



**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
JULY 22, 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 June 24, 2025**

Recommendation -

1. Approve the Arts and Culture Advisory Committee Regular Meeting minutes of June 24, 2025.
2. Alternatively, discuss and take other action related to this item.

B. NEW BUSINESS

2. **Method Fest Film Festival Discussion**

Recommendation -

1. Discuss the Method Fest Film Festival.
2. Alternatively, discuss and take other action related to this item.

3. **Art Walk Discussion**

Recommendation -

1. Discuss the 2025 Art Walk.
2. Alternatively, discuss and take other action related to this item.

4. **Plunge Mosaic Art Update**

Recommendation -

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

5. **Recreation Park Mural**

Recommendation -

1. Discuss the replacement of the Recreation Park Mural.

2. Alternatively, discuss and take other action related to this item.

C. UNFINISHED BUSINESS

6. 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: July 17, 2025

TIME: 2:00 PM

BY: Viviann Gonzalez, Senior Administrative Specialist

REGULAR MEETING MINUTES OF THE EL SEGUNDO ARTS AND CULTURE
ADVISORY COMMITTEE
TUESDAY, JUNE 24, 2025

CALL TO ORDER – Chairperson Pickhaver called the meeting to order at 5:33 pm

ROLL CALL

Chairperson Pickhaver	-	Present
Vice Chairperson Palmer	-	Present
Member Bart	-	Absent
Member Burrell	-	Present
Member Carroll	-	Absent
Member Haffley	-	Present
Member Kennedy	-	Absent (Arrived at 6:15 pm)
Member Leach	-	Absent
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 Vice Chairperson Palmer, SECONDED by Member Burrell, approving Regular and Special Committee Meeting minutes of May 27, 2025, MOTION PASSED. 7/0

B. NEW BUSINESS

2. Method Fest Film Festival Presentation

Don Franken, Director of the Method Fest Film Festival, presented the Method Fest Film Festival Presentation. Director of Recreation, Parks, and Library Aly Mancini inquired whether each activity would take place within the city, the level of sponsorship being requested, and what specific support Mr. Franken was asking from the committee. Committee members asked questions regarding the festival being currently active, if the films presented are original to the festival, and the film selection process. Member Schepps suggested the possibility of including a reference to El Segundo in its branding. Mr. Franken provided additional information.

Vice Chairperson Palmer expressed confusion about whether Mr. Franken was asking the city to serve as a host or a sponsor. Council Member Michelle Keldorf raised concerns regarding potential budget overruns related to the venue. Director Mancini recommended placing the item on a future agenda to

give Mr. Franken time to gather the necessary data for City Council review and approval. Member Schepps suggested forming a working group for the Film Festival. Chairperson Pickhaver and Member Mitchell volunteered to participate in the working group.

3. Art Walk Update (*Item moved after B5*)

Chairperson Pickhaver provided the Art Walk update on behalf of John McCullough. Vice Chairperson Palmer asked if any committee members would be interested in volunteering as informational representatives during the event. She also noted ongoing issues with vendor coordination and insurance requirements. Member Losasso inquired whether the tour vehicles had been arranged. Director Mancini provided additional information.

Member Losasso highlighted the contribution that Cali Smash is bringing to the Art Walk and mentioned the need for an AR placard for the library. Director Mancini asked whether the library would be included as a stop in this year's event, noting that last year's Cultural Arts Coordinator had expressed disappointment due to low attendance at the library, which negatively impacted the participating artists. Chairperson Pickhaver and Member Losasso provided additional information.

4. Women's Club Grant Application and Presentation

Linda Darna, President of the El Segundo Women's Club, presented the Women's Club Grant Application and Presentation requesting a grant to restore the historic Clubhouse. Member Haffley asked if they have met their overall goal and raised concerns of the amount requested being too low. Ms. Darna provided additional information.

MOTION by Member Haffley, SECONDED by Chairperson Pickhaver, approving the Women's Club Grant Application and request for funding up to \$1,000, MOTION PASSED. 7/0 (*Member Burrell recused herself from the vote due to her affiliation with the Women's Club*).

5. Plunge Mosaic Art

Recreation Supervisor of Aquatics Joseph Lormans presented the Plunge Mosaic Art presentation. Committee members asked questions regarding the mural's proposed location, whether it would be made from tile, the potential inclusion of a tribute to Coach Saari, the possibility of the site being designated a national historic place, and the primary purpose of the Plunge. Director Mancini and Recreation Supervisor Lormans provided additional information.

Committee members expressed concerns that the proposed artwork did not adequately reflect the historic significance of the Plunge and offered feedback accordingly. Council member Keldorf inquired about the specific concerns that prompted the project to be brought before the ACC. Member Haffley provided additional information.

The committee agreed that revisions should be made to designs one and three. Recreation Supervisor Lormans outlined the next steps in the process.

6. Appoint ACC Member to City's Major Events Ad Hoc Committee (*Item Moved before B3*)

Director of Community Development, Michael Allen, spoke about the Major Events Ad Hoc Committee and the appointment of an ACC member to serve on it. Member Schepps inquired about the frequency of the committee meetings. Director Allen provided additional information.

The Committee appointed Member Schepps as Primary and Chairperson Pickhaver as Alternate to the Major Events Ad Hoc Committee.

7. Debrief of Joint Meeting of DEI and ACC

Chairperson Pickhaver provided a debrief of the joint meeting between DEI and ACC. Member Mitchell expressed support for the collaboration.

C. UNFINISHED BUSINESS

8. Staffing Update

Director Mancini provided the staffing update noting that interviews for the Cultural Arts Coordinator position are expected to begin in three weeks. She shared that there are many applicants thus far and mentioned meeting a resident during the Ice Cream with the Director event who expressed interest in applying for the position.

D. REPORTS – BUDGET & INITIATIVE COMMITTEE

None

E. REPORTS - SUBCOMMITTEES

Member Schepps reported that the El Segundo Music Festival Subcommittee is currently on hold pending the hiring of a Cultural Arts Coordinator.

Chairperson Pickhaver announced that the next Park Renovation Subcommittee meeting is scheduled for June 26th.

