immersive large scale artwork with significant depth and rhythm.

The mural is welcoming people at The Urho Saari Swim Stadium's entrance and is highly visible from every corner of the complex. The artwork visually defines the functional use of the center and gives many opportunities for family and sports teams photos.

The style of the design is a contemporary take on Art Deco with a realistic component. The concept is the timeless love of the sport of swimming and community gatherings through the decades.

The feeling of "plunging" into the fresh water is relatable to every generation that has used the facility since the inception of the swim center and will be attracting new generations to come. Our vision for the artwork is that it will be the connecting link between past, present, and future.

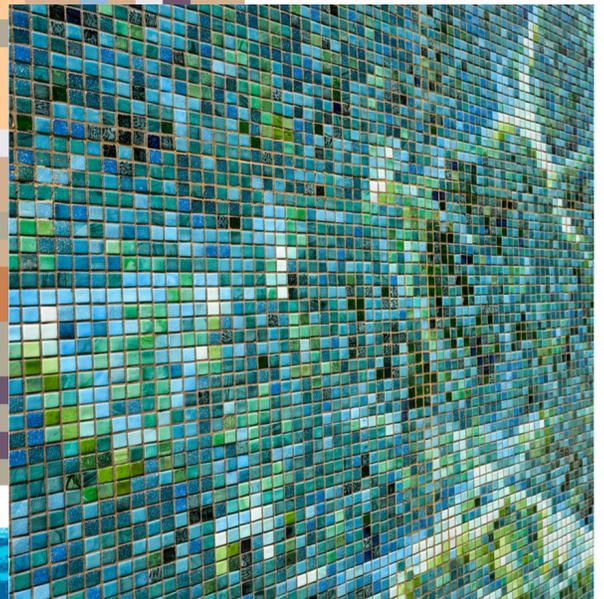
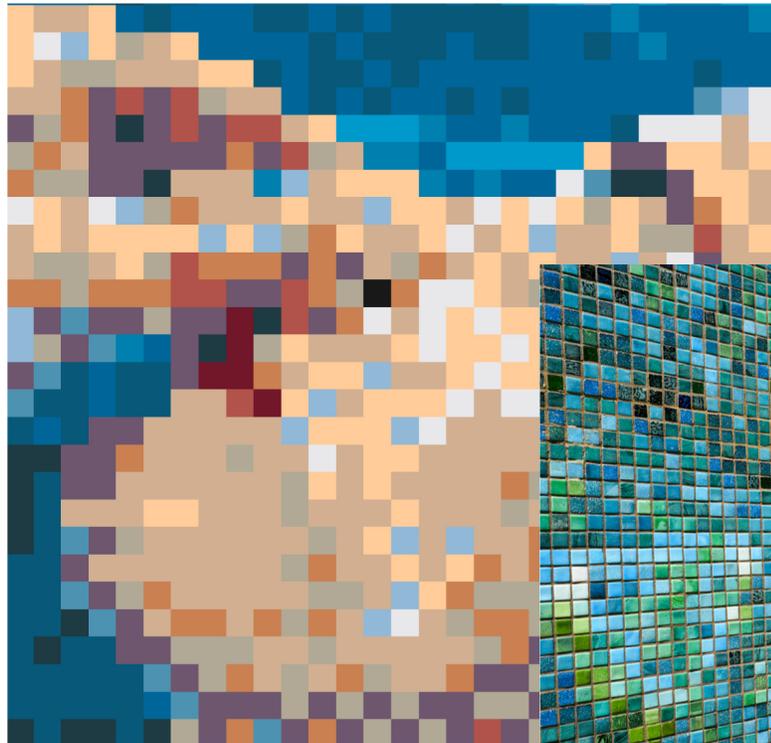




Design 2 - Mosaic Tile Rendering

Detail 3

- There are multiple elements within the proposed image for Design 2. The proposed mural has a size of 98 ft 5 3/8 inches long x 5 ft 4 inches tall, approximately 542 sq ft.
 - The image is designed to create an immersive experience from each viewing angle
 - The goal of the art is to look cohesive and complement the historic architecture & background of the center
 - The mural might be subject to design revision/editing
 - The artwork will cover the entire wall designated for art. It will be produced and installed as a **Glass Mosaic**
 - Vitreous Glass is a very versatile tile material. With a color palette of hundreds of colors it lends itself to vibrant and dynamic surfaces of mosaic imagery
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 - Art will be surface mounted to walls, and will result in flat even surfaces that does not protrude more than 1/4" from walls, and will not require structural reinforcement to walls.
-



Design 2 - Mosaic Tile Rendering

Detail 1



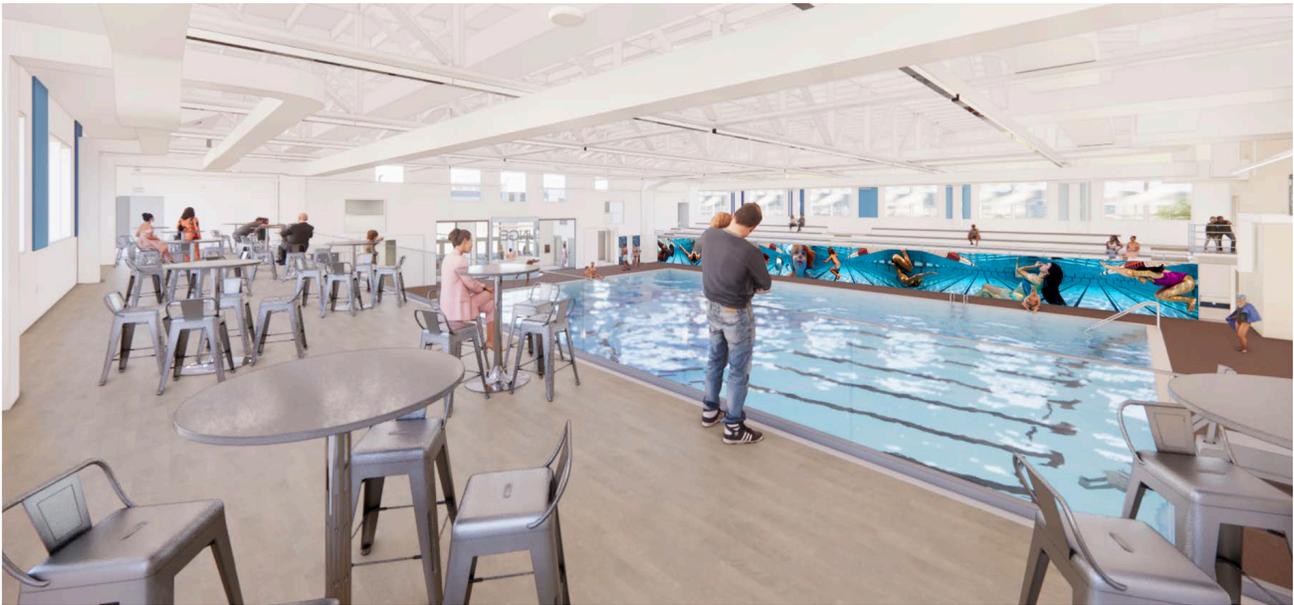
Mural Design 2 - Architectural Renderings



Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 2



Design 2 - Scale

The Design 2 has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.

Mural Design 3 - Proposed Art Description



Mosaic Tile Mural - Design 3

Proposed Art

This design is inspired by the movement of water with swimmers diving in, swimming, doing flips, etc. The imagery is balanced and inclusive in an artistic way to create an immersive large scale artwork with significant depth and rhythm.

The mural is welcoming people at The Urho Saari Swim Stadium's entrance and is highly visible from every corner of the complex. The artwork visually defines the functional use of the center and gives many opportunities for family and sports teams photos.

The style of the design is a contemporary take on Art Deco with a realistic component. The concept is the timeless love of the sport of swimming and community gatherings through the decades.

The feeling of "plunging" into the fresh water is relatable to every generation that has used the facility since the inception of the swim center and will be attracting new generations to come. Our vision for the artwork is that it will be the connecting link between past, present, and future.

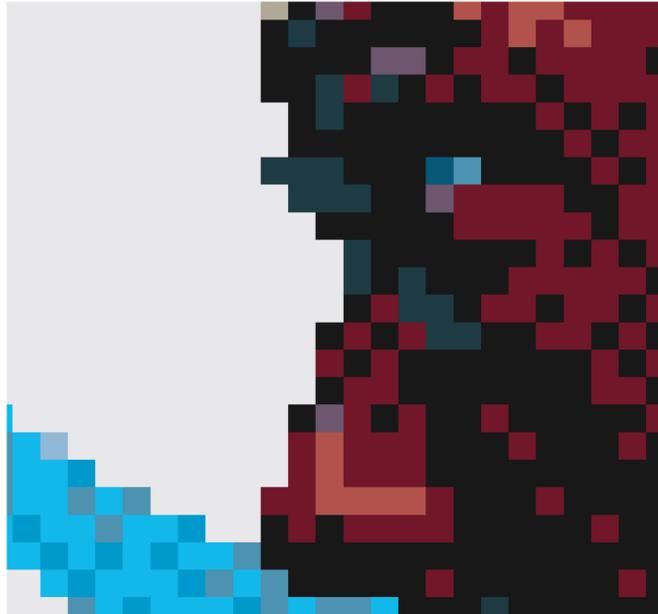
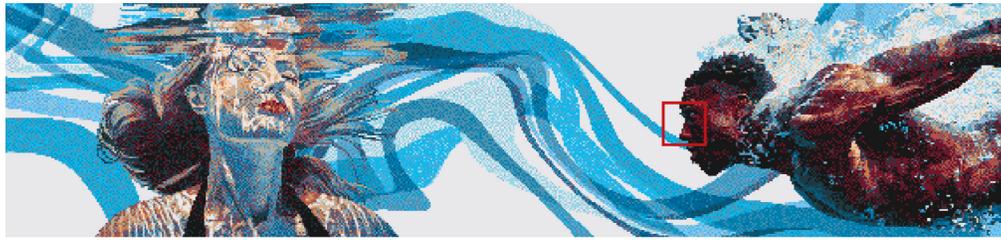




Design 3 - Mosaic Tile Rendering

Detail 4

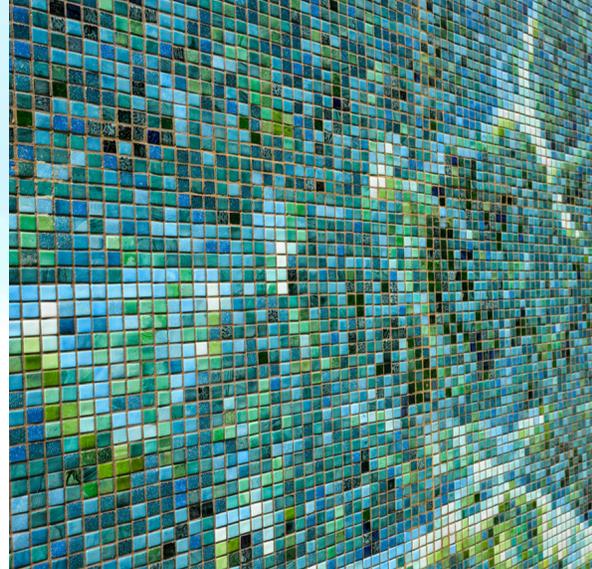
- There are multiple elements within the proposed image for Design 3. The proposed mural has a size of 98 ft 5 3/8 inches long x 5 ft 4 inches tall, approximately 542 sq ft.
 - The image is designed to create an immersive experience from each viewing angle
 - The goal of the art is to look cohesive and complement the historic architecture & background of the center
 - The mural might be subject to design revision/editing
 - The artwork will cover the entire wall designated for art. It will be produced and installed as a **Glass Mosaic**
 - Vitreous Glass is a very versatile tile material. With a color palette of hundreds of colors it lends itself to vibrant and dynamic surfaces of mosaic imagery
 - Each square glass tile will be **7/16 inches x 7/16 inches** in size. The image will have a more grid-like/pixelated look such as in the rendered photo
 - This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
 - Art will be surface mounted to walls, and will result in flat even surfaces that does not protrude more than 1/4" from walls, and will not require structural reinforcement to walls.
-



Glass Mosaic

Vibrant & Low Maintenance

- The total square footage of this option will be approximately **542 sq. ft.** Each square glass tile size will be **7/16 inches x 7/16 inches.**
- Glass mosaic tiles have a color palette of hundreds of colors that lend itself to vibrant and dynamic surfaces of mosaic imagery.
- This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
- Art will be surface mounted to walls, and will result in flat even surfaces that does not protrude more than 1/4" from walls, and will not require structural reinforcement to walls.



Mural Design 2 - Architectural Renderings



Mosaic Tile Mural - Design 3



Mosaic Tile Mural - Design 3



Mosaic Tile Mural - Design 3



Design 3 - Scale

The Design 3 has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.

Glass Mosaic

- Mosaic tiles have a color palette of hundreds of colors, and several finish options, it lends itself to vibrant and dynamic surfaces of mosaic imagery.
- This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
- Art will be surface mounted to walls, and will result in flat even surfaces that does not protrude more than 1/4" from walls, and will not require structural reinforcement to walls.
- The Production Process will be done in collaboration with a Professional Mosaic Studio
- These colors are permanent and will never fade in the sun. Each tile is a cast glass and the colors are achieved by melting pigments and minerals together.
- Mosaic installation will be done by artists or by contractor working under artists' supervision. The tiles will be set in a artistic grid design.
- Aluminum profile will be installed to frame each mural and give it a finished look
- The mural tiles will be separated by 1/16 inch thick grout in neutral gray color

Maintenance & Durability

- All proposed materials are durable and rated for outdoor use
 - Require little to no maintenance
 - Clean up can be done with mild, pH-neutral detergent cleaner and damp sponge (or similar product) to clean
 - Power wash as needed for maintenance in the long term
 - Resistant to UV sunlight, pool chemicals, salty moist air, water
 - Artists will provide basic maintenance guidelines
 - Artists offer a 15 Year Warranty on the mosaic mural
-

Working with Design Team & Community

We love to work with input from the community and client/s. We are flexible to accommodate and modify all preliminary designs while maintaining our aesthetic integrity.

We could use the proposed elements or add others and combine them in various compositions and/or locations until all parties agree on the final designs. We are able to work with various types of input and communicate throughout the entire process with all teams.

We are open to modifying the images, sizes, and locations of the murals to accommodate any potential architectural or design conflicts.

Fabrication & Studio Capacity

We have a fully equipped art studio with the capacity to produce and store large scale artwork. Vitreous glass mosaics will be designed and executed in collaboration with a reputable glass studio under artist's supervision. We will spend utmost care in selecting the exact color glass tiles to best fit the proposed images.

Once the artworks are completed and ready for installation artists will either ship or deliver them onsite and personally supervise the installation.

Preliminary Budget

Item	Price
ARTIST'S FEE <ul style="list-style-type: none"> • Research • Design Development • Drawings / Samples / Models • Fabrication / Installation Supervision 	\$12,500
ARTWORK COST <ul style="list-style-type: none"> • Materials / Consumables • Fabrication • Shipment • Assembly / Production • Labor / Craft 	\$36,750
CONSULTANTS <ul style="list-style-type: none"> • Digital Design • Photography & Documentation • Studio Assistants 	\$5,250
INSTALLATION <ul style="list-style-type: none"> • Site Preparation • Materials / Consumables • Equipment/ Scaffold Rental • On-Site Installation • Site Clean-Up 	\$53,500
MISCELLANEOUS COSTS <ul style="list-style-type: none"> • Studio Expenses • Documentation • Facility Rental • Shipping • Mural Permits 	\$4,970
INSURANCE	\$5,780
CONTINGENCY	\$6,250
TOTAL PROJECT BUDGET	\$125,000

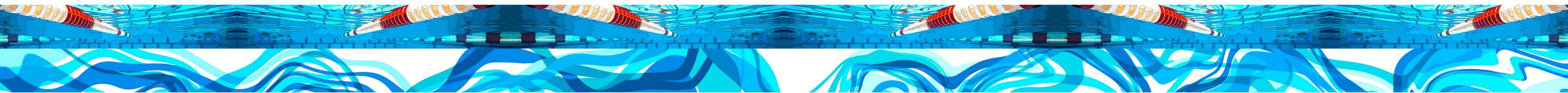
Preliminary Timeline

- We can begin working on the final designs immediately upon signing of contract
 - The design will be finalized by the end of July of 2025
 - Fabrication will begin as soon as the designs have been finalized and approved by all parties
 - Artwork will be substantially completed from August till November of 2025
 - Installation of mural will be done in December 2025 - January 2026
 - Completion of the project will be done by the 1st of February of 2026
 - We understand this is a time-sensitive project, and therefore it is critical we abide by its deadline
 - All deadlines are subject to change if any of the following occur: materials/supply shortages or delays, design drawing delays, subcontracted fabrication/installation delays
-

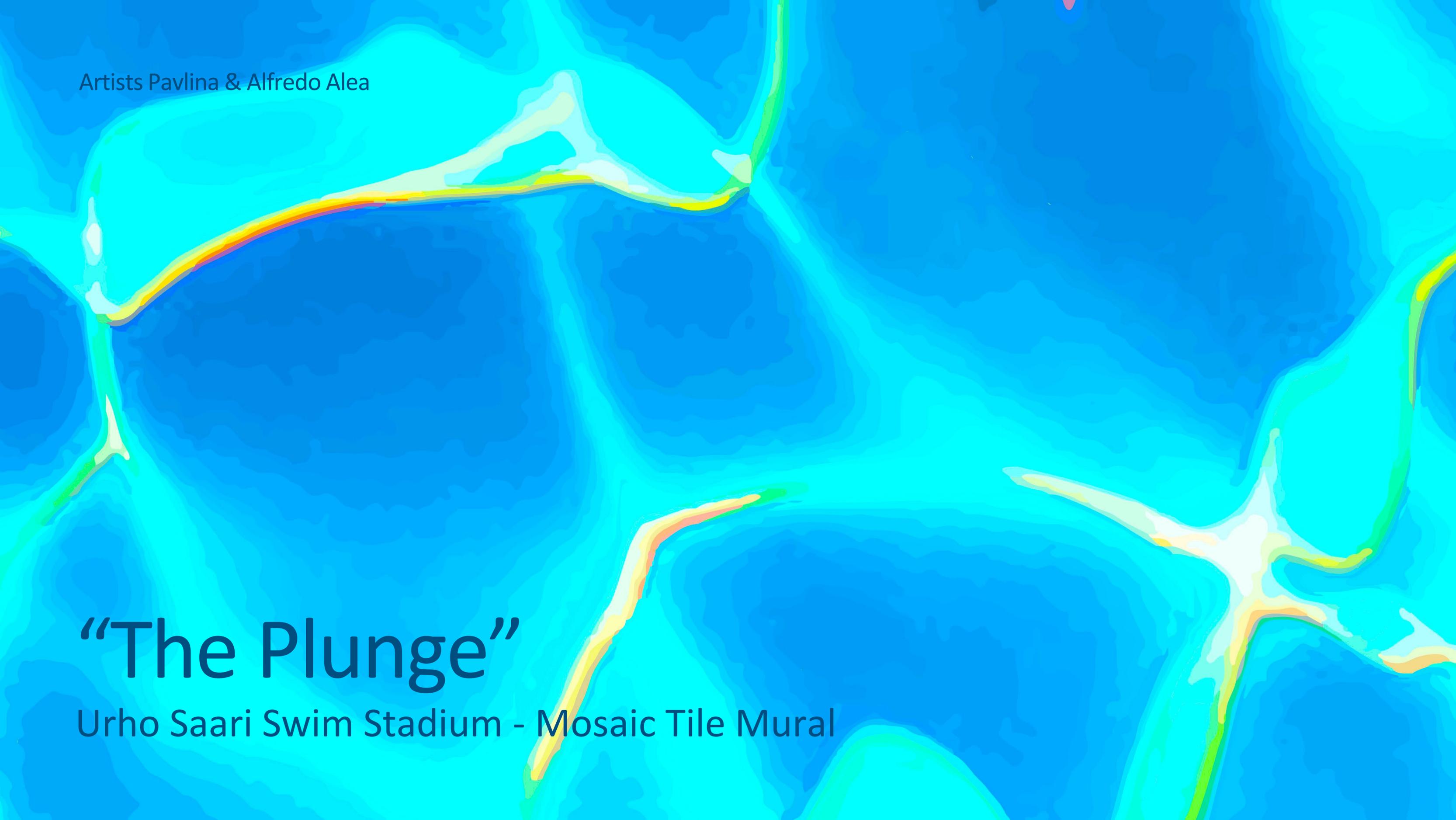


“The Plunge”