F. REPORTS – RECREATIONS, PARKS, AND LIBRARY DIRECTOR

Director Mancini introduced the new Senior Administrative Specialist Vivian Gonzalez to the committee.

G. REPORTS – COMMITTEE MEMBERS

Member Schepps thanked Member Losasso for organizing the Art Walk Subcommittee meetings.

Chairperson Pickhaver announced that GUNDO Pride 2025 is scheduled for June 29th and expressed appreciation to the committee for their contributions in helping make the event possible.

H. REPORTS – COUNCIL MEMBER LIAISON

Council Member Keldorf announced the reappointment of Chairperson Pickhaver and Member Schepps.

Adjourned at 7:32 PM

Viviann Gonzalez

Viviann Gonzalez, Senior Administrative Specialist

15th Method Fest

Breakout Independent Film Festival

March 19 - 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.

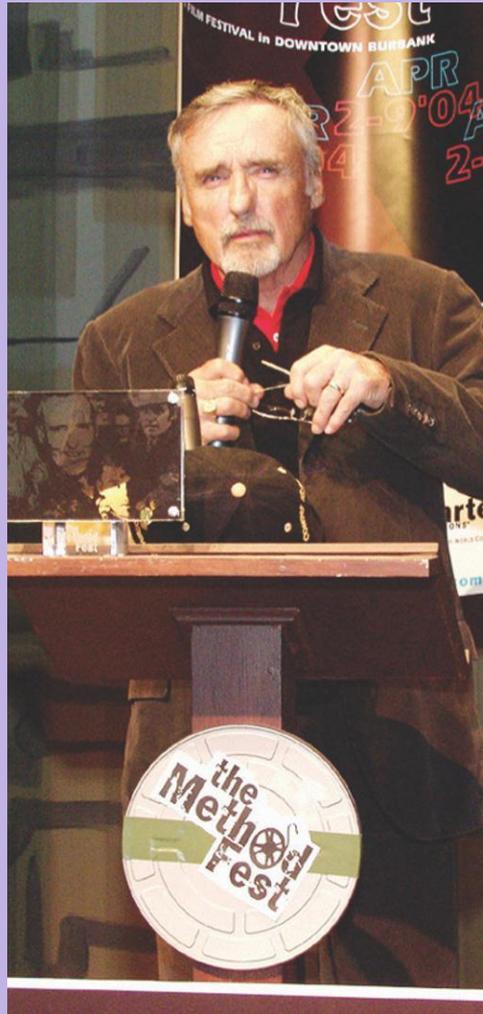
The Method Fest is the only film fest in America that highlights two crucial ingredients to great films, acting and story. The Method Fest places a focus on breakout-acting performances of emerging actors and career defining performances by legendary actors in story-driven films.

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

Fest Events & Screenings

- Film Launch Party (February 19th) (250 People)
- Opening Night Gala (350 People)
- Centerpiece Screen Parties (600 People) (Saturday, Sunday, Tuesday)
- Actor Reception (150 people)
- Sponsors/Competition Film Makers VIP Reception/Wine Tasting (125 People) (Opening Night)
- Indie Music Night Reception (Monday) (200 People)
- Closing Night Awards Ceremony (350 People)
- Daily Film Screenings (34 Featured Films) (4,800 People) (38 Short Films) (1,500 People) (6 Programs) (2 Retroproctive Films) (200 People)
- Q&As
- Actor and Filmmaker Panels (150 People)
- Actors and Filmmakers Workshops (150 People)
- Screenwriting Workshops (100 People)
- Youth Education Programs (100 People)

Total Number of Expected Attendees: 9,025



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

34 Feature Films
38 Short Films
2 Retroproctive 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, Indie Hero Award, Breakout Actor Award, Student Awards

What We're Asking from the City of El Segundo

We're inviting the City of El Segundo to be a title or presenting sponsor. With the City's support, we will deliver one of the few highest quality film festival in the West United State. The Method Fest, an inclusive community event, brings incredible filmmakers, films, stars, film Industry, and storytelling to the El Segundo community.

We'd like to offer the City one of our top two sponsorship packages at a significantly reduced rate. This includes major visibility throughout the festival, such as red carpet recognition, logos on our signage and materials, shoutouts on social media and press, VIP access, and more. It's a meaningful way for El Segundo to be recognized as a creative and cultural hub while also supporting the local economy and building real connections with artists, businesses, and residents.



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 two distinct audiences; young, educated, upscale visitors from SoCal and out-of-town filmmakers and second more established audience of Film Industry, filmmakers, friends, and family passionate about film.

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

Additional Film Shoots: Increasing revenue 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, bars (parties)



Economic Impact of Hosting The Method Fest

Based on data from similar regional film festivals

- **\$1.5M–\$3.5M+ in total economic impact**
Includes direct spending on hotels, dining, retail, and transportation.
- **Visitor Count: 2,000–4,000+ attendees**
From LA County, across California, and out-of-state.
- **Hotel Occupancy Increases by 20–35%**
Boosts weekday and weekend bookings during an otherwise slower season.
- **Restaurants and Bars See 25–40% Revenue Spikes**
Driven by nightly receptions, VIP parties, and attendee spending.
- **Local Retail Gains 10–20% in Sales**
Due to foot traffic from tourists, filmmakers, and filmgoers.
- **Sponsorship and Vendor Revenue: \$200K–\$500K+**
Local, regional, and national brands often invest in event exposure.

More details available upon request. Sources (Visit California Economic Impact Reports, Newport Beach FF Analysis 2023, Santa Barbara FF Press Kit 2024, Palm Springs ShortFest Summary 2022)



10 Reasons to Host Method Fest in El Segundo



- 1) Hosting a festival like this shows the world that El Segundo isn't just a great place to live, it's a place that supports creativity, storytelling, and the arts.
- 2) Festival Goers eat, shop, stay, and explore. And a lot of them end up falling in love with the vibe here.
- 3) Whether it's morning coffee shops or late-night spots, festival week drives real traffic and dollars to our community.
- 4) The festival draws media and industry attention, and that kind of exposure sticks with people.
- 5) Student films and high school panels give the next generation a chance to share their voice, and show what's possible.
- 6) Friendly people, beautiful venues, beach town charm, it's the kind of place that sticks with you.
- 7) From film premieres to rooftop mixers, the city becomes a stage for unforgettable memories.
- 8) Let's be honest, El Segundo gets a little quiet after dark. This festival brings the buzz, every night of the week.
- 9) Residents get to be part of the action, volunteering, attending, or just soaking it all in.
- 10) Festivals like this often lead to new events, new investments, and new connections.

Director's Cut \$150,000 (Discounted Rate)

- 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
- 60-Second Ad on opening and closing nights

- On-Camera Interview with Director
- Filmmaker Tour 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 \$100,000 (Discounted Rate)

- 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

City/Arts Organizations Fest Support

- AFI Film Festival (Los Angeles): At least \$250,000 city support conservatively, as well as \$350,000 from NEH (National Endowment for the Humanities).
- Newport Beach International Film Festival (Newport Beach, CA): \$250,000 from Newport Beach.
- Outfest (Los Angeles):\$180,000 from various places and city boards in Los Angeles.
- Mill Valley Film Festival (Mill Valley, CA): \$100,000 from Mill Valley.
- Slamdance Film Festival (Los Angeles):\$151,000 from Los Angeles.
- San Francisco International Film Festival (San Francisco, CA): City of San Francisco (via Grants for the Arts) allocated \$187,000 to SFFILM (the organization behind the festival) in FY 2023-24.
- San Luis Obispo International Film Festival (San Luis Obispo, CA): \$47,000 from the city of San Luis Obispo.
- Sundance Next (Los Angeles): \$1,000,000 from Los Angeles.
- Cinequest (San Jose, CA): City of San Jose (Office of Cultural Affairs) provided \$100,000 in grants (2022-23).
- Seattle International Film Festival (Seattle, WA): City of Seattle (Office of Arts & Culture) provided \$181,875 in general operating support (2023).
- DTLA Film Festival (now Hollywood Park Film Festival) (Los Angeles): \$80,000 from Los Angeles.
- New Filmmakers Los Angeles (Los Angeles):\$38,000 from Los Angeles.
- Sundance Film Festival (Park City, UT): State of Utah provided \$1.8 million annually to the Sundance Institute.
- Toronto International Film Festival (Toronto, Canada): City of Toronto allocated CAD \$1.8 million through a multi-year grant for cultural events, including TIFF (2022).
- South by Southwest Film Festival (SXSW) (Austin, TX): No specific direct cash grant to the film festival component publicly itemized from the city.

City/Arts Organizations Fest Support

- Tribeca International Film Festival (New York City): Information not publicly available.
- Venice Film Festival (Venice, Italy): \$17,000,000 from various foundations associated with the city.
- New York Film Festival (New York City): Received multiple grants from Lincoln Center, not publicly specified.
- Cannes Film Festival (Cannes, France): Information not publicly available.
- Hamptons International Film Festival (East Hampton, NY): \$527,000 from foundations in East Hampton.
- Chicago International Film Festival (Chicago, IL): City of Chicago (DCASE) allocated \$180,000 in grant funding to Cinema/Chicago (2023).
- Dallas International Film Festival (Dallas, TX): City of Dallas (Office of Arts and Culture) provided \$100,000 in cultural funding (2023).
- Austin Film Festival (Austin, TX): City of Austin (Economic Development Department, Cultural Arts Division) provided \$150,000 in grants (2023).
- Cleveland International Film Festival (Cleveland, OH): Cuyahoga Arts & Culture (county agency) provided \$400,000 in general operating support (2023)
- Miami Film Festival (Miami, FL): Miami-Dade County (Department of Cultural Affairs) provided \$300,000 in grants to Miami Dade College for cultural programs (2023).
- Palm Springs ShortFest (Palm Springs, CA): City of Palm Springs provided approximately \$125,000 annually (as of 2017) in support for film festival activities, which includes ShortFest.
- Morelia International Film Festival (Morelia, Mexico): Information not publicly available.
- Nashville Film Festival (Nashville, TN): Metro Nashville Arts Commission provided \$50,000 in grant funding (2023).
- Vancouver International Film Festival (Vancouver, Canada): City of Vancouver provided CAD \$200,000 in direct grants (2023).
- St. Louis International Film Festival (St. Louis, MO): Regional Arts Commission of St. Louis provided \$100,000 in grants (2023).
- Denver Film Festival (Denver, CO): City of Denver (Arts & Venues) provided \$120,000 in cultural grants (2023).