Urho Saari Swim Stadium - Mosaic Tile Mural



Artists: Pavlina & Alfredo Alea



Artists Pavlina & Alfredo Alea

“The Plunge”

Urho Saari Swim Stadium - Mosaic Tile Mural

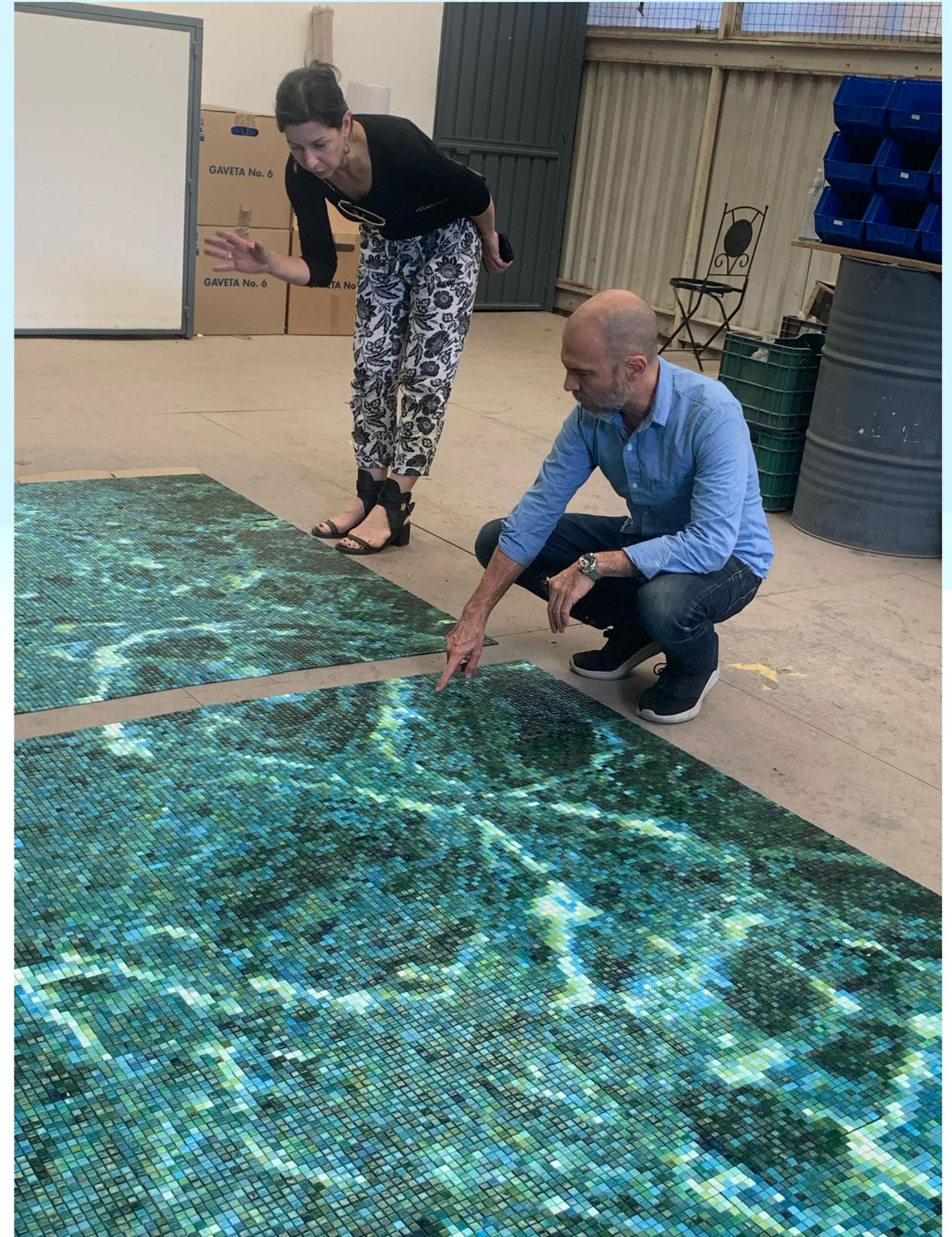
Pavlina & Alfredo

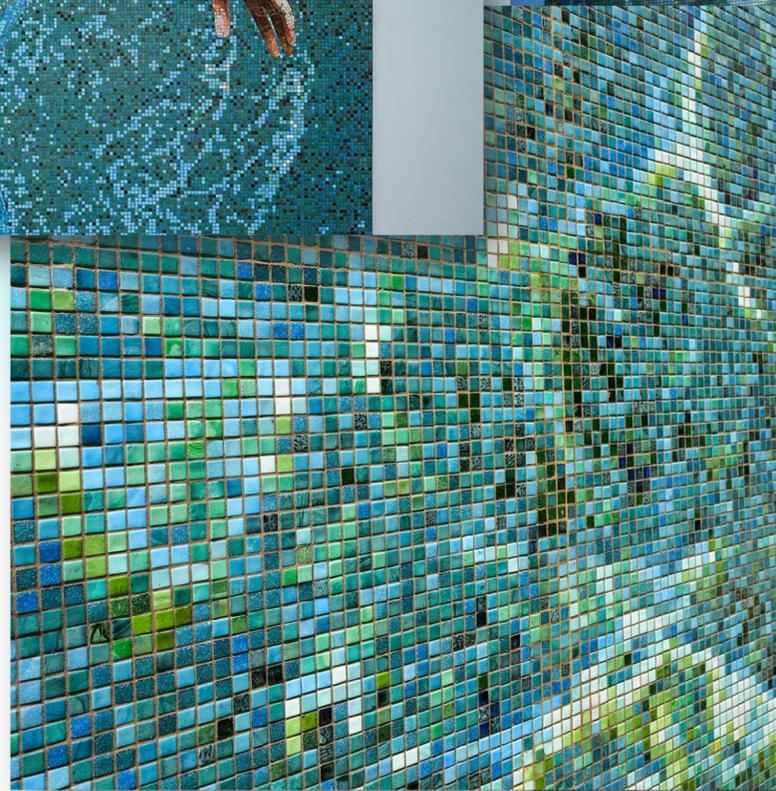
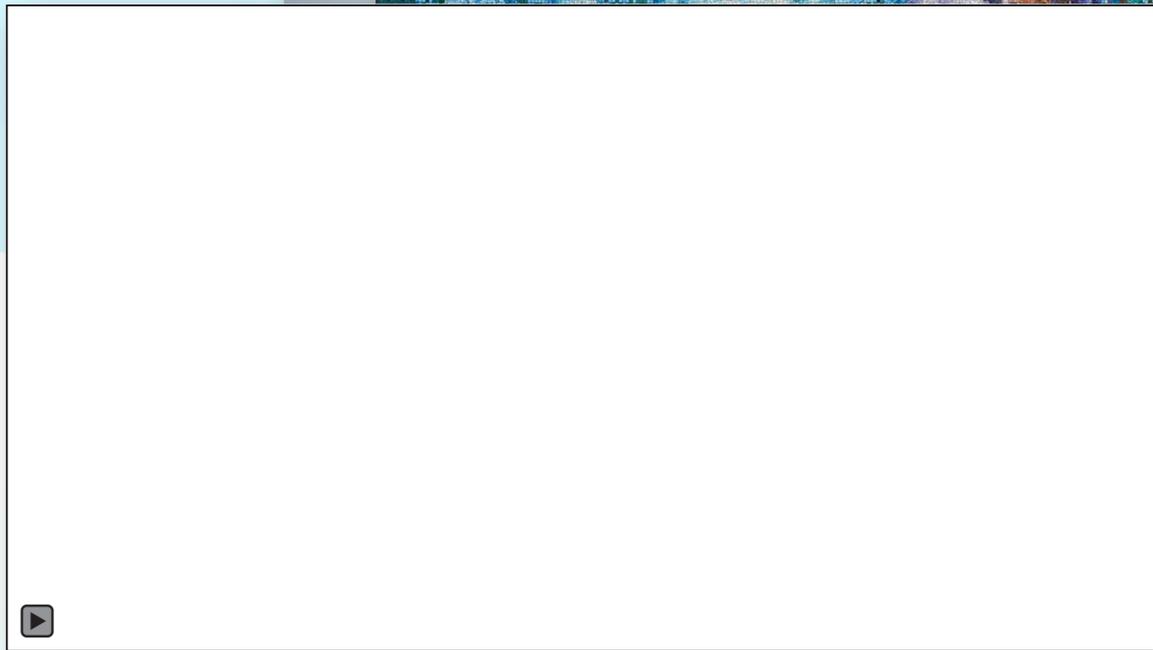
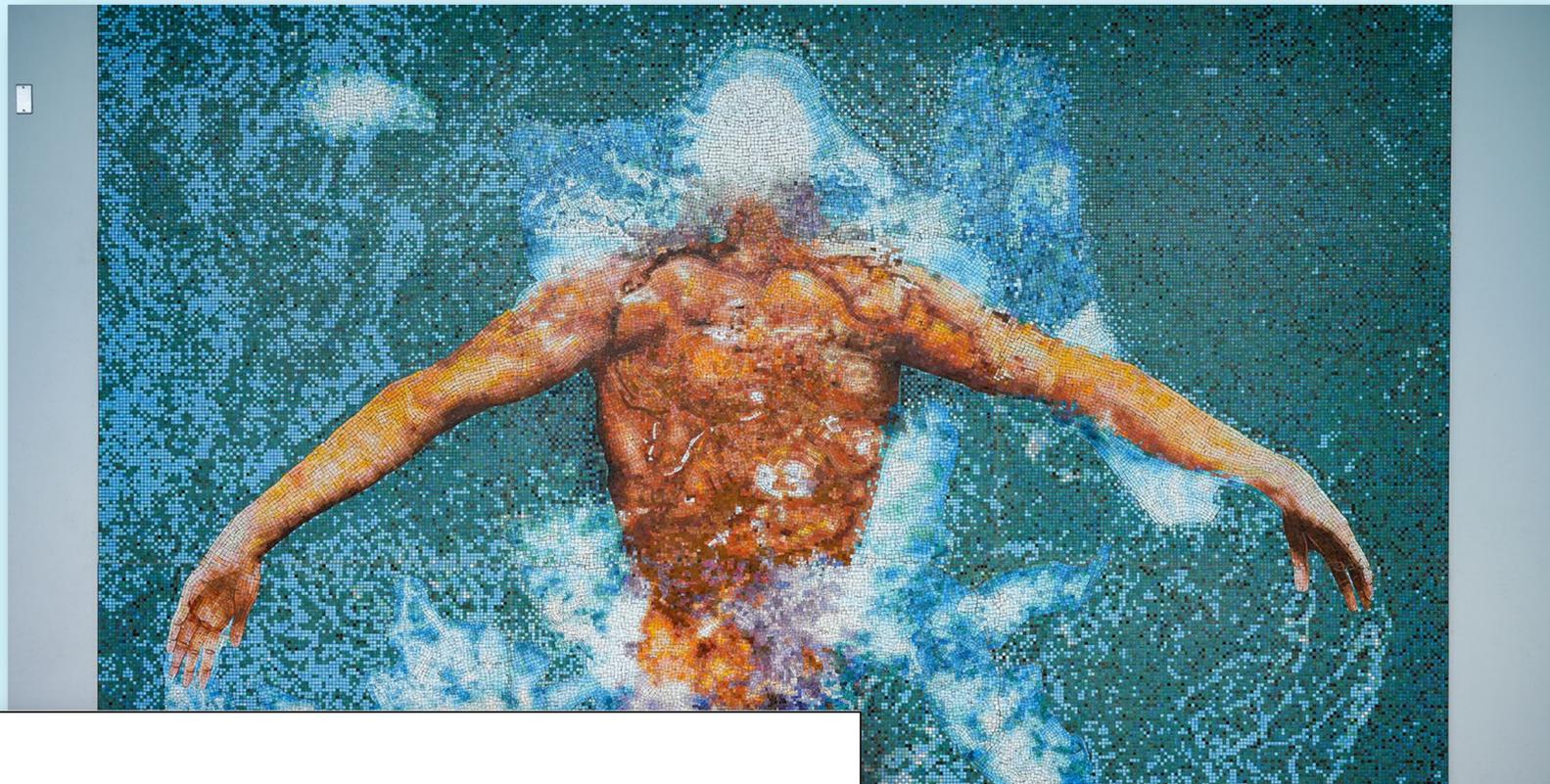
Artist Team

- We are a husband and wife artist team living and working in Atlanta, GA.

We have been in the arts for over 25 years and we met while doing the work we love. Currently, we exhibit fine art across the United States and also work on Public Art Projects together.

- We have created artistic gates, ceramic tile murals, glass mosaics, sculptures, and artistic fences of similar scope in the South Florida region. Our artworks have maintained their permanence and durability in spite of the harsh weather. We have extensive experience in a variety of media, which include outdoor durable materials in public settings and indoor controlled environments. We have worked with prominent artists in creating permanent works of art throughout the United States.





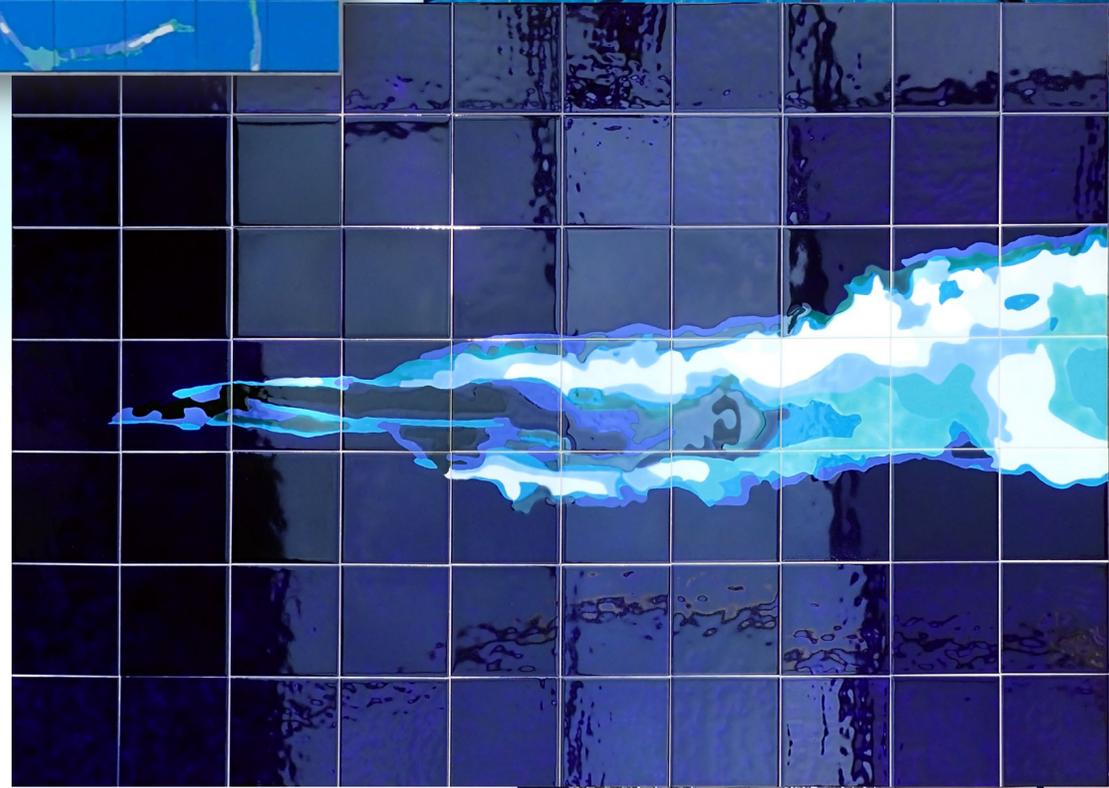
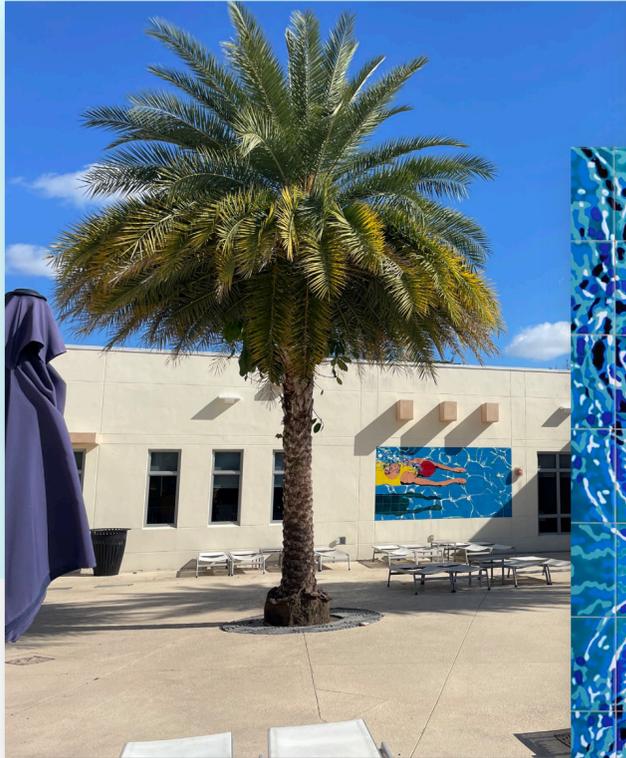
Vitreous Glass Mosaics

Shenandoah Aquatic Center



Vitreous Glass Mosaics

Shenandoah Aquatic Center



Ceramic Tile Murals

Miami Springs Aquatic Center



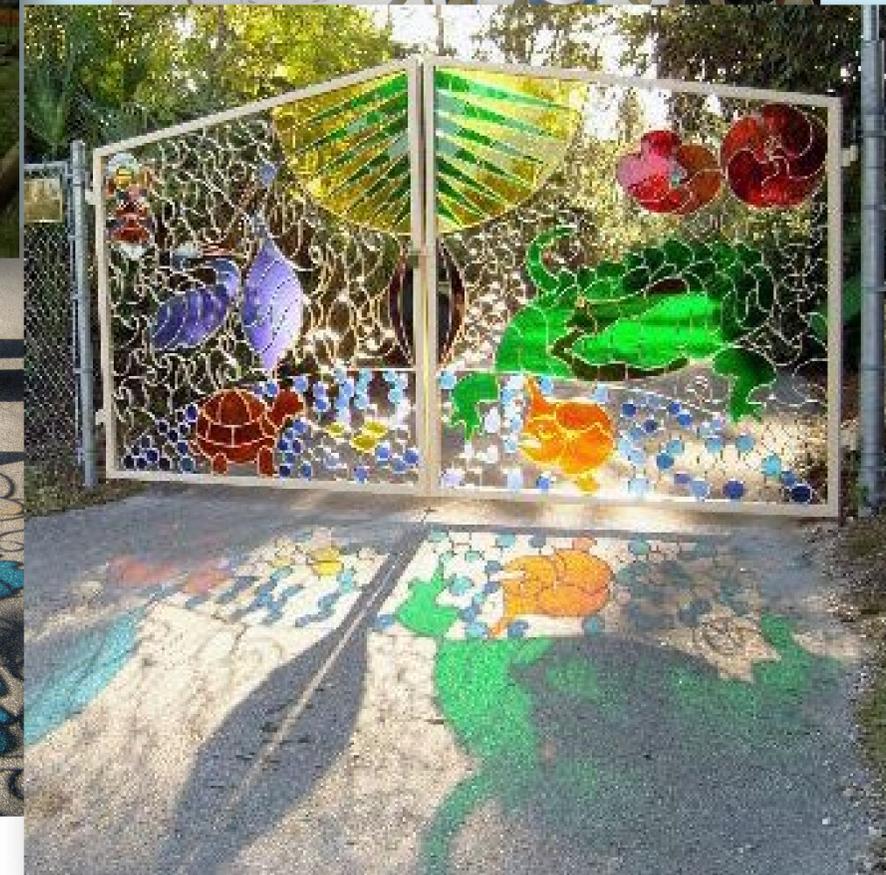
Ceramic Tile Murals
Miami Springs Aquatic Center



Ornamental Fence & Metal Sculptures

Miami Springs Aquatic Center

Private Collection, Charleston, SC



Ornamental Metal Gates with Acrylic Glass

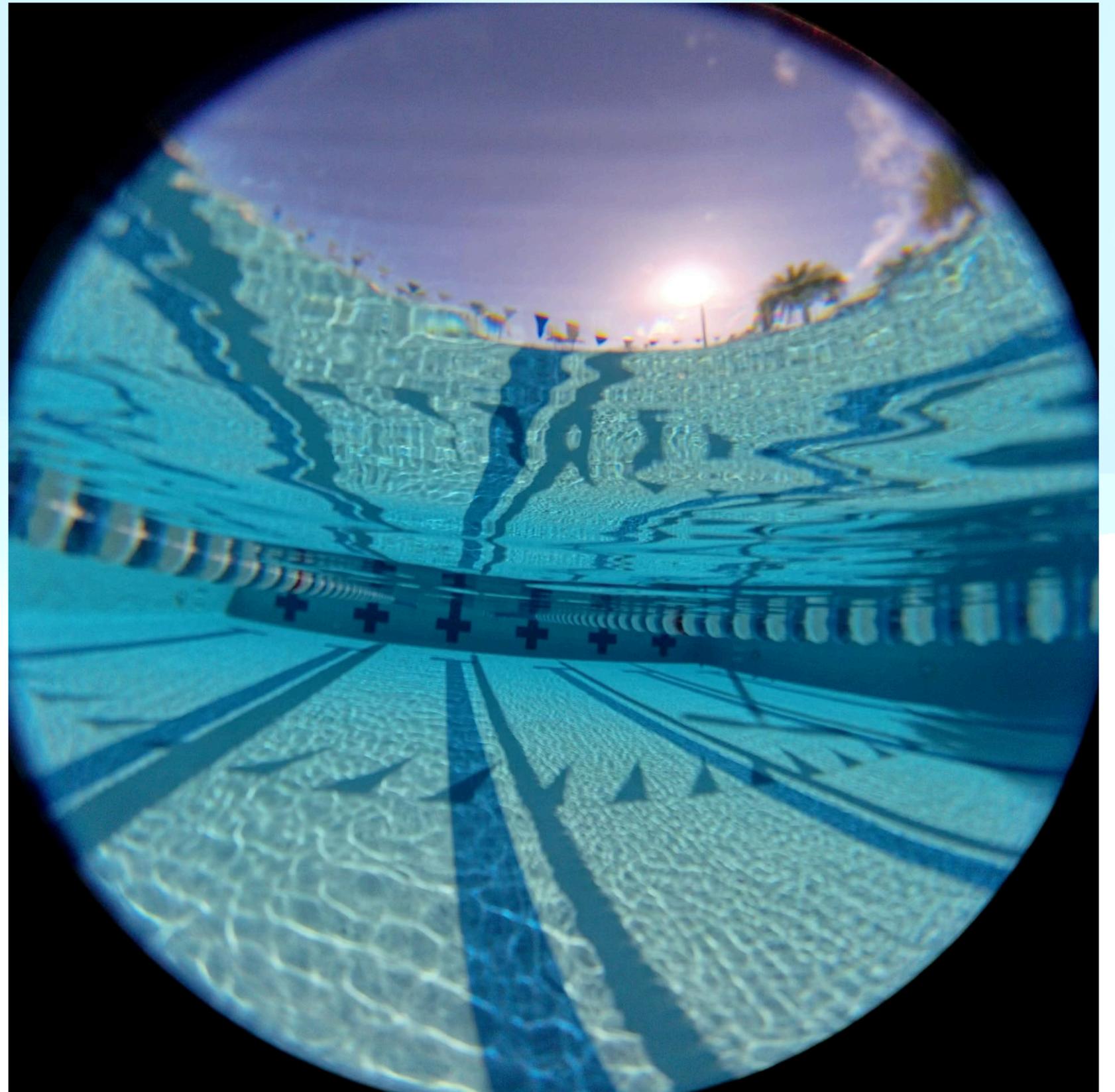
Miami Dade College Kendall Campus

Miami Dade College North Campus

“The Plunge”

Inspiration

- We took a series of underwater pool videos in search of source images and inspiration for this project
- We wanted to reflect the joyful feeling of illuminated buoyancy one gets when diving in and the amazing feeling of weightlessness
- We loved the symphony of light, the pool lanes reflected into abstract shapes, and the play of light shapes on the bottom of the pool





Conceptual Design Proposal

We have created three mural designs to choose from for the Plunge mosaic tile mural. We are proposing unique images that have been designed with the intent to complement the historic background and architecture of the water facility without overwhelming the viewer.

Our compositions have created a visual rhythm leading the eye from one space to another. The mural will be integrated seamlessly offering a variety of underwater perspectives from every corner of the complex.

The result will be a conceptually and visually related large scale artwork that visitors will get to experience from distance and up close as they are entering the complex.

Our artworks are inspired by the movement, colors, and transparency of water as well as the dynamism of swimming. We also drew inspiration from the architectural aesthetic of The Urho Saari Swim Stadium and referenced the historic art deco style of the facility into the murals.

Our goal is to create a visually and texturally unique immersive experience that will transform the swim center into a neighborhood landmark and destination for community sports and gatherings.

If selected, we plan to possibly incorporate images of local community swimmers and residents. We'd like the idea of referencing portraiture of real local people in our project.

Mural Designs

Inspiration

- The inspiration for the murals are the lively recreational and competitive aquatic activities in the complex. We wanted to create motivational and fun images that will attract people to the sport of swimming
- The mural will provide a visual inspiration for all age groups and will promote enhanced physical and mental wellbeing, as well as community connection
- The artwork will have a glossy finish and vivid colors that will complement the facility's architectural style and scale
- With these images, we are promoting a healthy life-style in the El Segundo community
- We want to create an immersive and unique visual experience for all visitors
- If selected, we will attempt to schedule photographic sessions with local swimmers/residents and integrate actual swimmer images into our murals
- Images might be modified to accommodate any potential architectural or design conflicts



Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 2

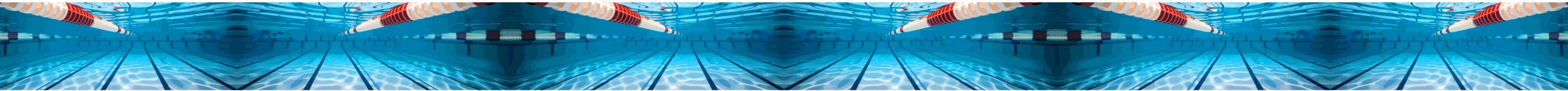


Mosaic Tile Mural - Design 3



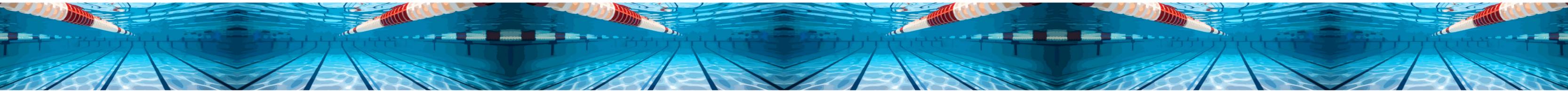
Mosaic Tile Mural - Design 1

Proposed Art



Mosaic Tile Mural - Design 1

Proposed Art



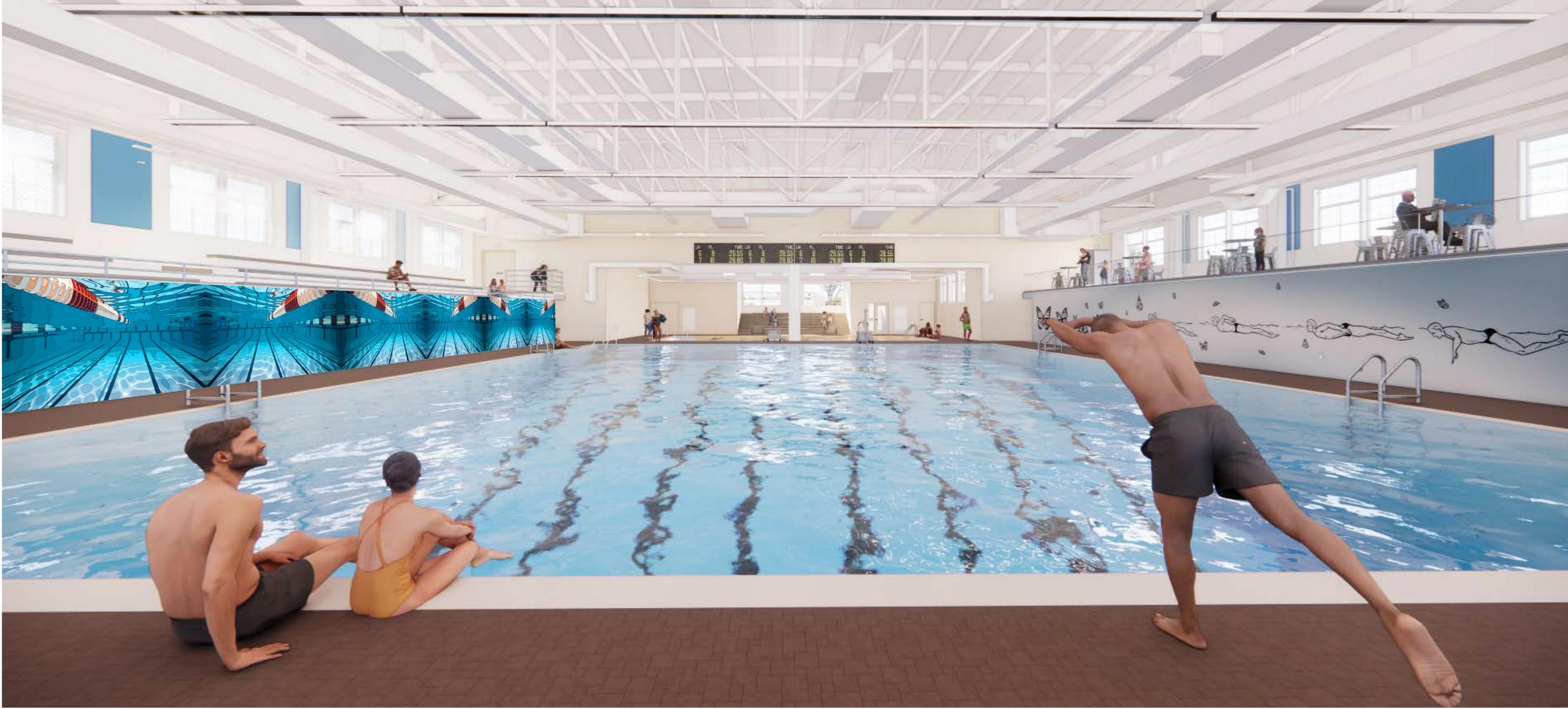
Mosaic Tile Mural - Design 1

This design is inspired by the underwater view of swimming pool's lanes. The imagery is repeated and reflected in an artistic way to create an immersive large scale artwork with significant depth.

The mural is welcoming people at The Urho Saari Swim Stadium's entrance and is highly visible from every corner of the complex. The imagery visually defines the functional use of the center and gives many opportunities for family and sports teams photos.

The style of the design is a contemporary take on Art Deco with a realistic component. Our concept is the timeless love of the sport of swimming and community gatherings through the decades.

The feeling of "plunging" into the fresh water is relatable to every generation that has used the facility since the inception of the swim center and will be attracting new generations to come. Our vision for the artwork is that it will be the connecting link between past, present, and future.



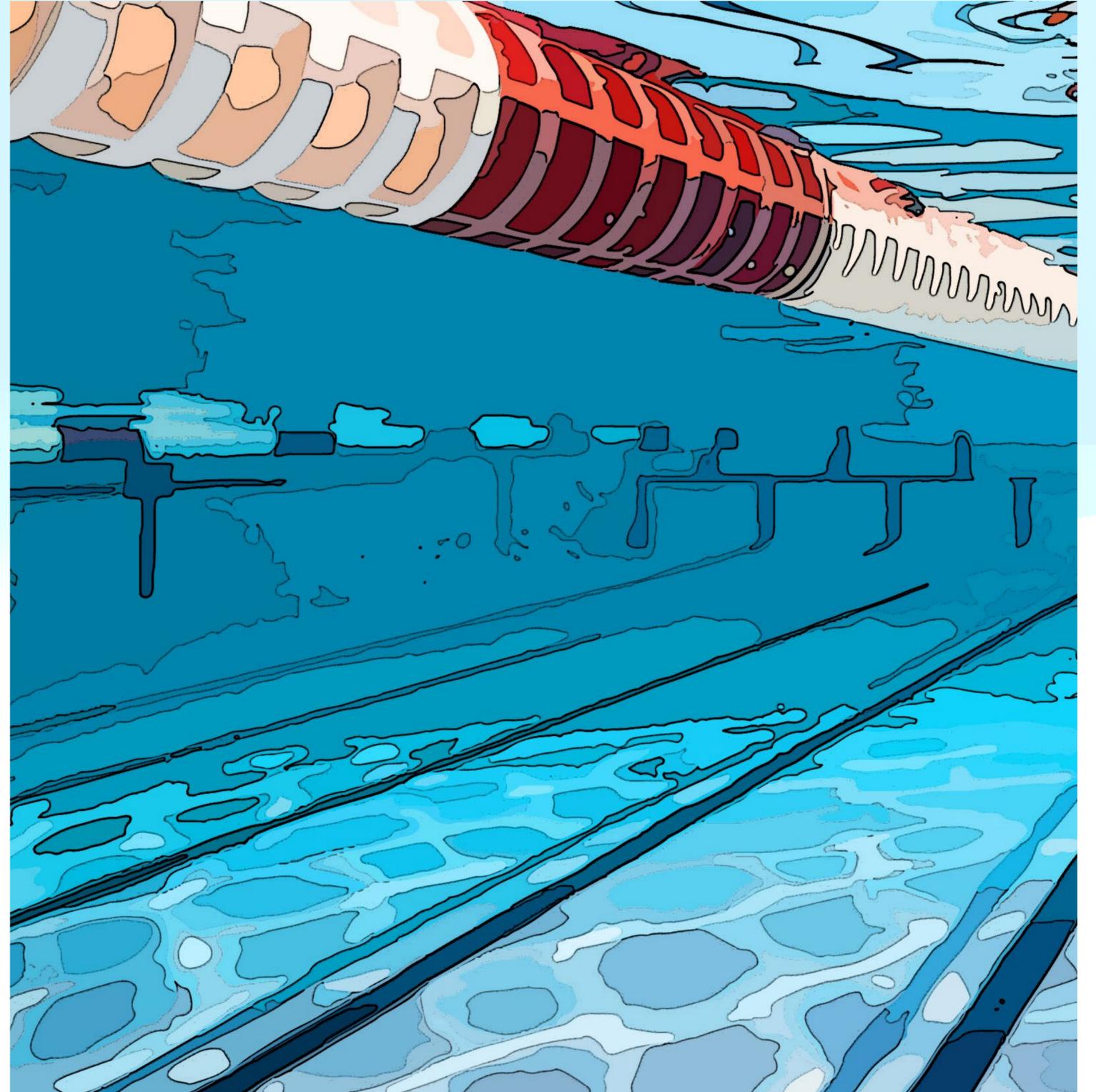
Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 1