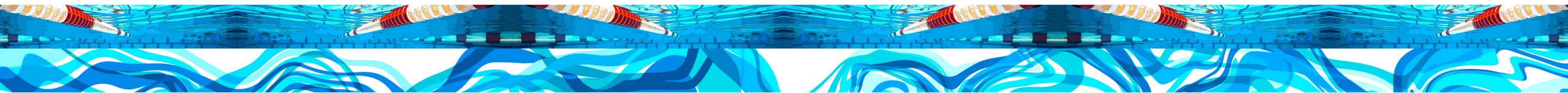
City/Arts Organizations Fest Support

- Palm Springs International Film Festival (Palm Springs, CA): City of Palm Springs provided approximately \$125,000 annually in support for film festival activities. \$110,000 from Cathedral City. \$225,000 respectively from various art foundations located in Palm Springs and the surrounding area.
- Santa Barbara International Film Festival (Santa Barbara, CA): \$325,000 from the city and local businesses/art foundations.
- LALIFF (LA Latino International Film Festival) (Los Angeles): \$215,00 from the city of Los Angeles and arts organizations/foundations.
- Pan African Film & Arts Festival (Los Angeles): \$350,000 from various foundations and organizations and nonprofits in Los Angeles
- LA Film Festival (Los Angeles): \$550,000 from organizations and art foundations in Los Angeles.
- Los Angeles Pacific Asian Film Festival (Los Angeles): \$325,000 respectively from nonprofits and art foundations in Los Angeles.
- San Diego Film Festival (San Diego, CA):\$125,000 from San Diego and art foundations.
- DTLA Film Festival (now Hollywood Park Film Festival) (Los Angeles): \$150,000 from Los Angeles.
- Jewish LA Film Festival (Los Angeles): \$276,000 from Los Angeles and art foundations and nonprofits.
- Telluride Film Festival (Telluride, CO): \$450,000 from Telluride and art foundations.
- South by Southwest Film Festival (SXSW) (Austin, TX): \$950,000 from Austin and the state of Texas.
- Tribeca International Film Festival (New York City):\$650,000 from New York City and its art foundations.
- New York Film Festival (New York City): \$350,000 from the city of New York and its art foundations.
- Sun Valley Film Festival (Sun Valley, ID): \$550,000 from sun valley and the state.
- Sonoma International Film Festival (Sonoma, CA): City of Sonoma provided \$435,000 from the city of Sonoma, the wineries, and the art foundations.
- Palm Springs ShortFest (Palm Springs, CA): City of Palm Springs provided approximately \$250,000 and \$200,000 from other arts foundations.

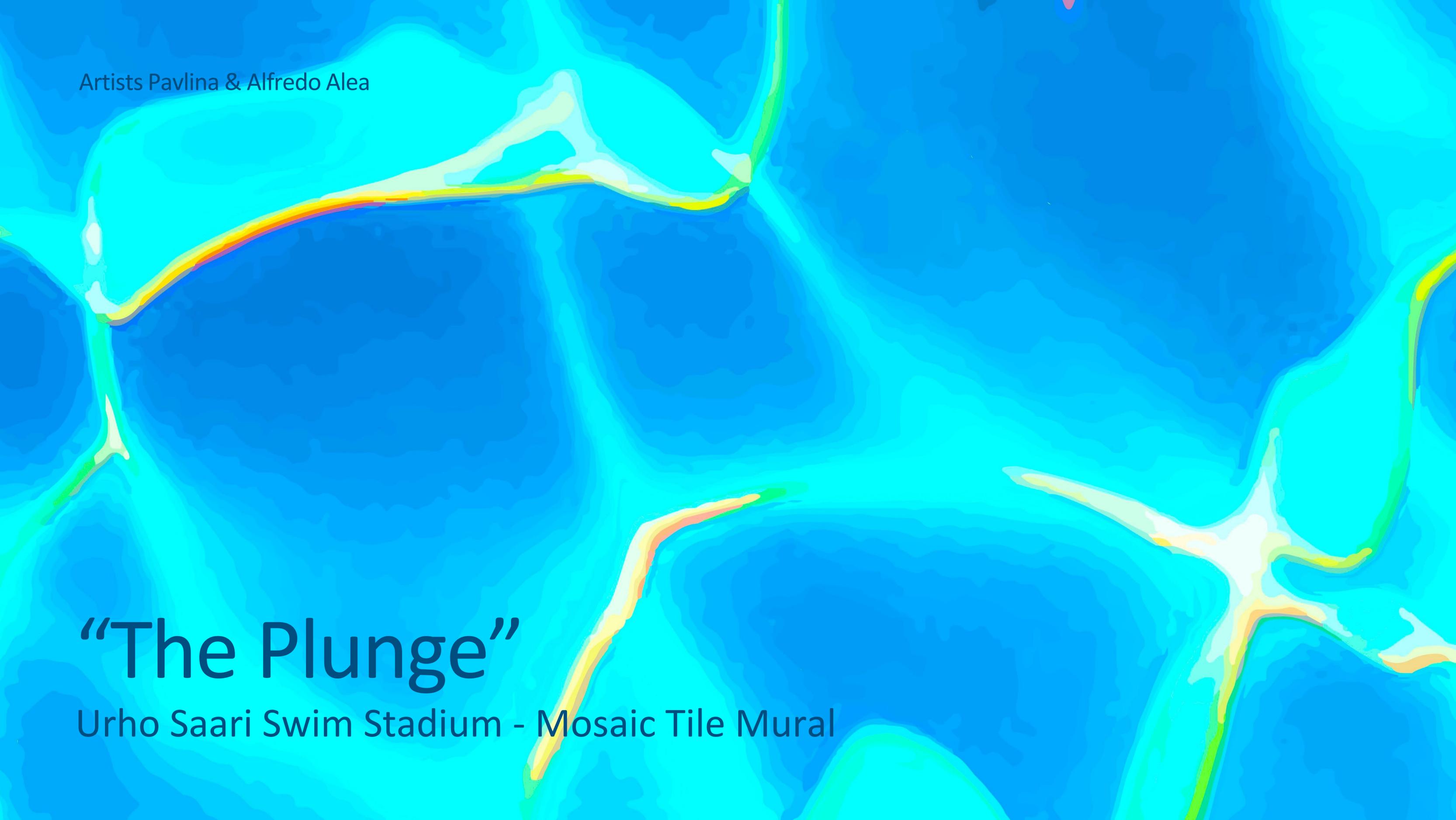


“The Plunge”