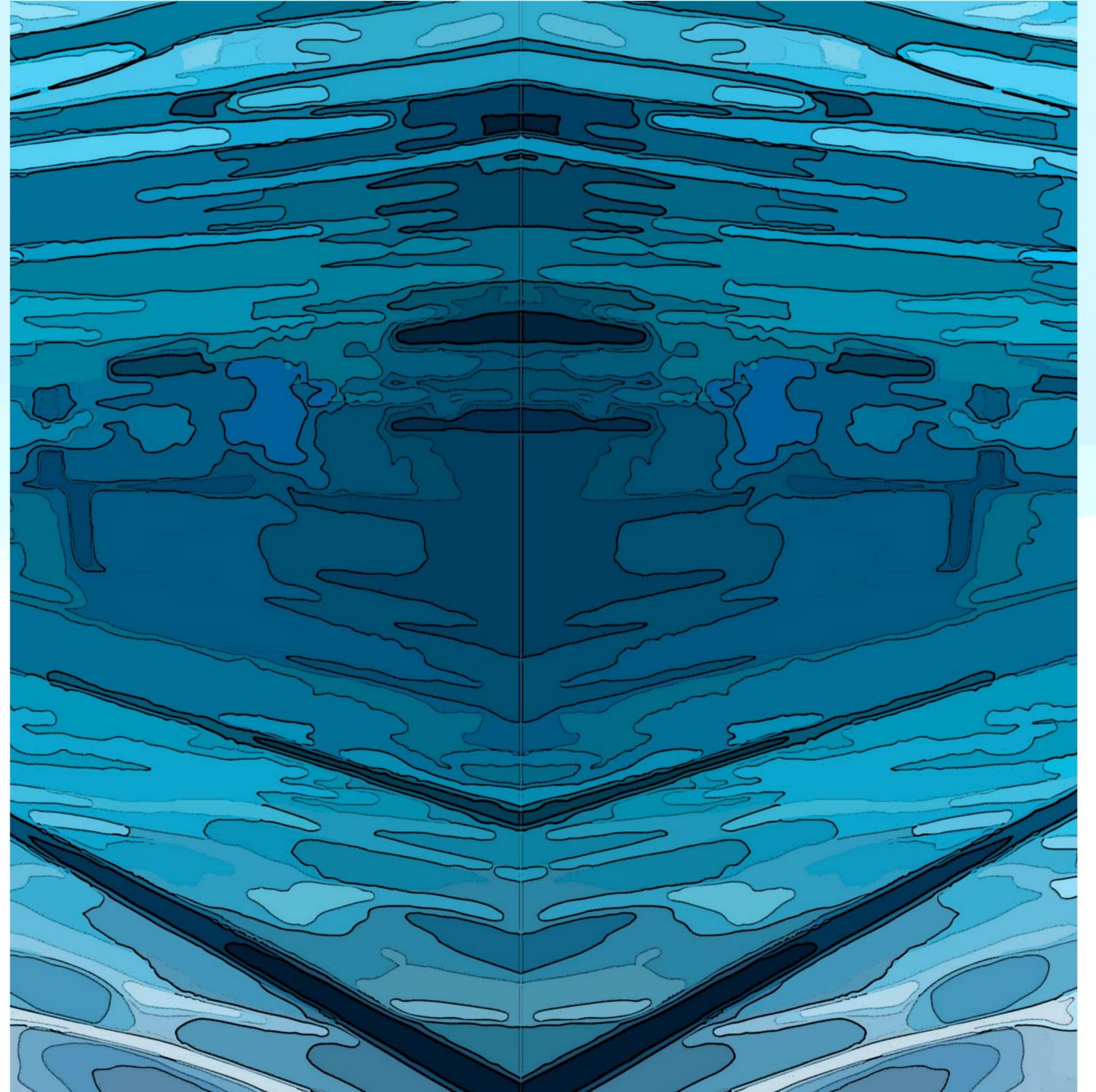
Mural Design 1

Detail 1



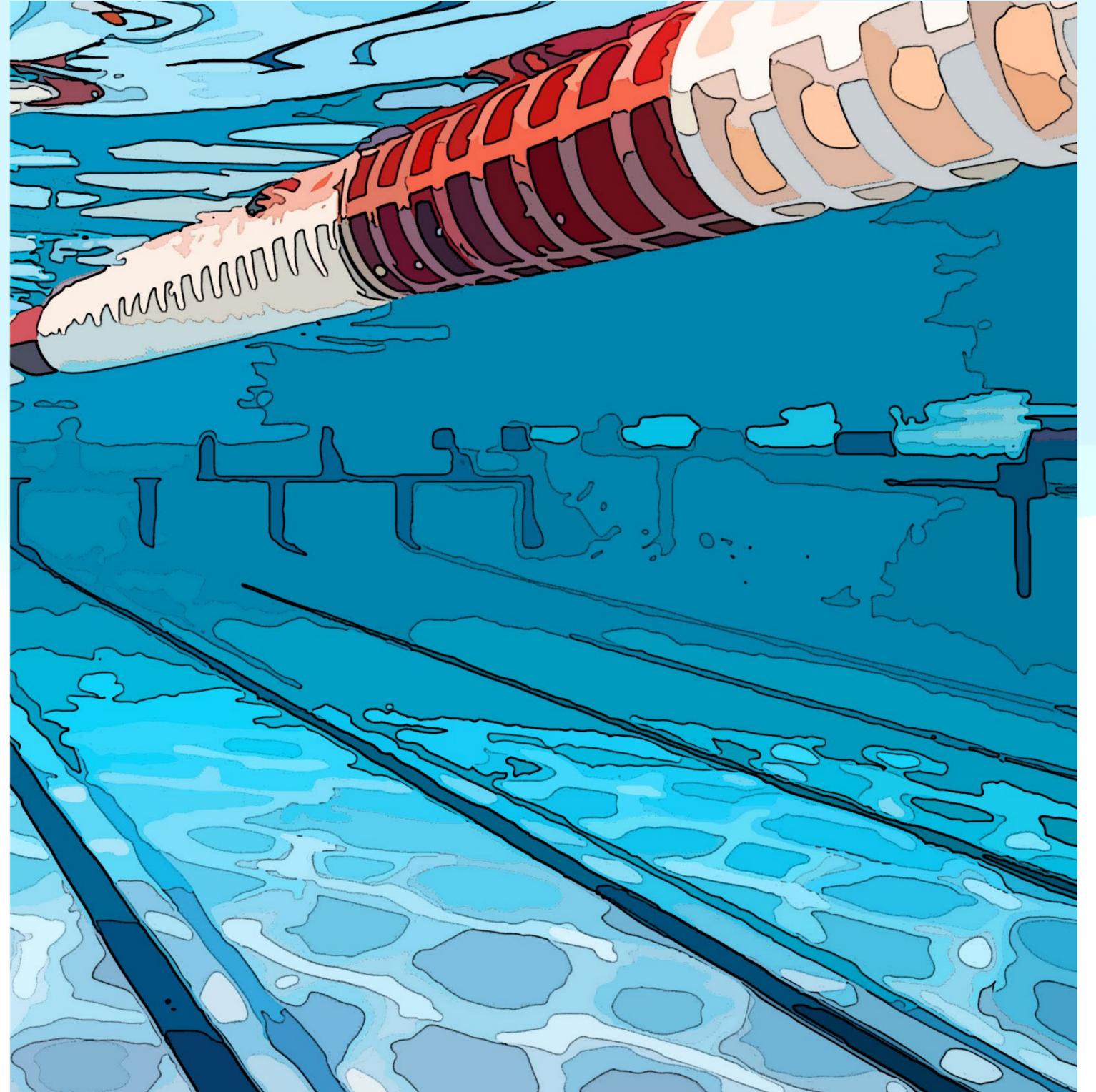
Mural Design 1

Detail 2



Mural Design 1

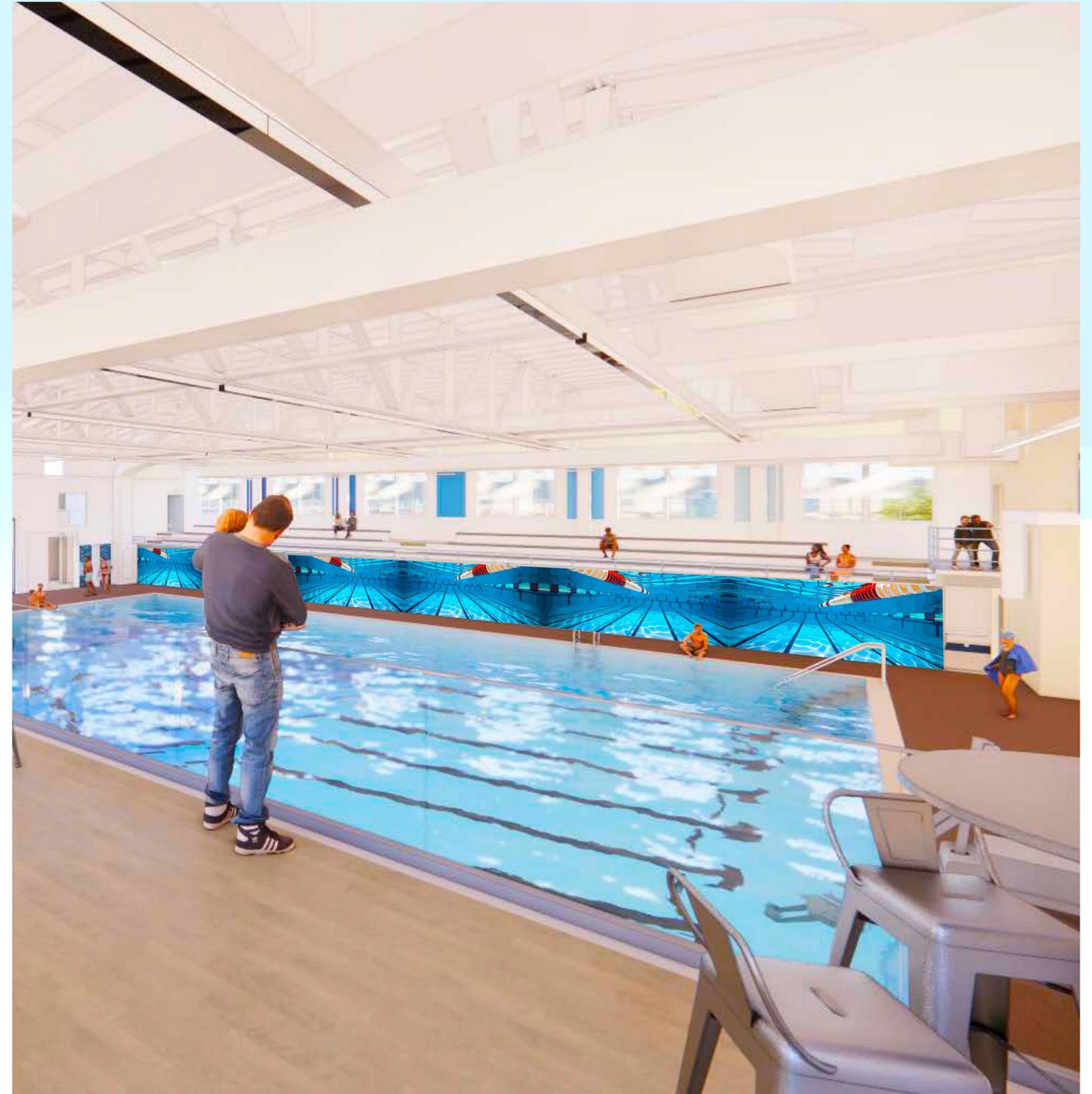
Detail 3

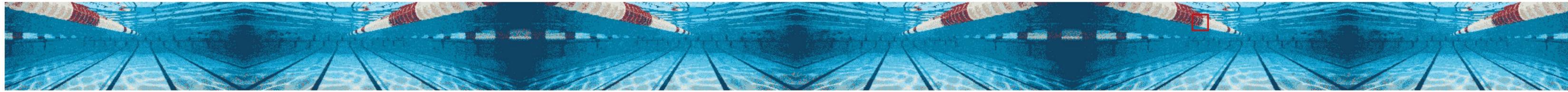


Design 1

Mural Size

- There are multiple elements within the proposed image for Design 1. The overall size is 5 ft 4 inches tall by 98 ft 5 3/8 inches wide
- The total square footage of the mosaic tile mural is approximately 542 sq ft
- The image is designed to create an immersive experience from each viewing angle
- The goal of the art is to look cohesive and complement the historic architecture & background of the center
- The mural might be subject to design revision/editing





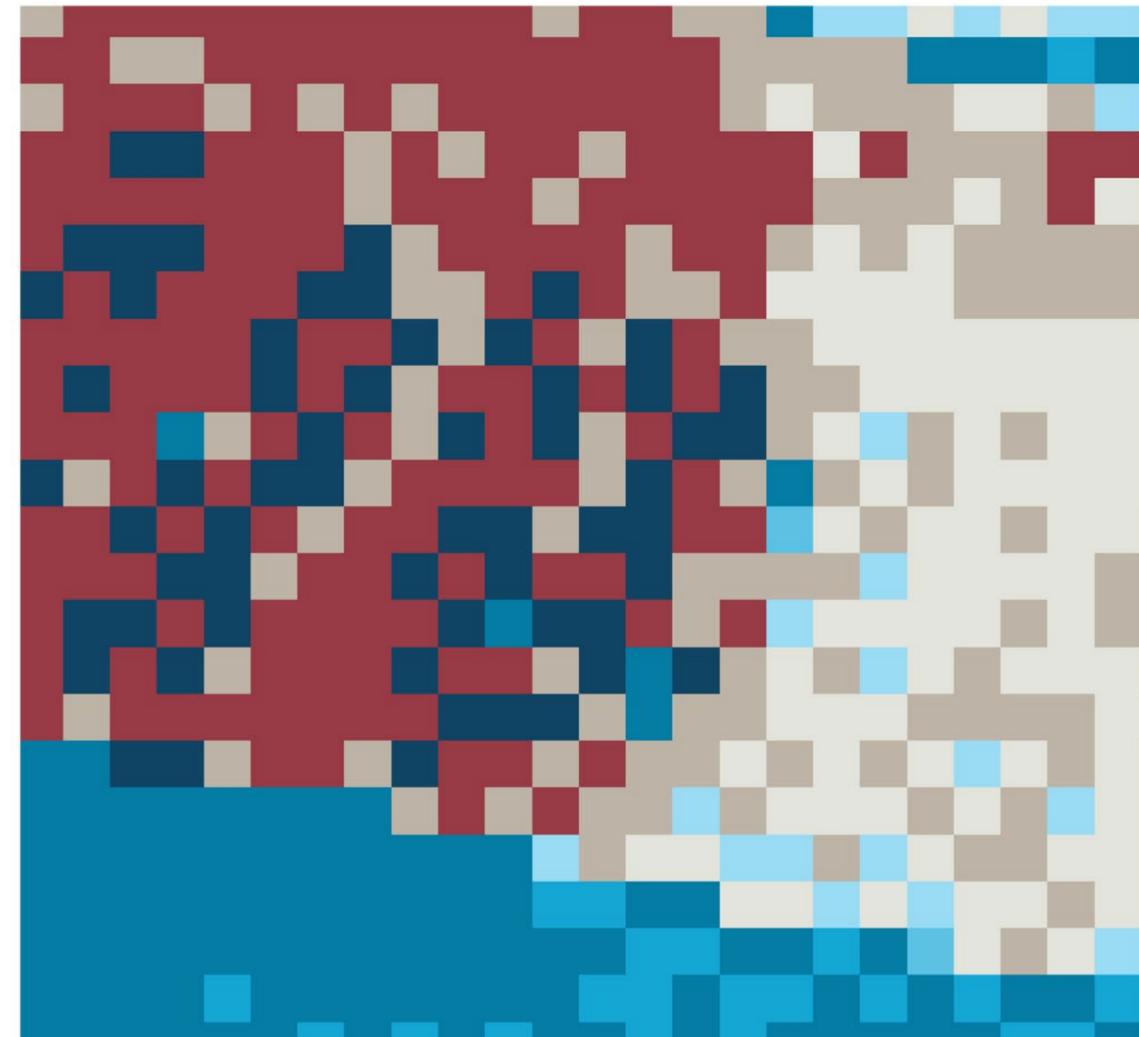
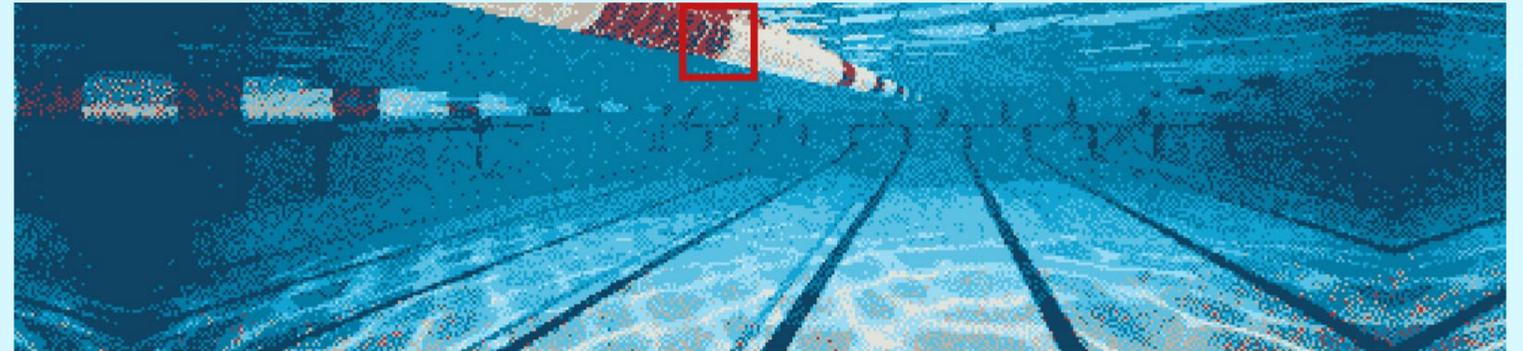
Design 1 - Mosaic Tile Rendering

Proposed Art

Design 1

Glass Mosaic Tiles

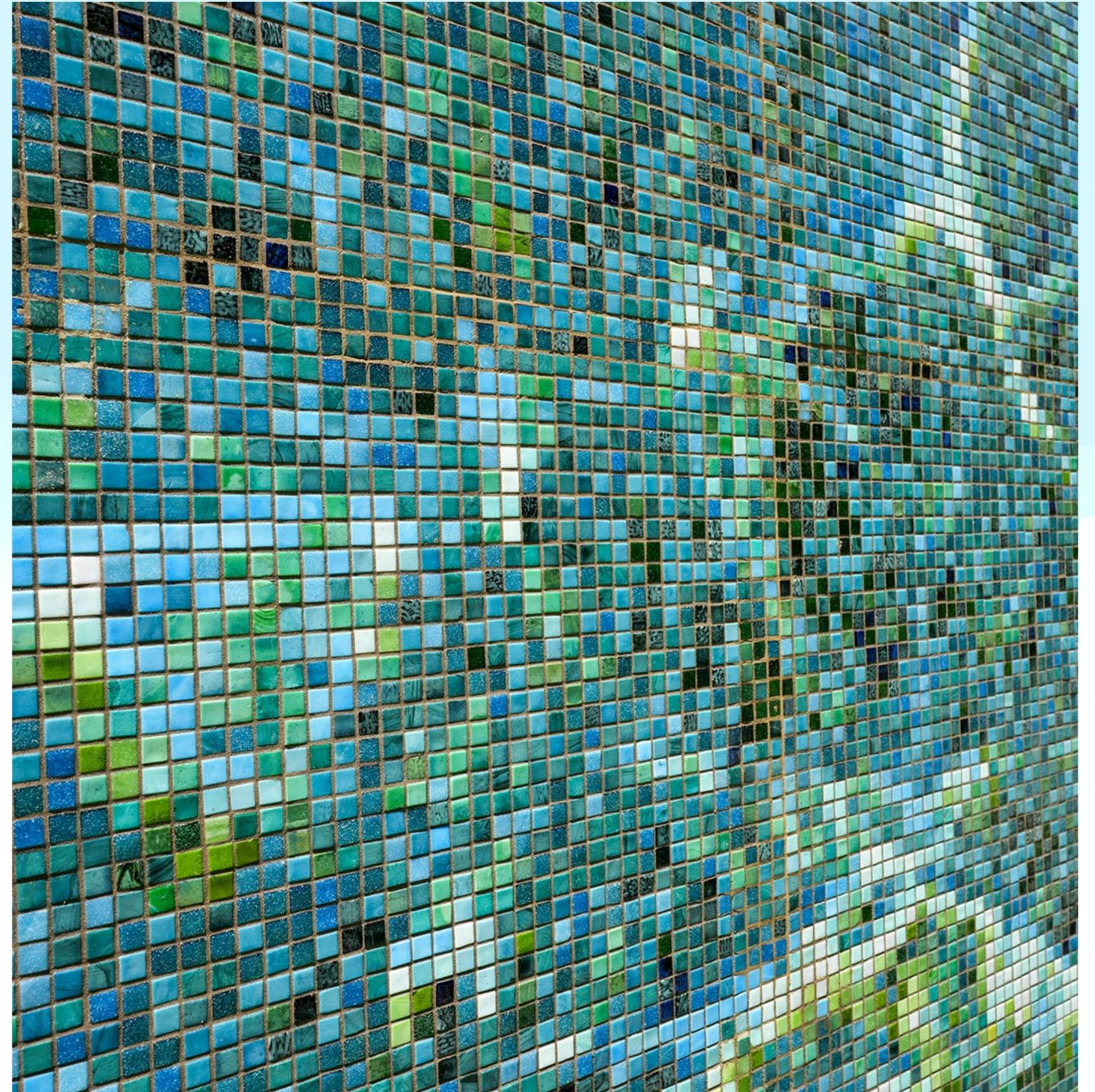
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- Vitreous Glass is a very versatile tile material. With a color palette of hundreds of colors it lends itself to vibrant and dynamic surfaces of mosaic imagery
- Each square glass tile will be **7/16 inches x 7/16 inches** in size. The image will have a more grid-like/pixelated look such as in the rendered photo

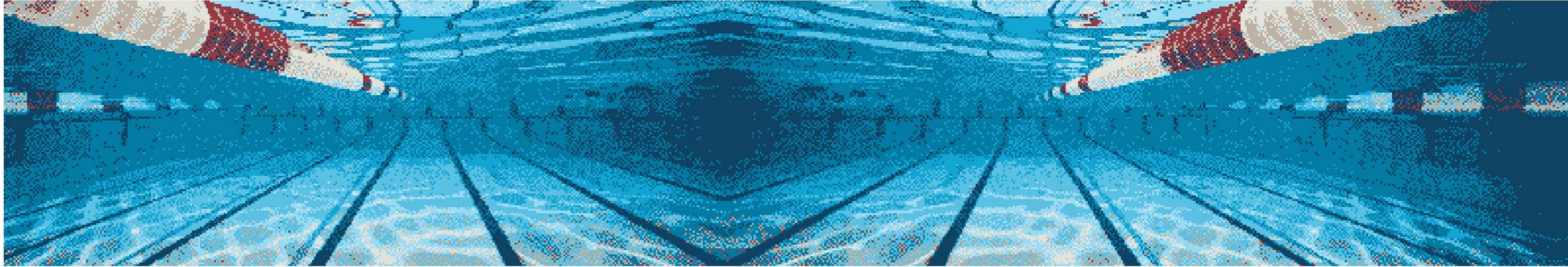


Glass Mosaic

Vibrant & Low Maintenance

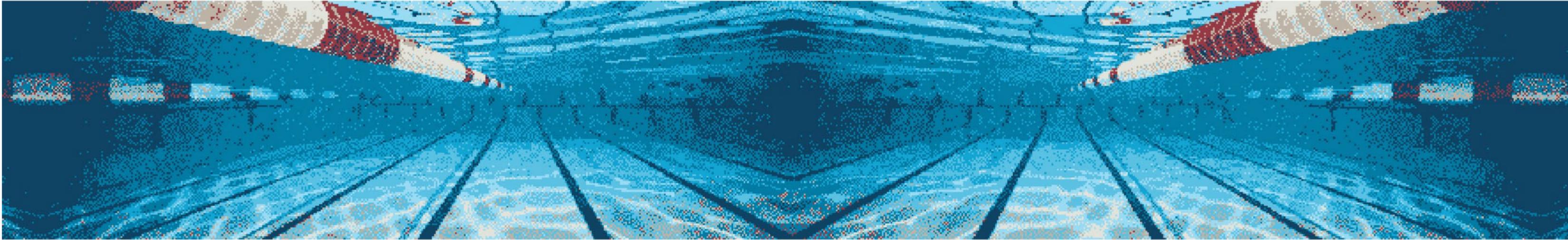
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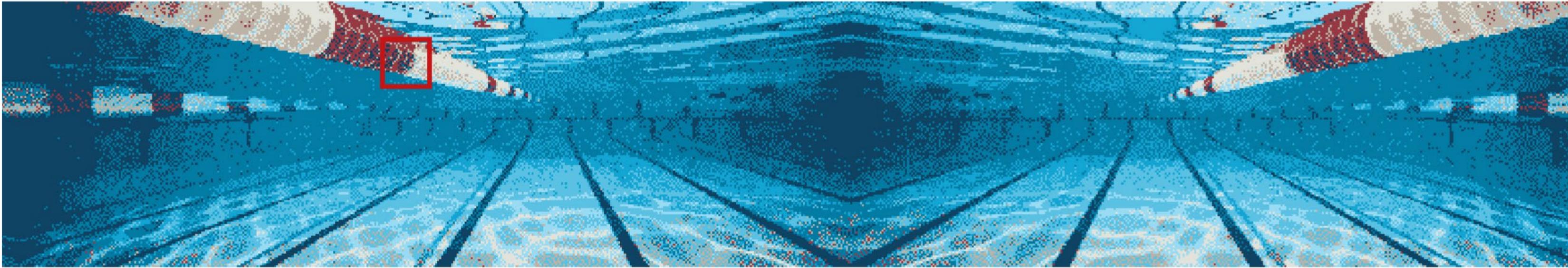
Design 1 - Mosaic Tile Rendering

Detail 1



Design 1 - Mosaic Tile Rendering

Detail 2



Design 1 - Mosaic Tile Rendering

Detail 3



Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 1



Design 1 - Scale

The Design 1 has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.



Mosaic Tile Mural - Design 2

Proposed Art



Mosaic Tile Mural - Design 2

Proposed Art



Mosaic Tile Mural - Design 2

This design is inspired by the underwater view of swimming pool's lanes with swimmers diving in, swimming, doing flips, etc. The imagery is balanced and inclusive in an artistic way to create an immersive large scale artwork with significant depth and rhythm.

The mural is welcoming people at The Urho Saari Swim Stadium's entrance and is highly visible from every corner of the complex. The artwork visually defines the functional use of the center and gives many opportunities for family and sports teams photos.

The style of the design is a contemporary take on Art Deco with a realistic component. Our concept is the timeless love of the sport of swimming and community gatherings through the decades.

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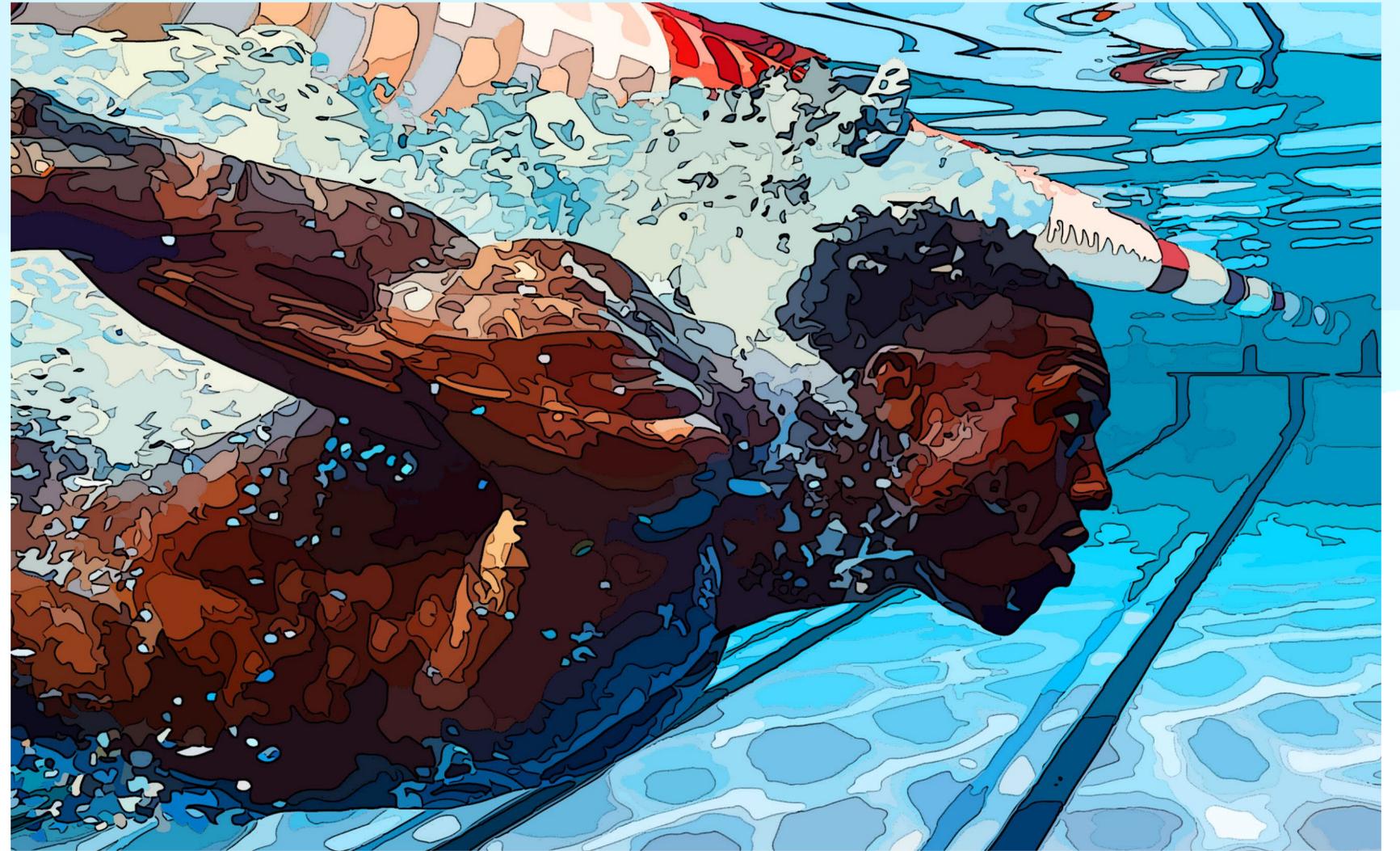
Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 2