Urho Saari Swim Stadium - Mosaic Tile Mural



Artists: Pavlina & Alfredo Alea



Artists Pavlina & Alfredo Alea

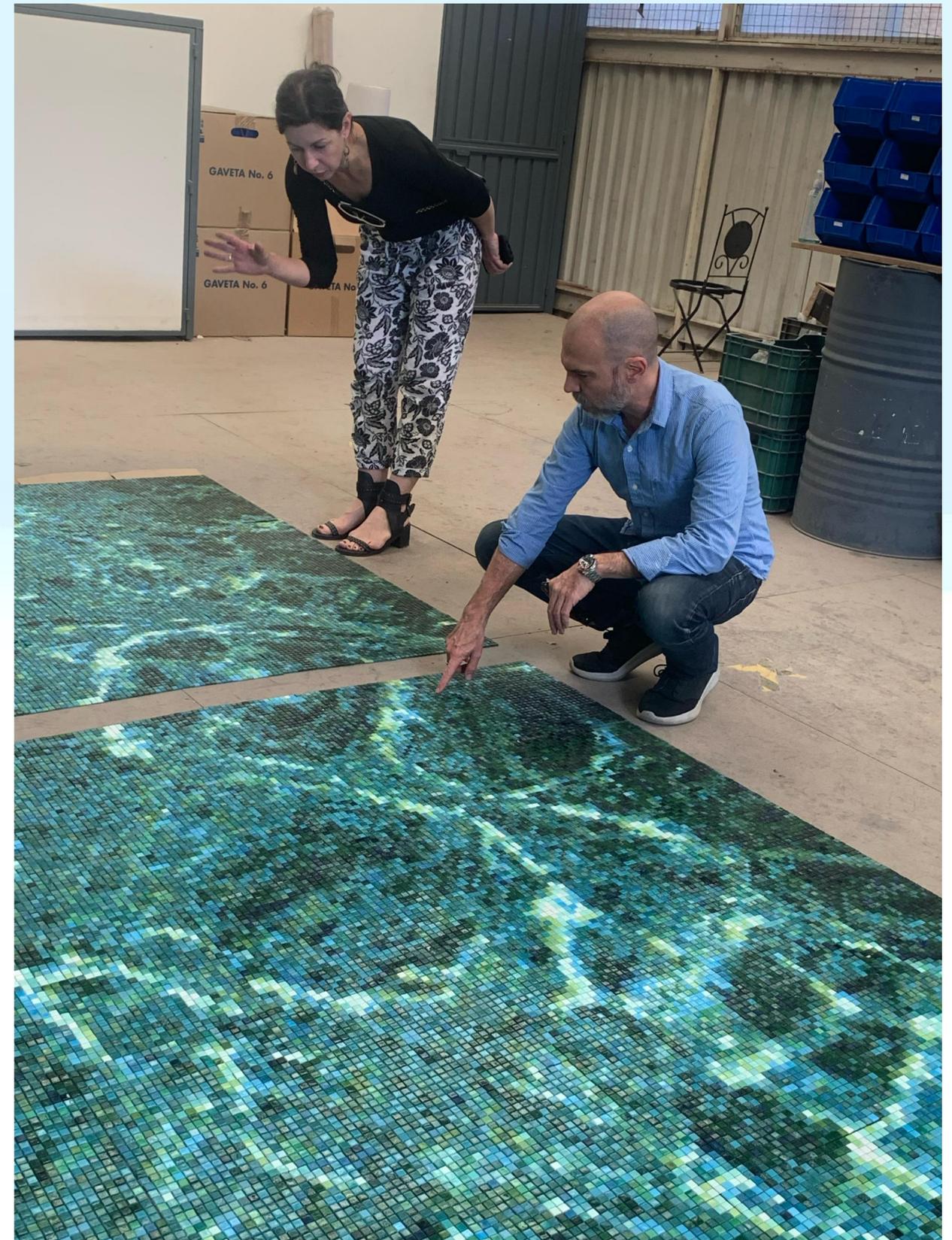
“The Plunge”

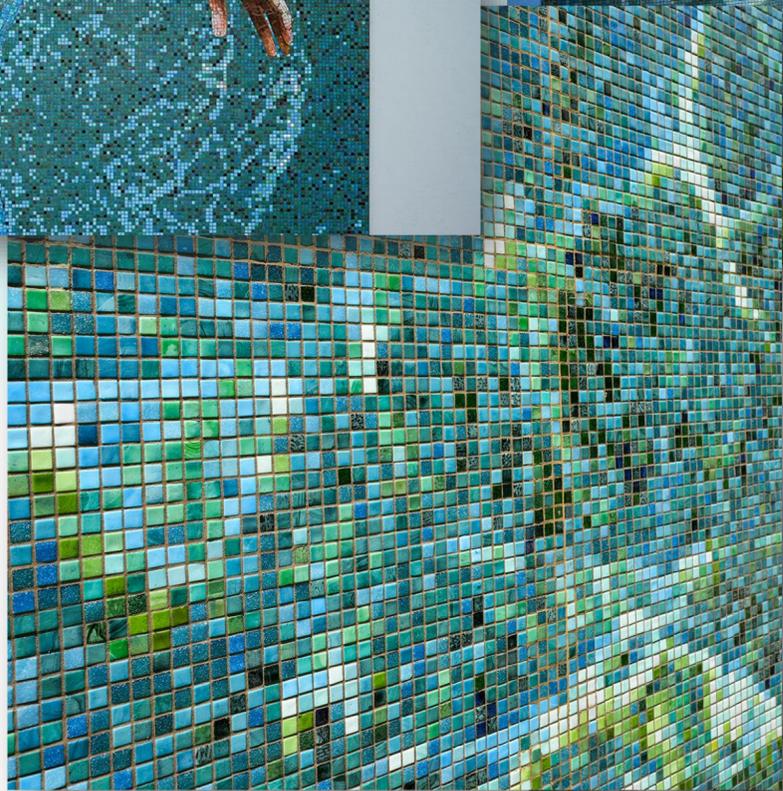
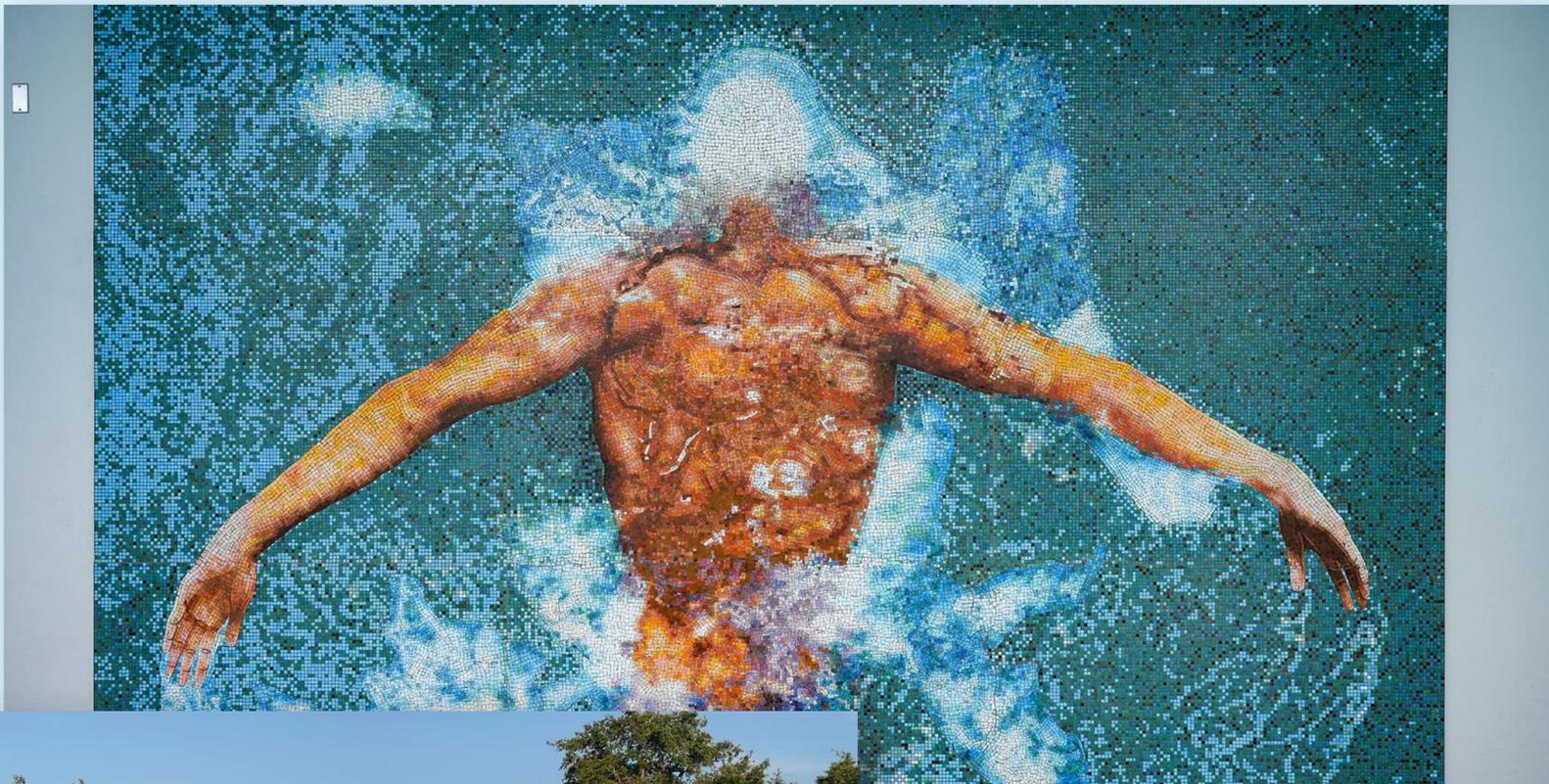
Urho Saari Swim Stadium - Mosaic Tile Mural

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.
- Pavlina is a painter whose artistic career is focused on underwater paintings of swimmers and divers. Alfredo is a skillful metal and ceramic sculptor and avid swimmer. Together we select locations worldwide to photograph and film underwater scenes to use as inspiration for our artwork.





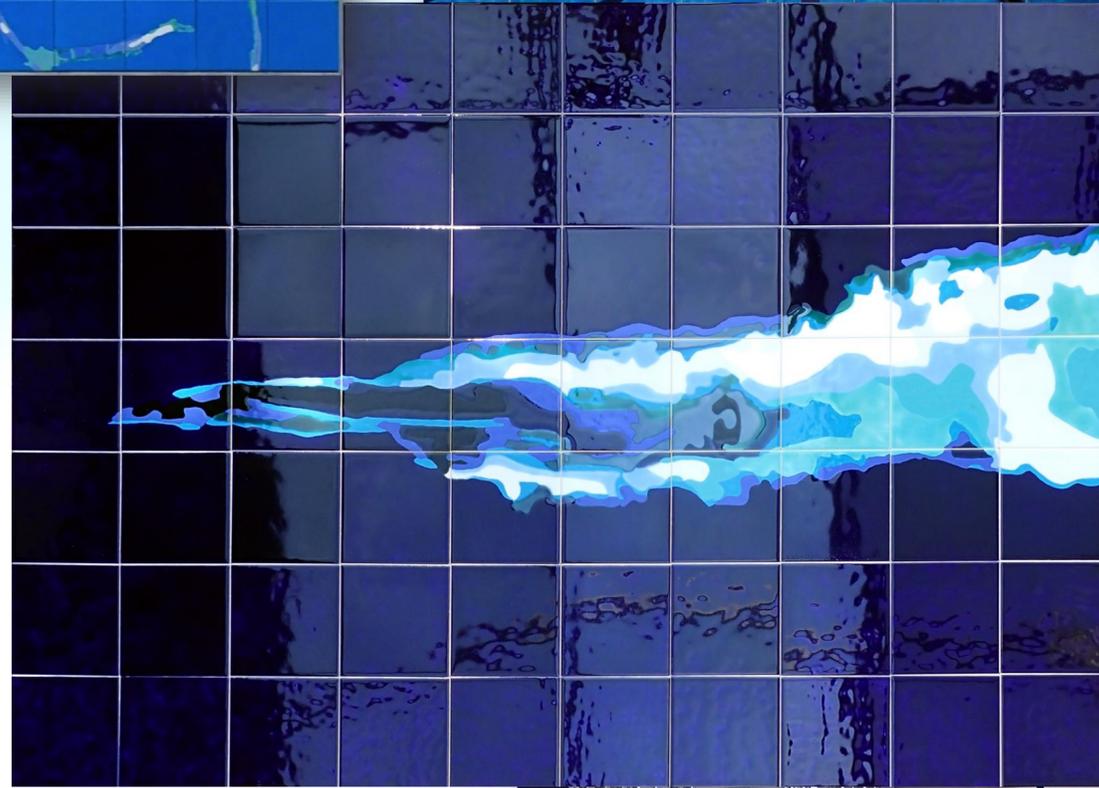
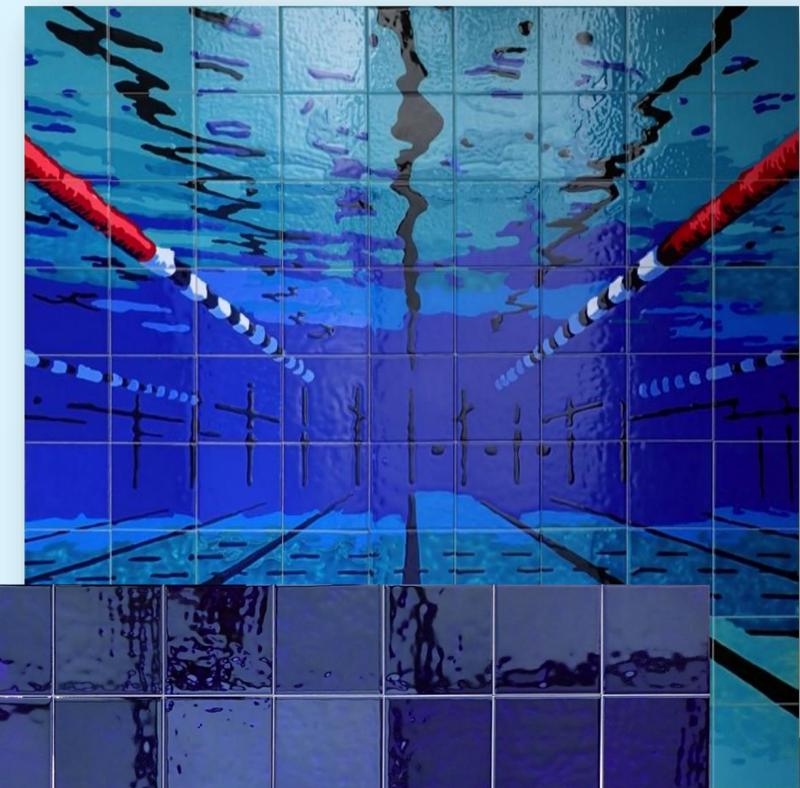
Vitreous Glass Mosaics