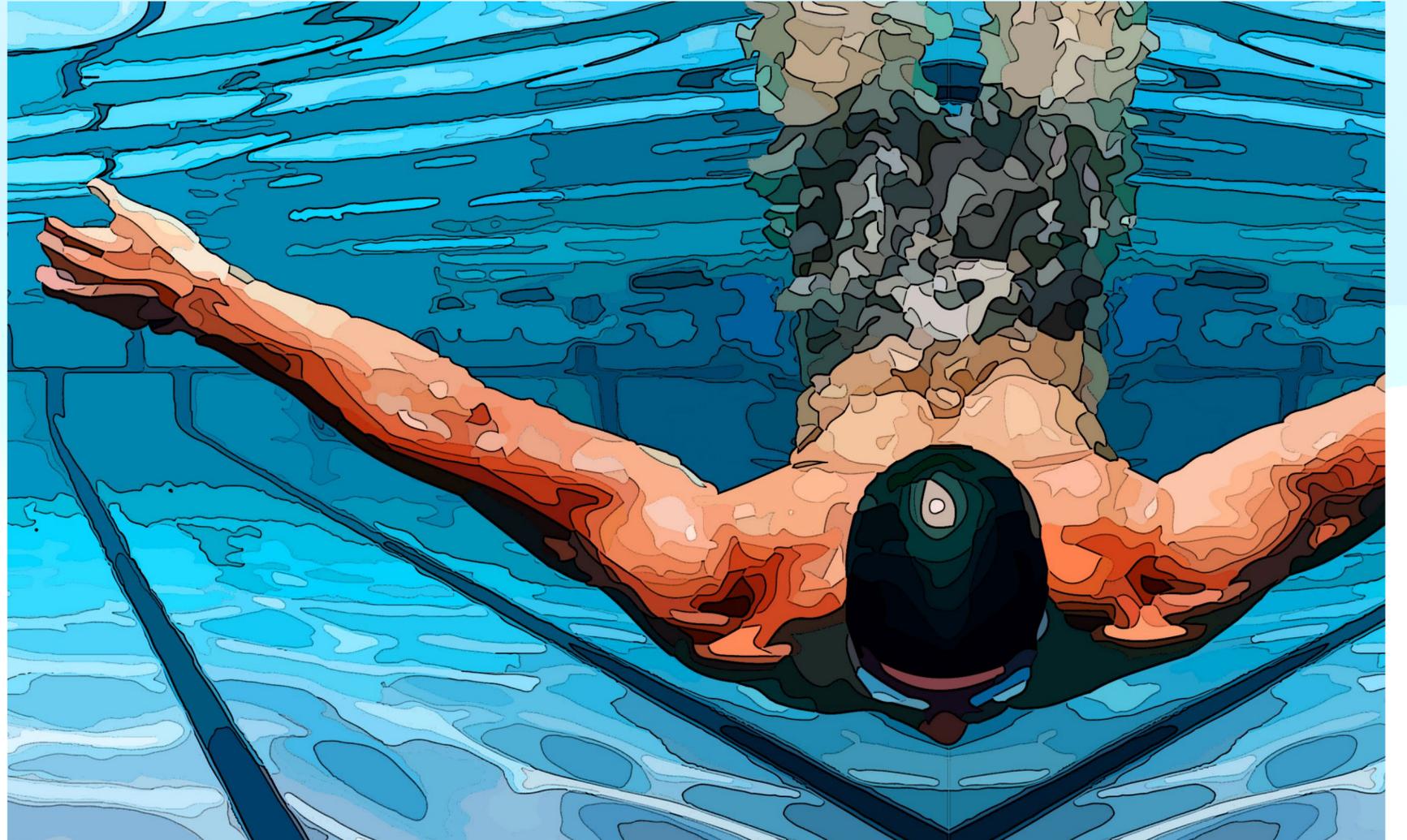
Mural Design 2

Detail 1



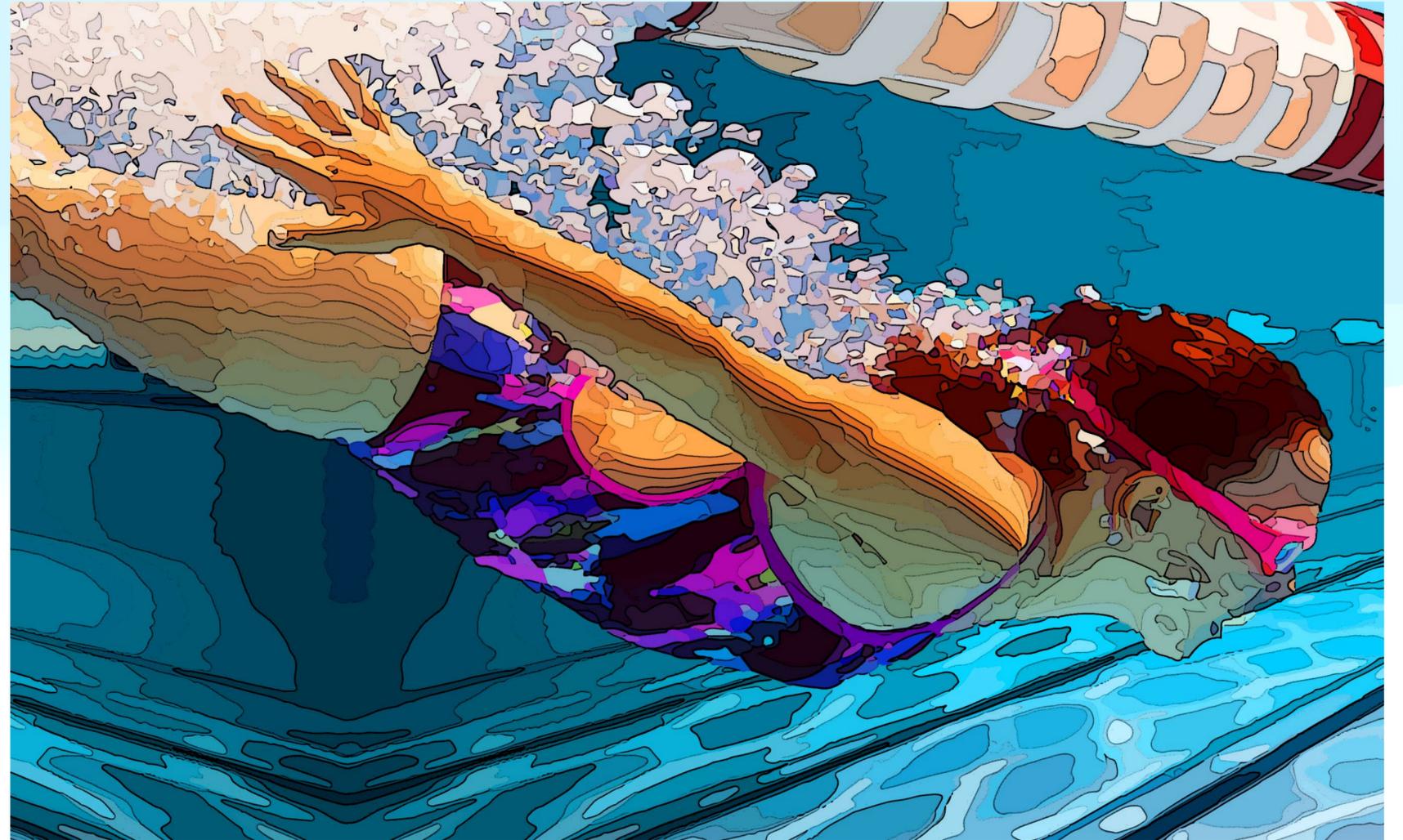
Mural Design 2

Detail 2



Mural Design 2

Detail 3



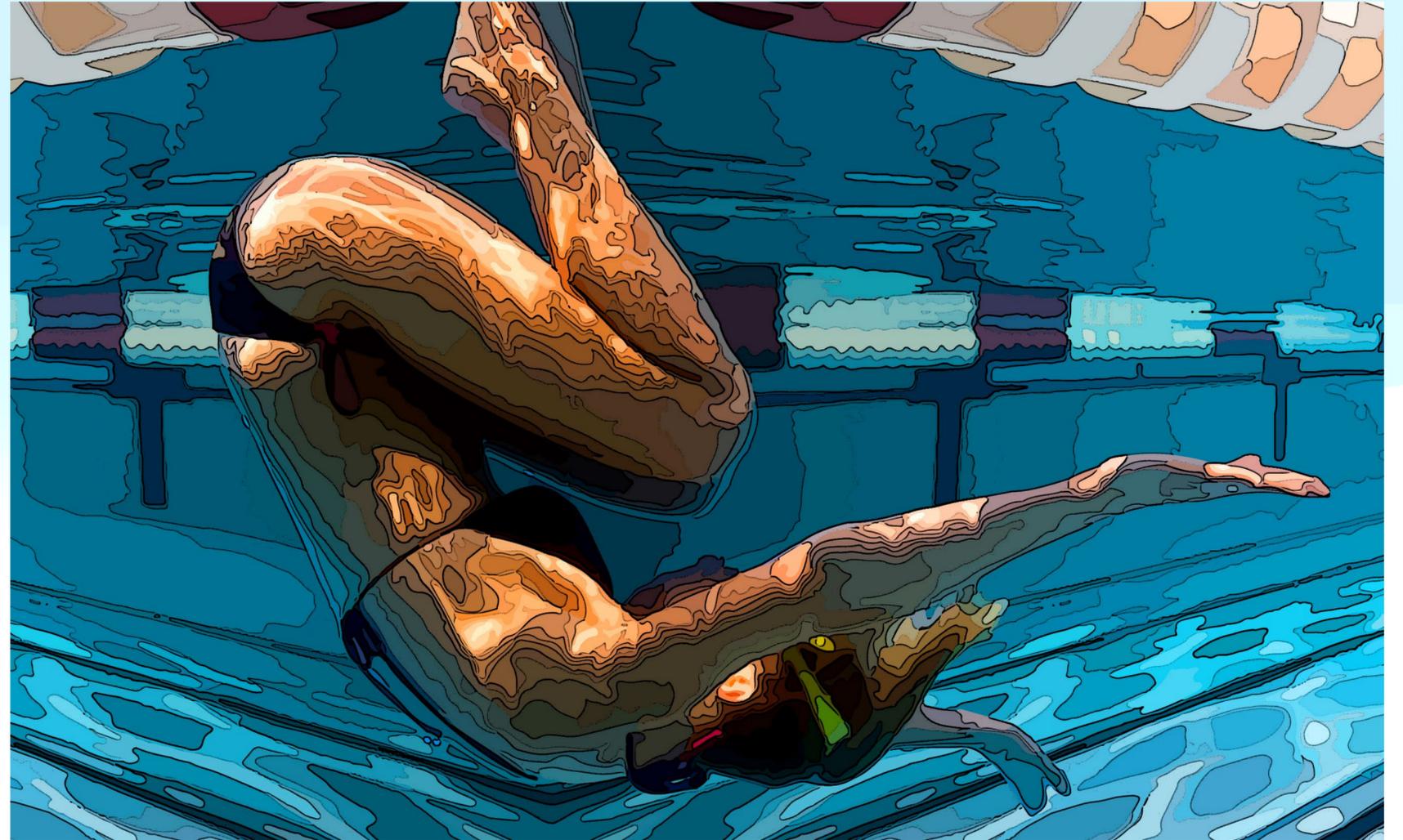
Mural Design 2

Detail 4



Mural Design 2

Detail 5



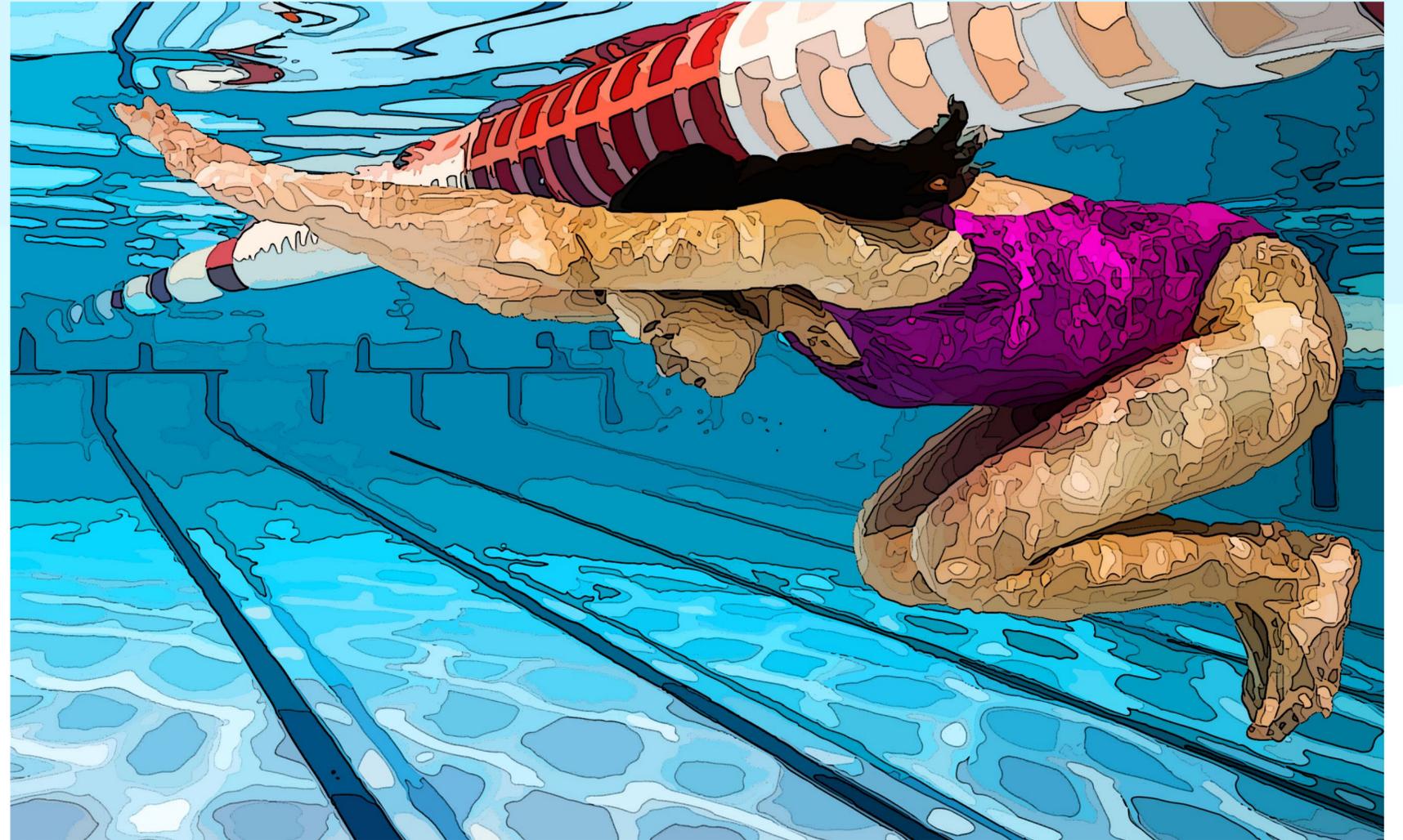
Mural Design 2

Detail 6



Mural Design 2

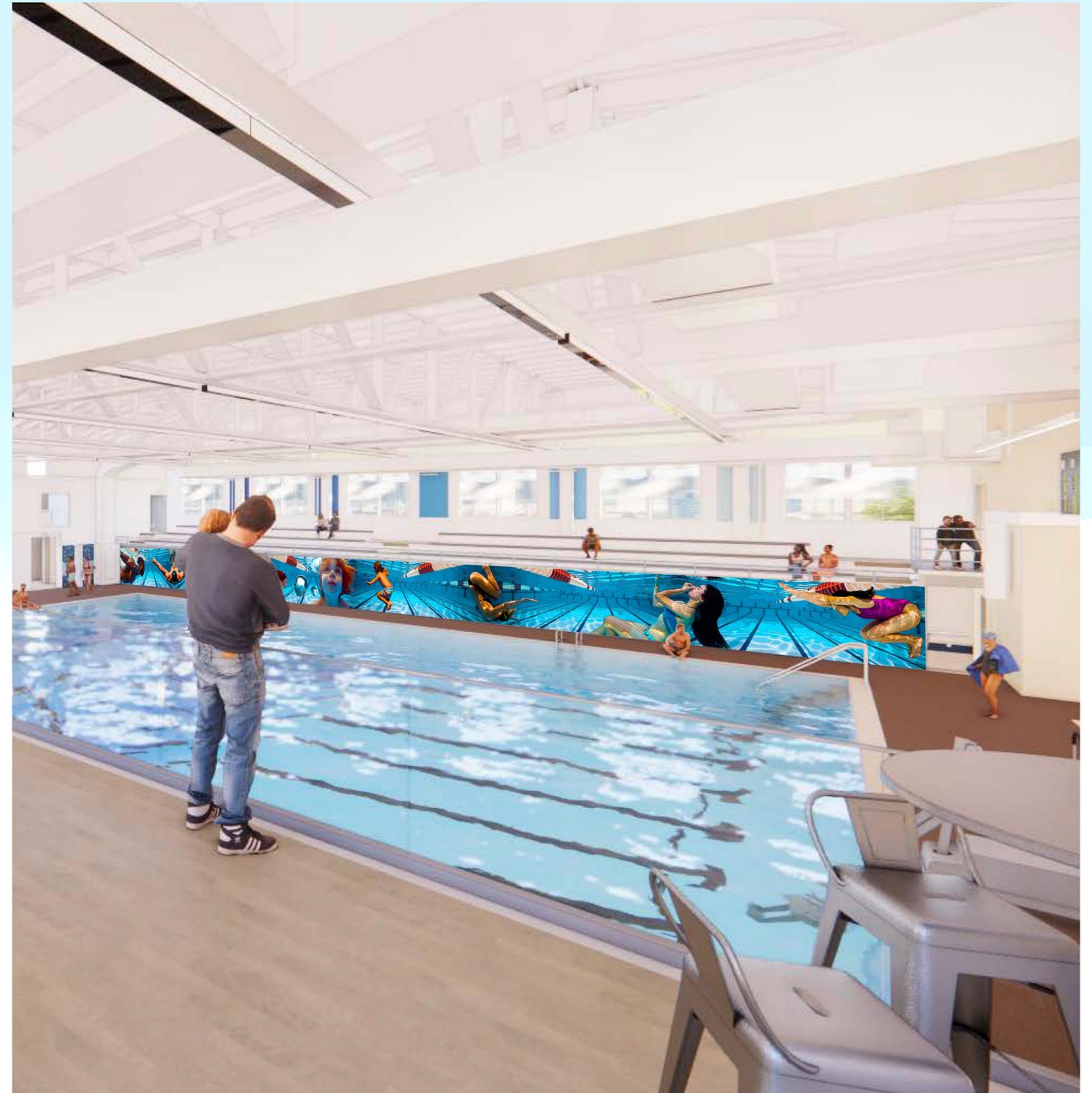
Detail 7



Design 2

Mural Size

- There are multiple elements within the proposed image for Design 2. The overall size is 5 ft 4 inches tall by 98 ft 5 3/8 inches wide
- The total square footage of the mosaic tile mural is approximately 542 sq ft
- The image is designed to create an immersive experience from each viewing angle
- The goal of the art is to look cohesive and complement the historic architecture & background of the center
- The mural might be subject to design revision/editing





Design 2 - Mosaic Tile Rendering

Proposed Art

Design 2

Glass Mosaic Tiles

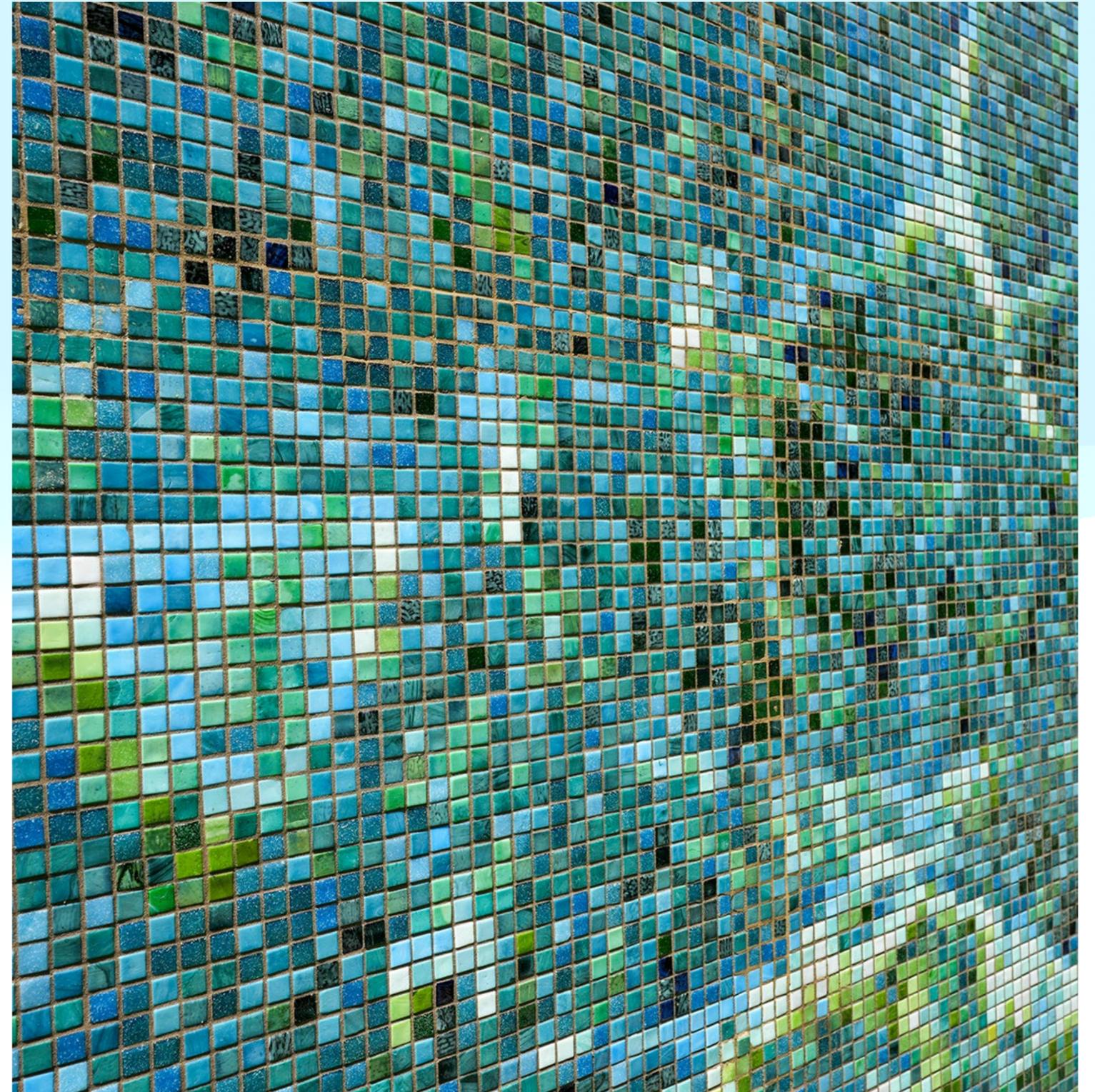
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- Each square glass tile will be **7/16 inches x 7/16 inches** in size. The image will have a more grid-like/pixelated look such as in the rendered photo



Glass Mosaic

Vibrant & Low Maintenance

- The total square footage of this option will be approximately 542 sq. ft. Each square glass tile size will be 7/16 inches x 7/16 inches.
- Glass mosaic tiles have a color palette of hundreds of colors that lend itself to vibrant and dynamic surfaces of mosaic imagery.
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Design 2 - Mosaic Tile Rendering

Detail 1



Design 2 - Mosaic Tile Rendering

Detail 2



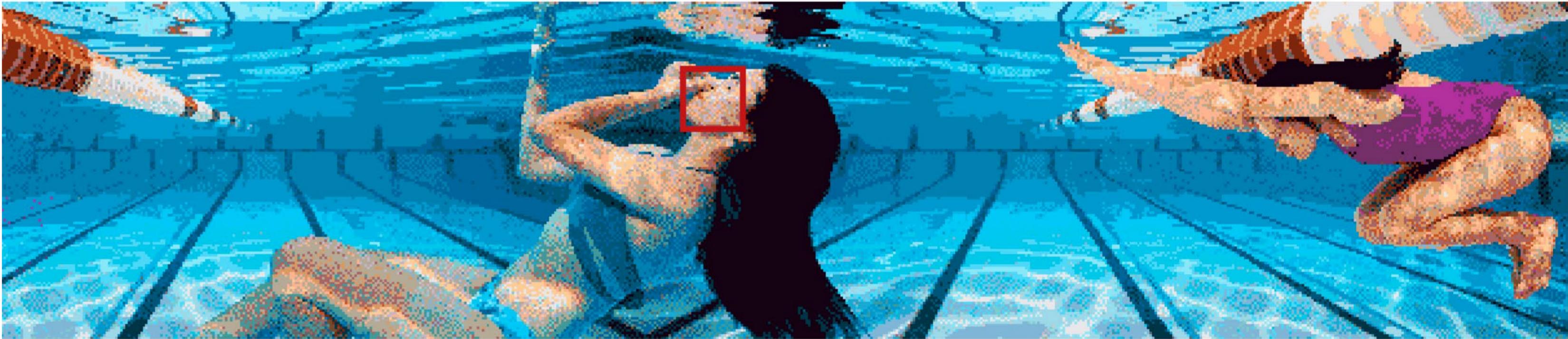
Design 2 - Mosaic Tile Rendering

Detail 3



Design 2 - Mosaic Tile Rendering

Detail 4



Design 2 - Mosaic Tile Rendering

Detail 5



Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 2



Design 2 - Scale

The Design 2 art has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.



Mosaic Tile Mural - Design 3

Proposed Art



Mosaic Tile Mural - Design 3

Proposed Art



Mosaic Tile Mural - Design 3

This design is inspired by the movement of water with swimmers diving in, swimming, doing flips, etc. The imagery is balanced and inclusive in an artistic way to create an immersive large scale artwork with significant depth and rhythm.

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Mosaic Tile Mural - Design 3



Mosaic Tile Mural - Design 3

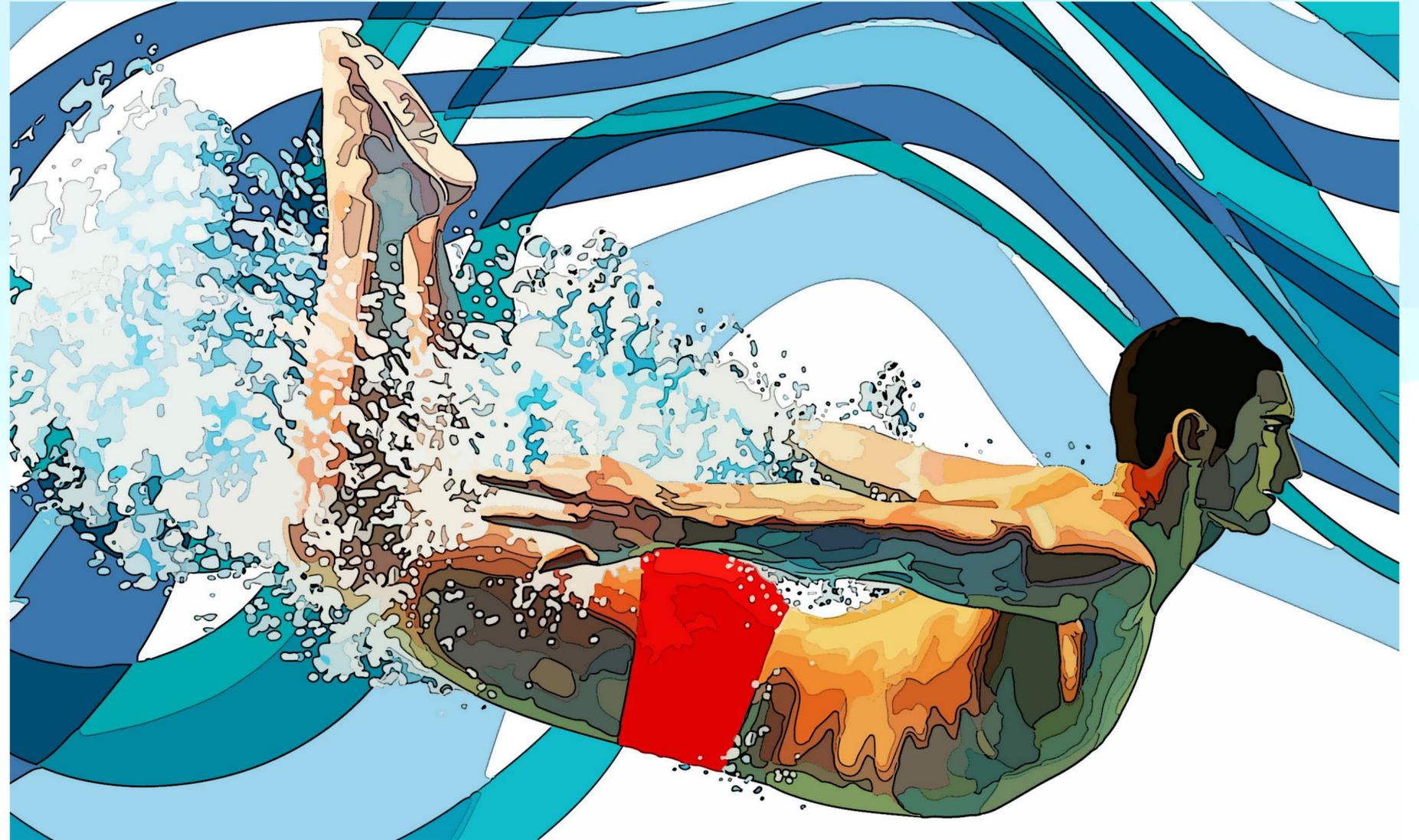
Mural Design 3

Detail 1



Mural Design 3

Detail 2



Mural Design 3

Detail 3



Mural Design 3

Detail 4



Mural Design 3

Detail 5



Mural Design 3

Detail 6



Mural Design 3

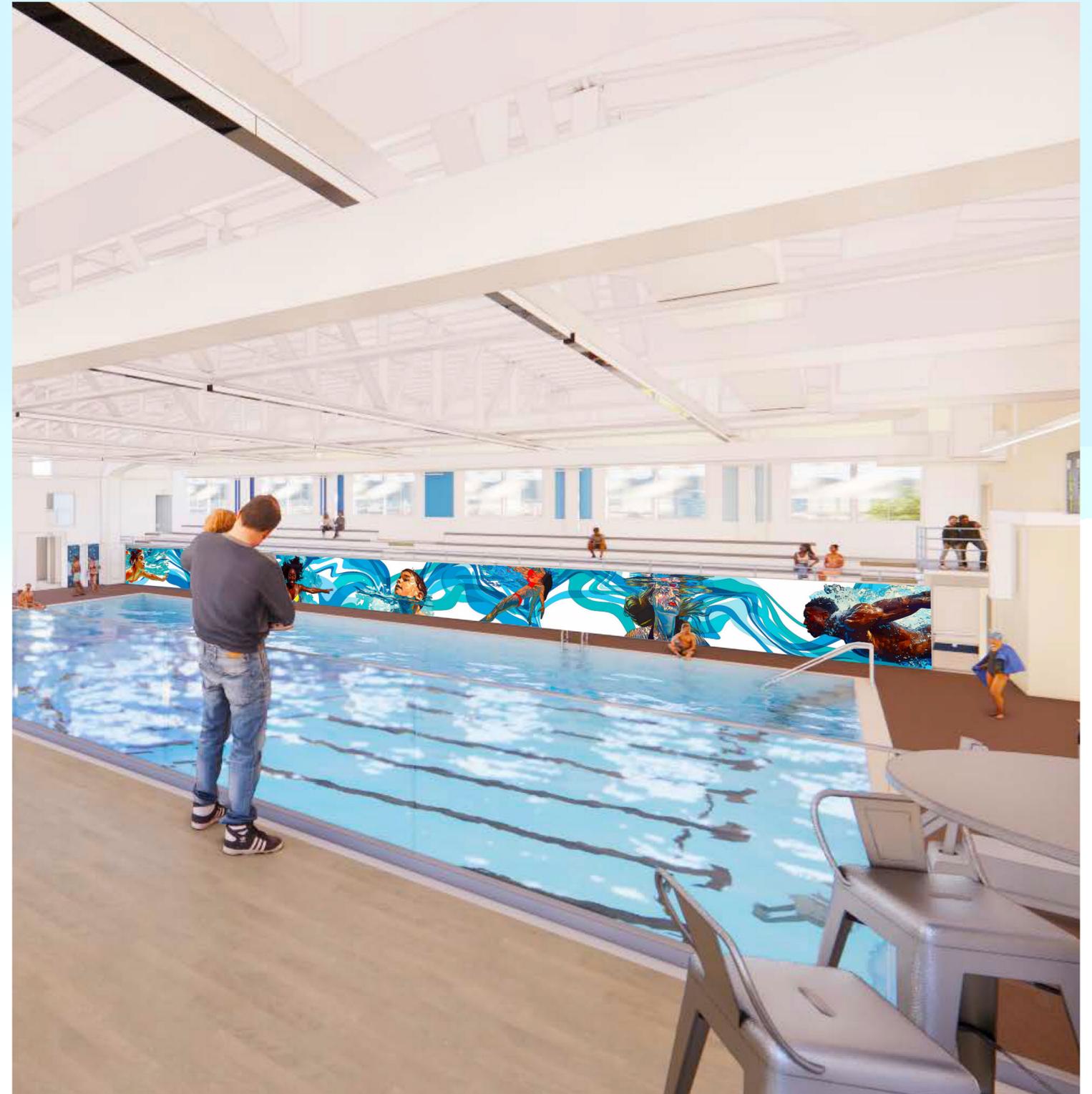
Detail 7



Design 3

Mural Size

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- The mural might be subject to design revision/editing





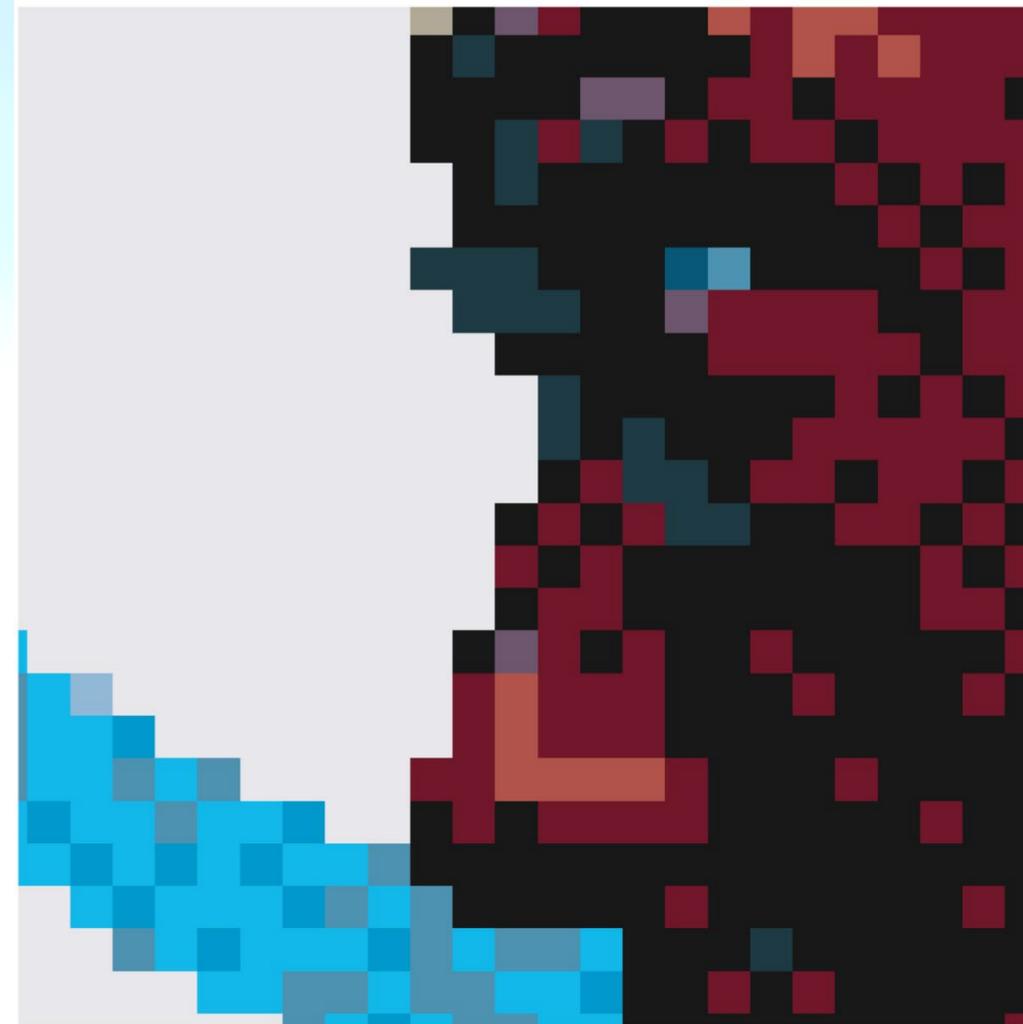
Design 3 - Mosaic Tile Rendering

Proposed Art

Design 3

Glass Mosaic Tiles

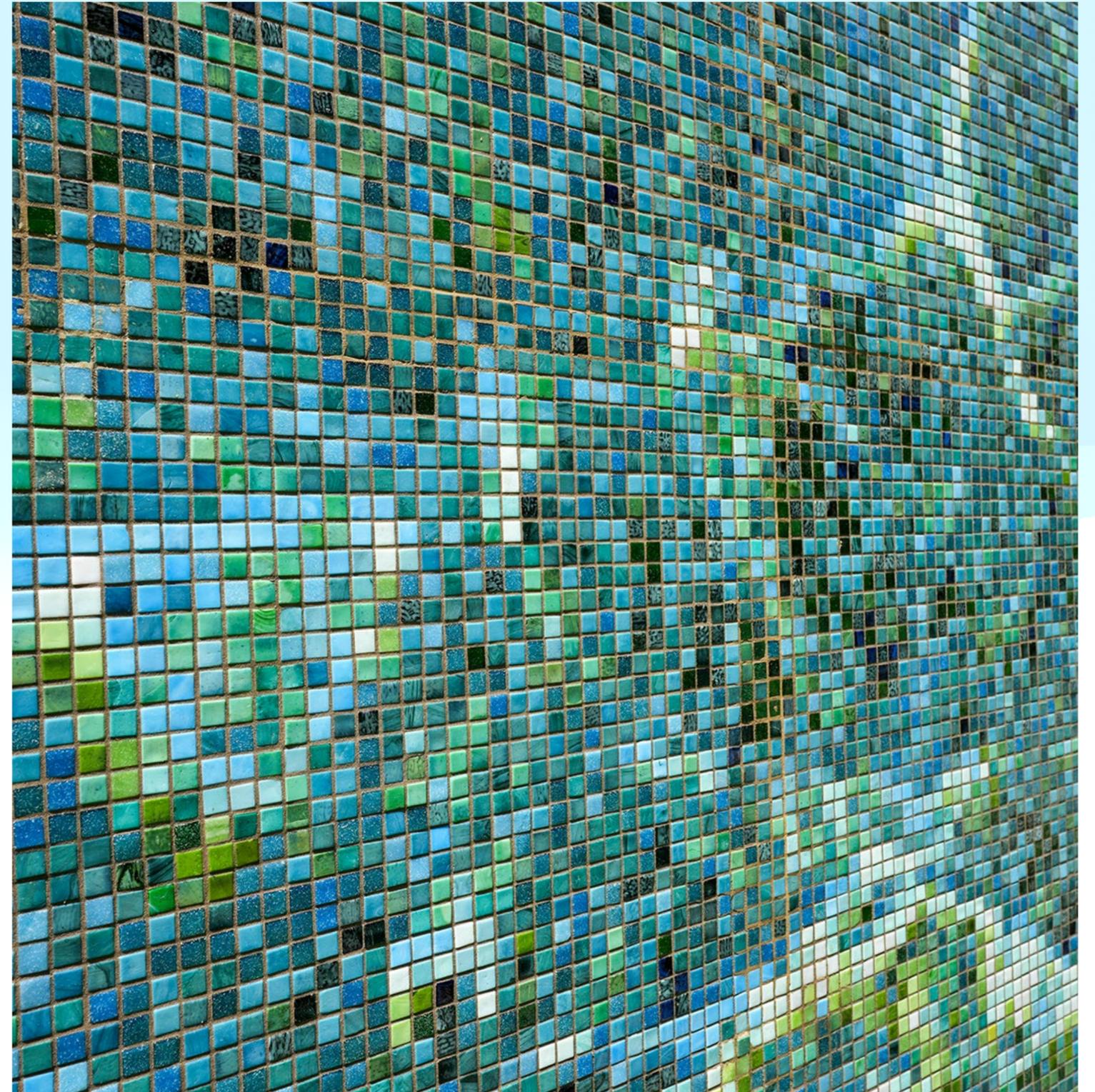
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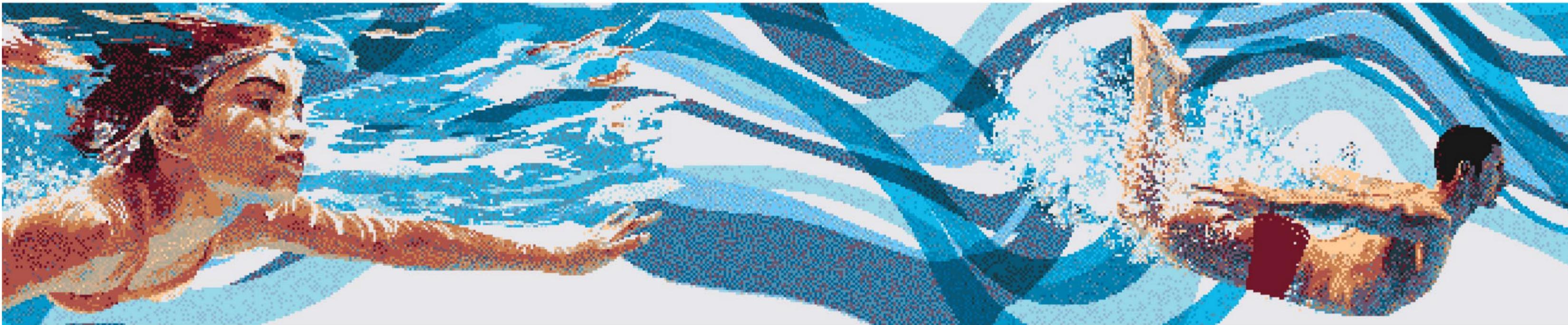


Glass Mosaic

Vibrant & Low Maintenance

- The total square footage of this option will be approximately 542 sq. ft. Each square glass tile size will be 7/16 inches x 7/16 inches.
- Glass mosaic tiles have a color palette of hundreds of colors that lend itself to vibrant and dynamic surfaces of mosaic imagery.
- This is a standard grid-style where mosaics are organized using square pieces of tile and straight grout lines that travel evenly both vertically and horizontally. Typically, this creates a final image with a pixel-like quality. The smaller the tile, the clearer the image. It is also important to be aware that the larger the surface area, the clearer the image will be with a grid-style application.
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Design 3 - Mosaic Tile Rendering

Detail 1



Design 2 - Mosaic Tile Rendering

Detail 2



Design 3 - Mosaic Tile Rendering

Detail 3



Design 3 - Mosaic Tile Rendering

Detail 4



Design 3 - Mosaic Tile Rendering

Detail 5



Mosaic Tile Mural - Design 3



Mosaic Tile Mural - Design 3



Design 3 - Scale

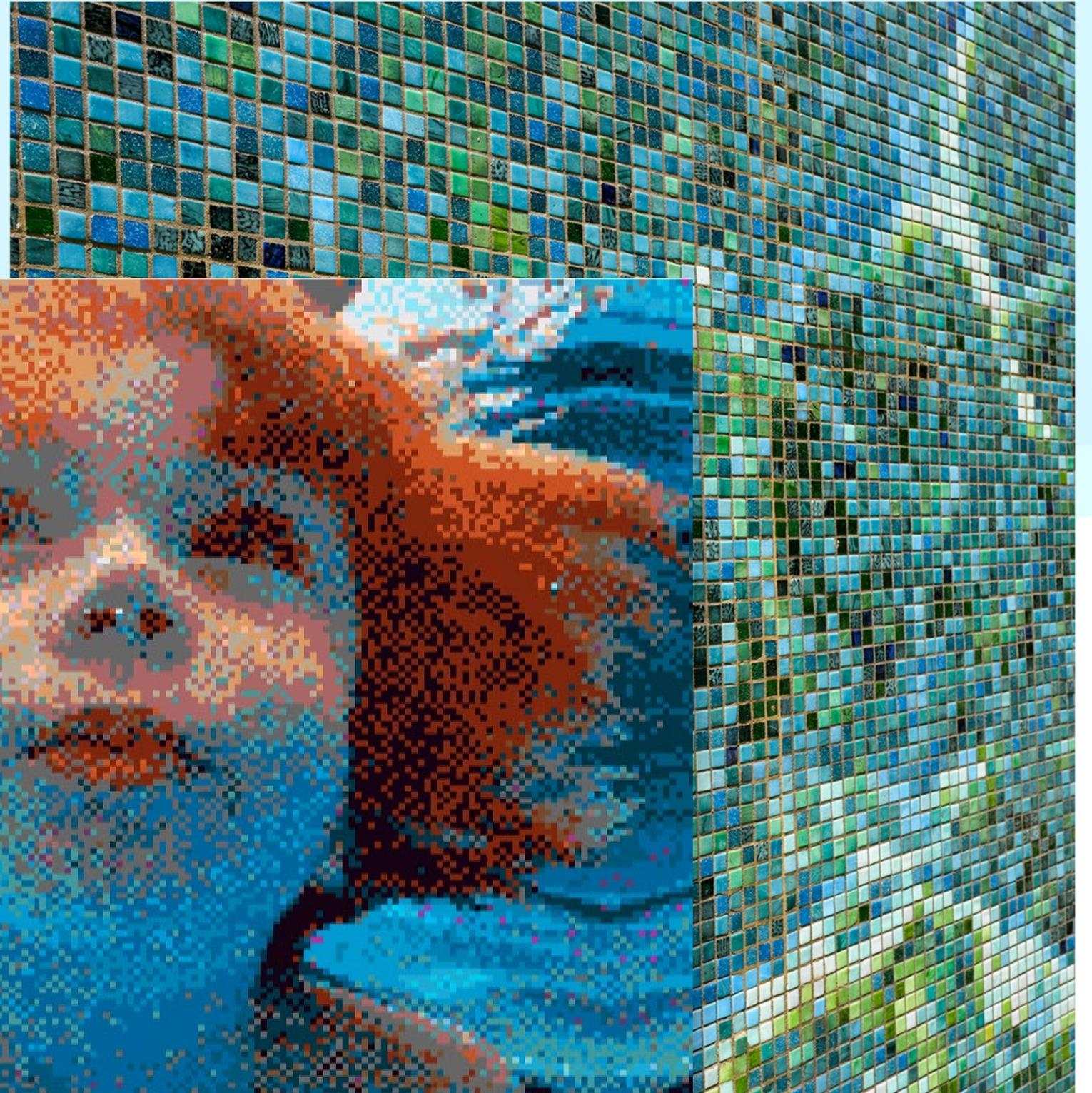
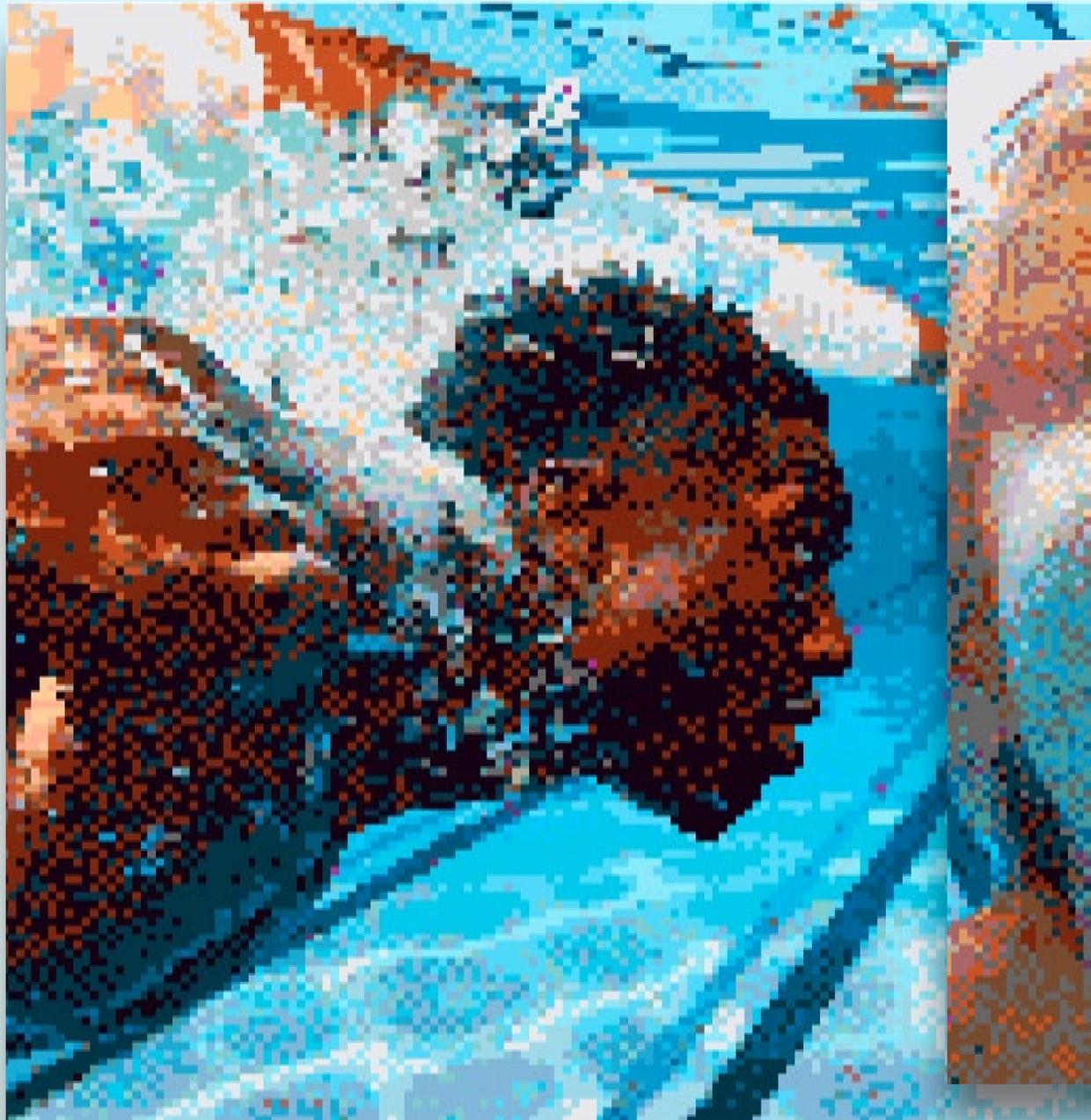
The Design 3 art has a relaxing theme and is highly visible at the pool level from most areas of the complex. The imagery promotes the joy of swimming and a healthy life-style. The style of the design is a contemporary take on Art Deco with a realistic component.