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

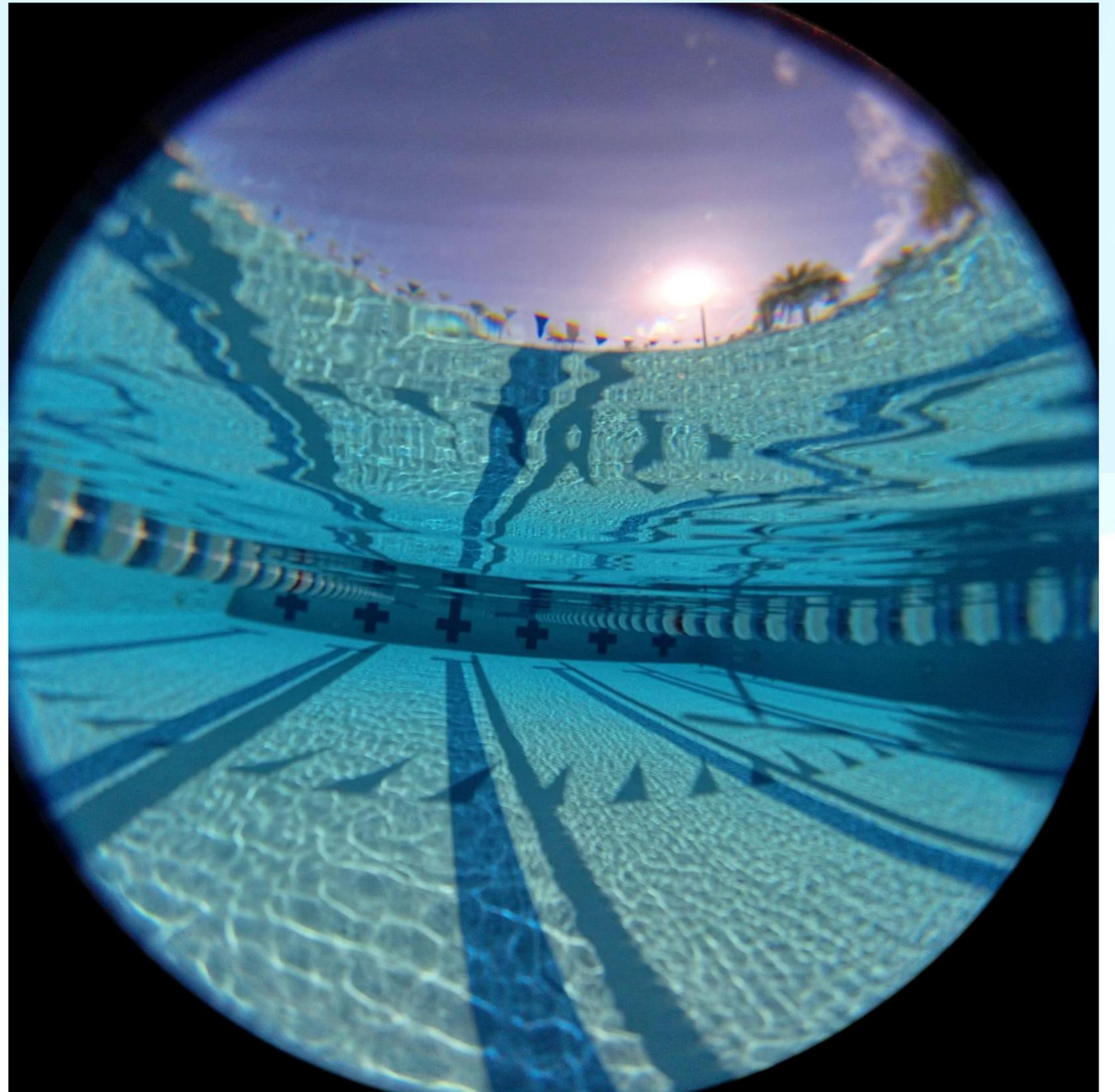
Miami Dade College Kendall Campus

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.