Glass Mosaic



Glass Mosaic

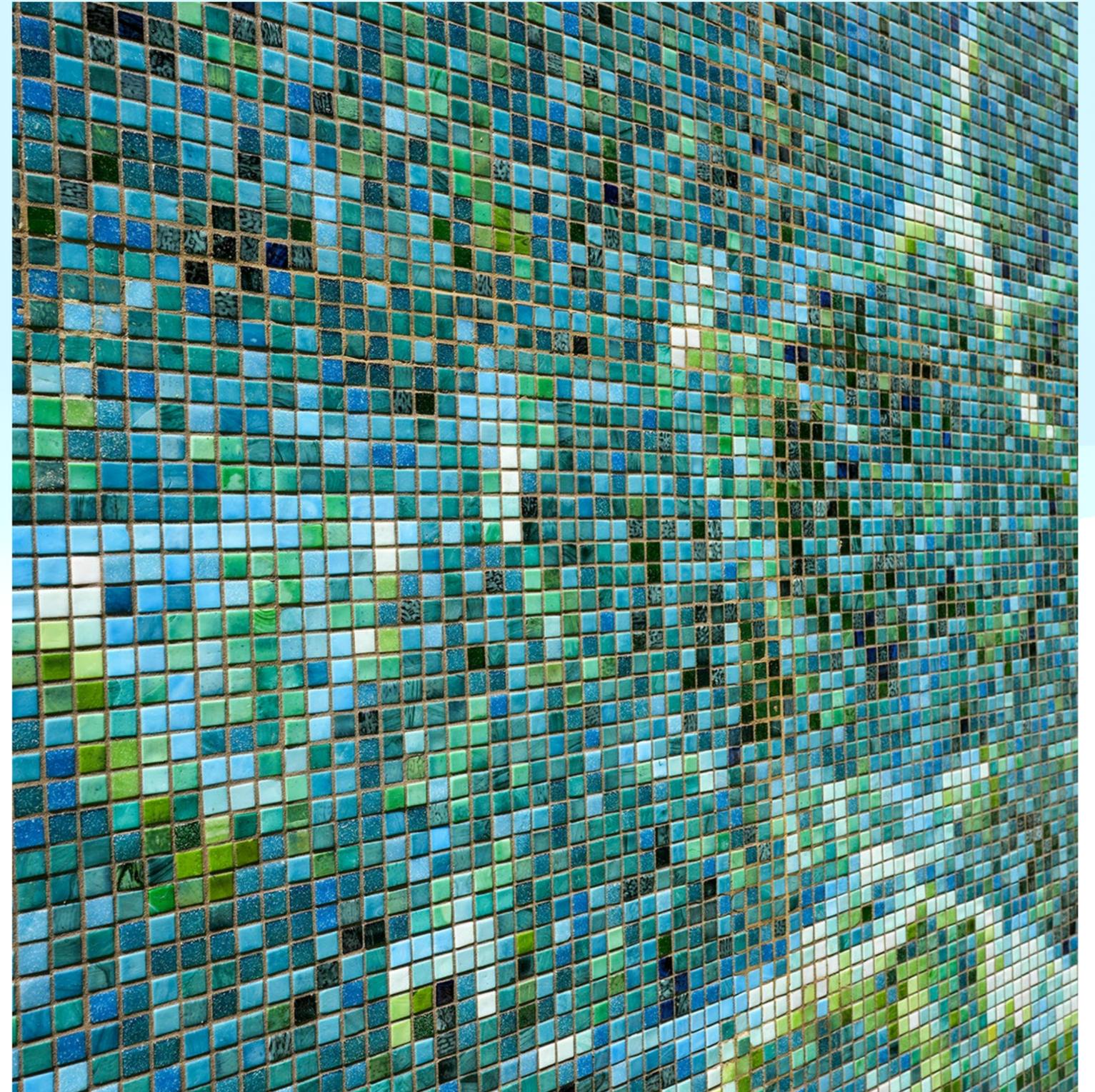
Vibrant & Low Maintenance



Glass Mosaic

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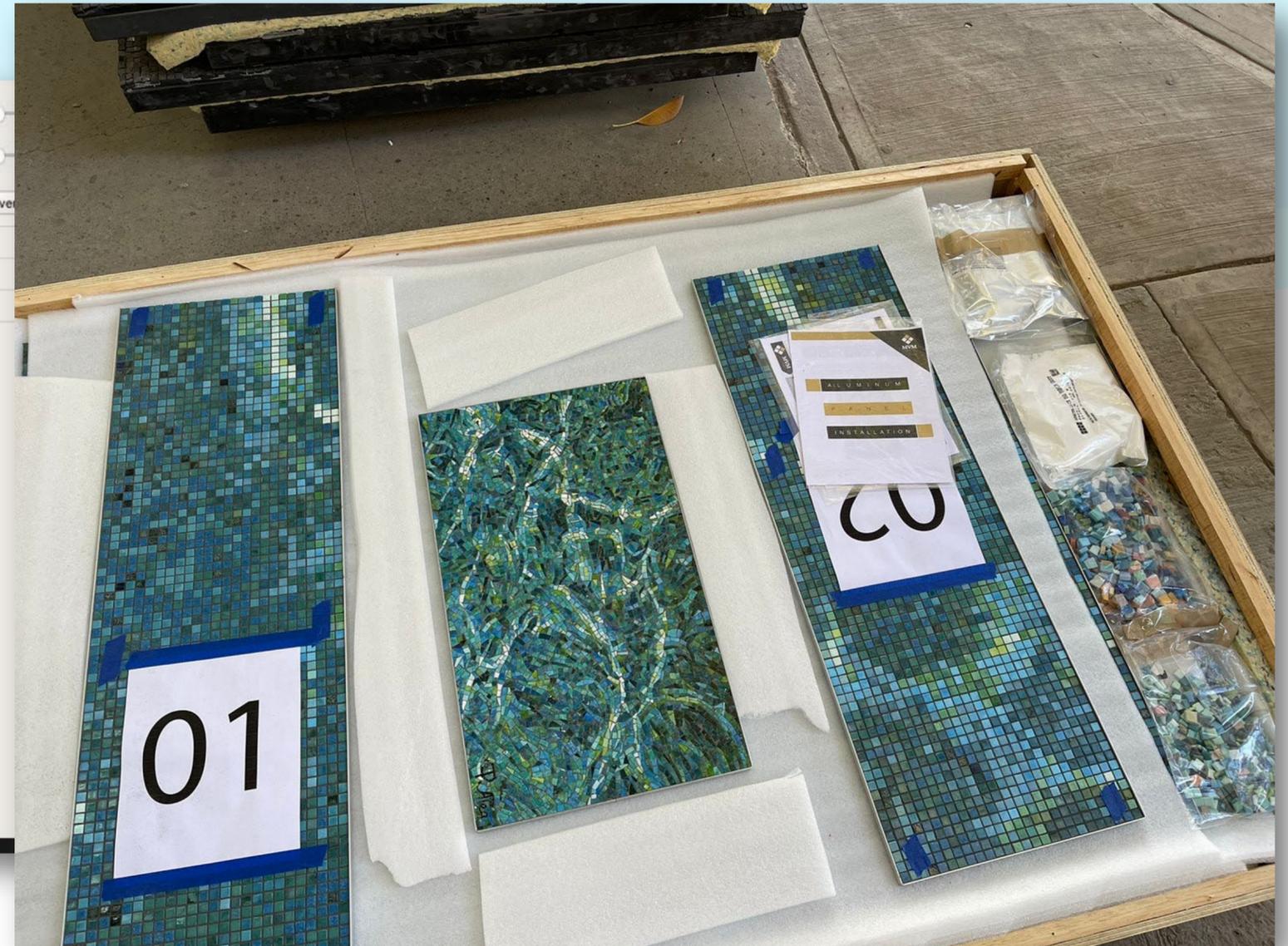
- Aluminum profile will be installed to frame the Mural and give it a finished look

The mural tiles will be separated by 1/16 inch thick grout in neutral gray color



#42 Platinum

The Production Process will be done in collaboration with a Professional Glass Mosaic Studio





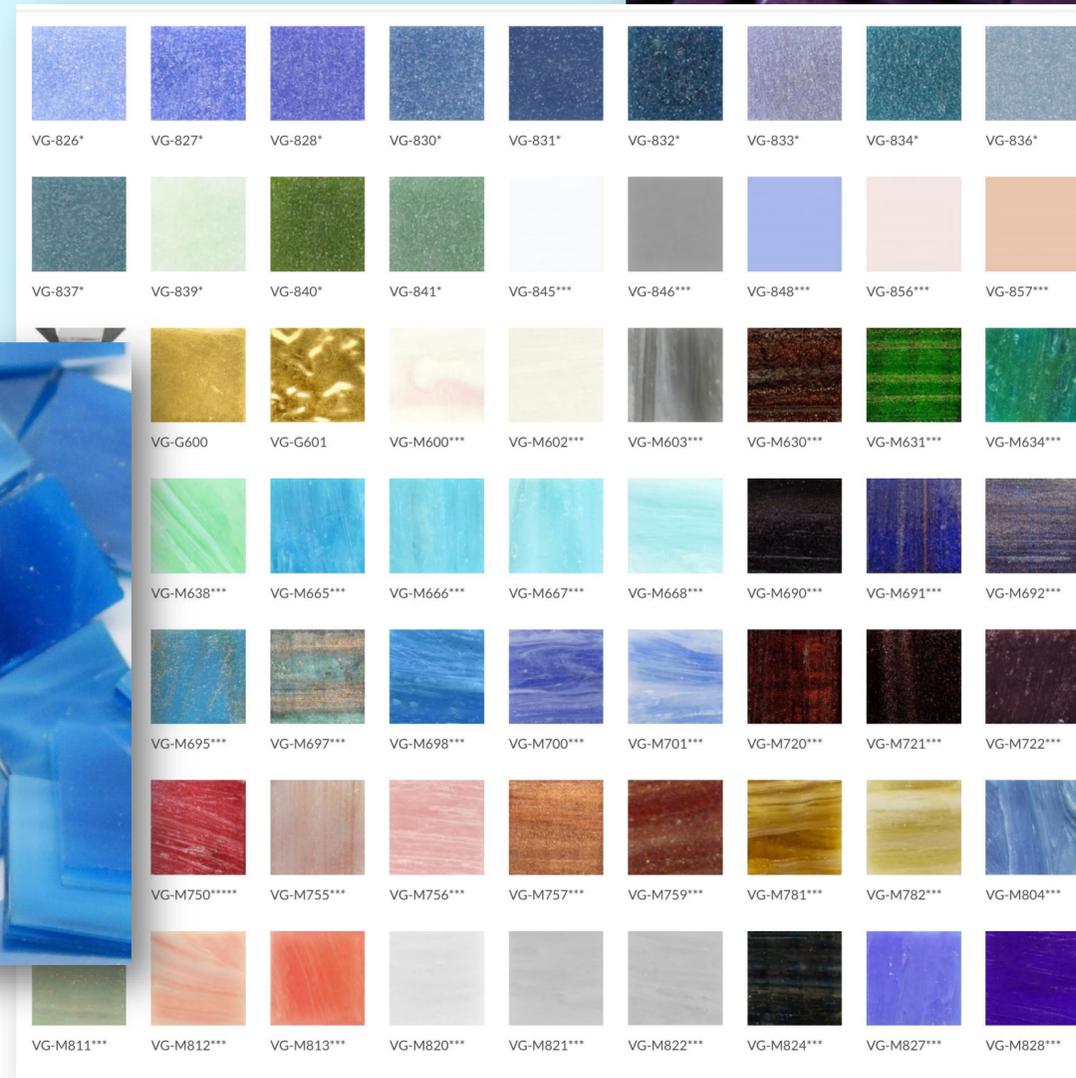
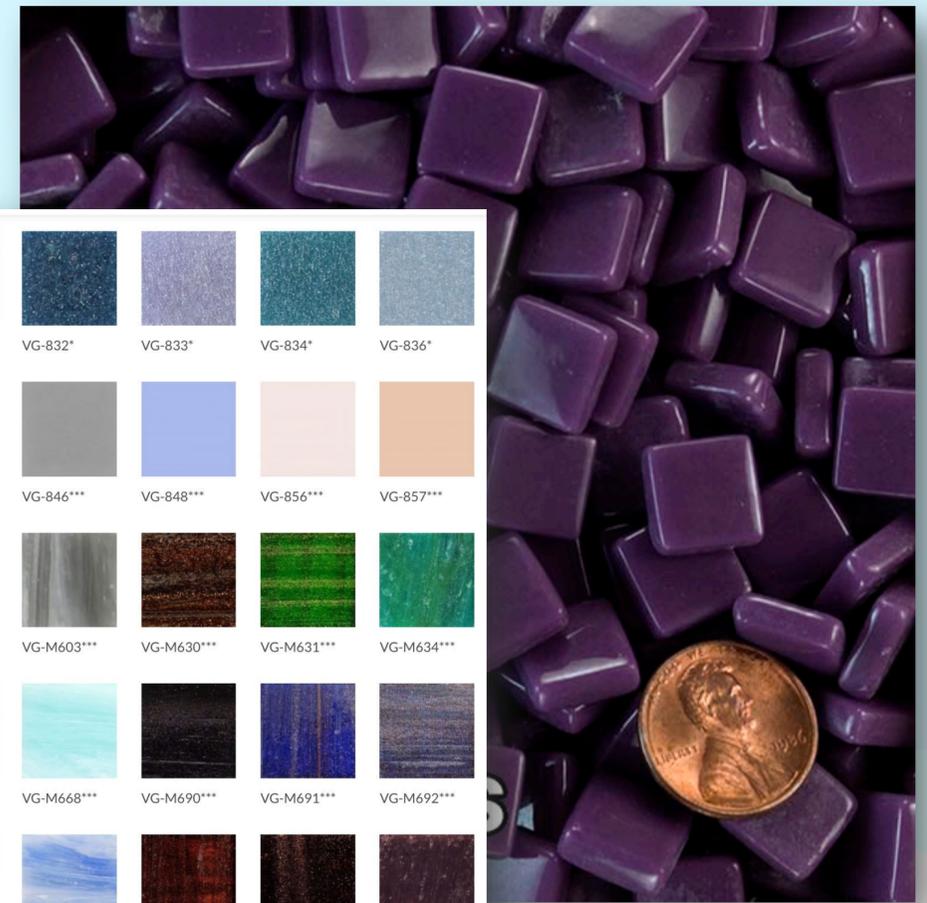
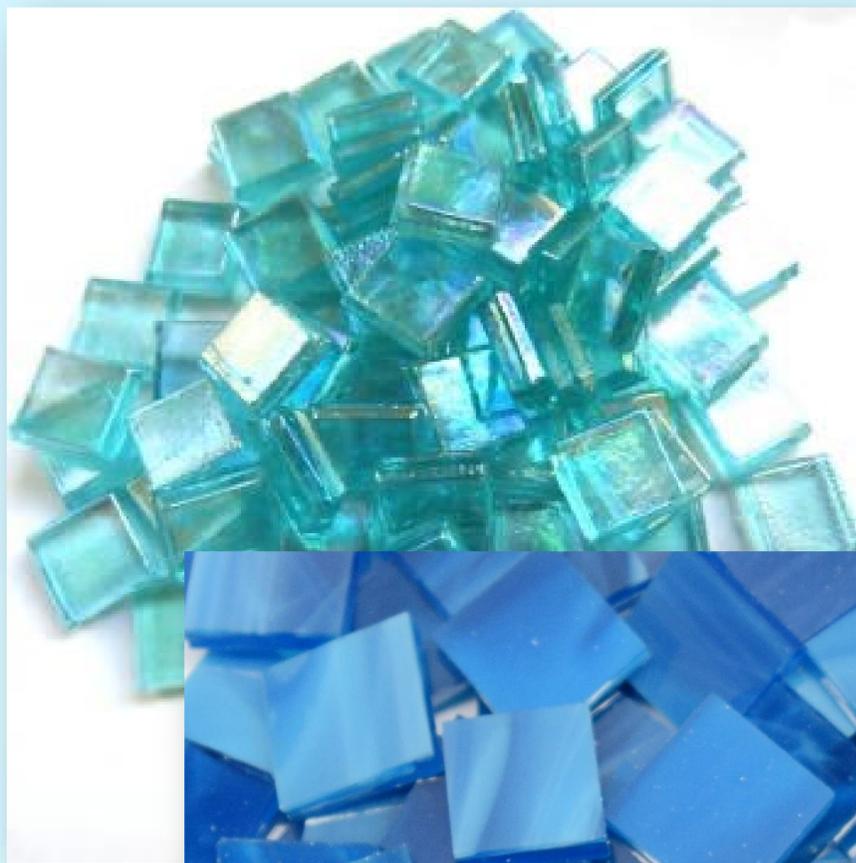
Glass Mosaic Murals - Colors

Each mural will be composed of small square glass tiles (size $\frac{7}{16}''$ - $\frac{7}{16}''$) and will be installed with a $\frac{1}{16}''$ grout gap between tiles. Grout color will be neutral gray. We will use glass tiles with vibrant colors, iridescent finish, transparent and solid glass, and



Glass Mosaic Murals - Colors

These colors are permanent and will never fade in the sun. Each tile is a cast glass and the colors are achieved by melting pigments and minerals together.



Glass Mosaic Murals - Colors

These colors are permanent and will never fade in the sun. Each tile is a cast glass and the colors are achieved by melting pigments and minerals together.



Glass Mosaic Murals - Colors

These colors are permanent and will never fade in the sun. Each tile is a cast glass and the colors are achieved by melting pigments and minerals together.

Glass Mosaic Murals

Installation

The murals installation will be done by artists or by contractor working under artists' supervision. The mosaic tiles will be set in an artistic grid design. We will use a neutral gray color for the grout.





Mosaic Tile Murals

Installation

Tile installation will be done by artists or by contractor working under artists' supervision. The tiles will be set in a traditional grid design.

Glass Mosaic Tile Murals

Maintenance & Durability

- All proposed materials are durable and rated for outdoor use
- Require little to no maintenance
- Clean up can be done with mild, pH-neutral detergent cleaner and damp sponge (or similar product) to clean
- Power wash as needed for maintenance in the long term
- Resistant to UV sunlight, pool chemicals, salty moist air, water
- Artists will provide basic maintenance guidelines
- Artists offer a 15 Year Warranty on the mosaic mural

Working with Design Team & Community

Flexibility & Integrity

We love to work with input from the community and client/s. We are flexible to accommodate and modify all preliminary designs while maintaining our aesthetic integrity.

We could use the proposed elements or add others and combine them in various compositions and/or locations until all parties agree on the final designs. We are able to work with various types of input and communicate throughout the entire process with all teams.

We are open to modifying the images, sizes, and locations of the murals to accommodate any potential architectural or design conflicts.

Fabrication / Studio Capacity

Quality Control

We have a fully equipped art studio with the capacity to produce and store large scale artwork. Vitreous glass mosaics will be designed and executed in collaboration with a reputable glass studio under artist's supervision. We will spend utmost care in selecting the exact color glass tiles to best fit the proposed images.

Once the artworks are completed and ready for installation artists will either ship or deliver them onsite and personally supervise the installation.

Preliminary Budget

Pavlina & Alfredo Alea

Item	Price
Artist's Fee <ul style="list-style-type: none">• Research• Design Development• Drawings / Samples / Models• Fabrication / Installation Supervision• Community Engagement	\$12,500
Artwork Cost <ul style="list-style-type: none">• Materials / Consumables• Fabrication• Shipment• Assembly / Production• Labor / Craft	\$36,750
Consultants <ul style="list-style-type: none">• Digital Design• Photography & Documentation• Studio Assistants	\$5,250
Installation <ul style="list-style-type: none">• Site Preparation• Materials / Consumables• Equipment/ Scaffold Rental• On-Site Installation• Site Clean-Up	\$53,500
Miscellaneous Costs <ul style="list-style-type: none">• Studio Expenses• Documentation• Travel & Accommodation• Facility Rental• Shipping	\$4,970
Insurance	\$5,780
Contingency	\$6,250
Subtotal	\$125,000

Preliminary Timeline

Pavlina & Alfredo Alea

- We can begin working on the final designs immediately upon signing of contract
- The designs will be finalized by the end of July of 2025
- Fabrication will begin as soon as the designs have been finalized and approved by all parties
- Artwork will be substantially completed from August till November of 2025
- Installation of murals will be done in December 2025 - January 2026
- Completion of the project will be done by the 1st of February of 2026
- We understand this is a time-sensitive project, and therefore it is critical we abide by its deadline
- All deadlines are subject to change if any of the following occur: materials/supply shortages or delays, design drawing delays, subcontracted fabrication/installation delays