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
- Images might be modified to accommodate any potential architectural or design conflicts



Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 2

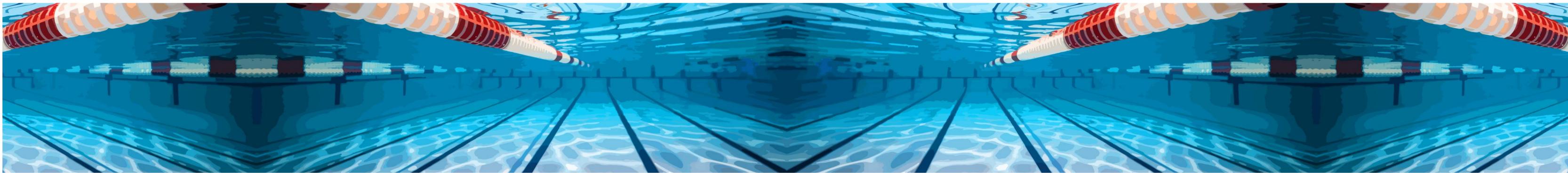


Mosaic Tile Mural - Design 3



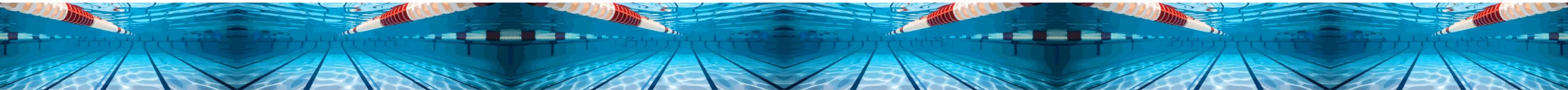
Mosaic Tile Mural - Design 1

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.



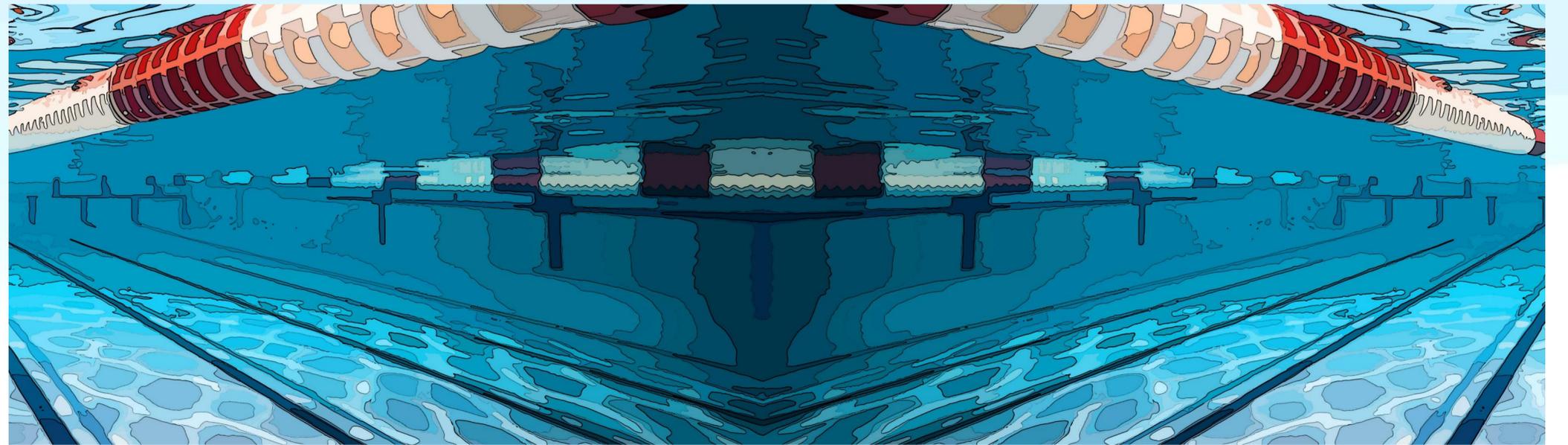
Mosaic Tile Mural - Design 1



Mosaic Tile Mural - Design 1

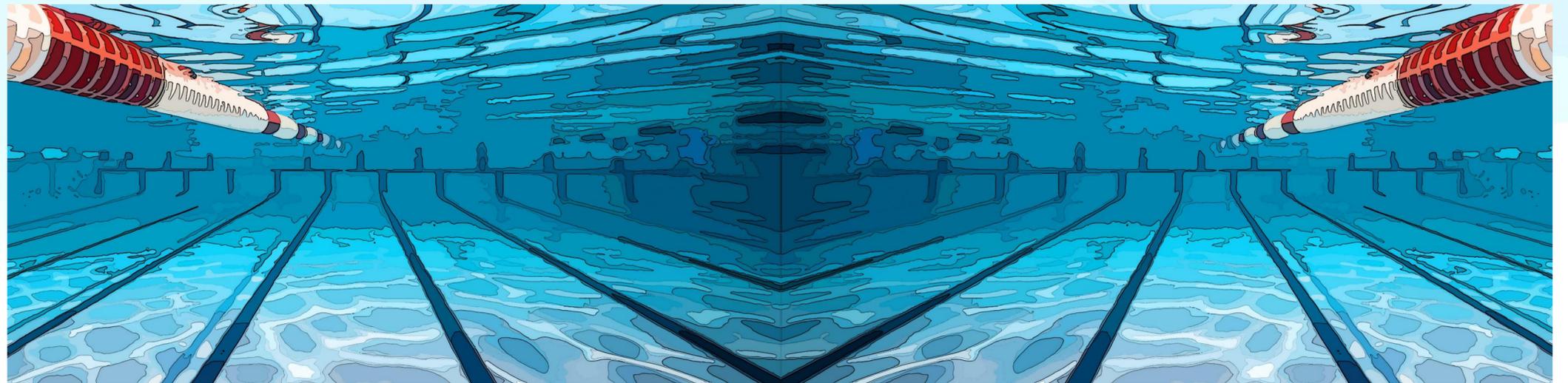
Mural Design 1

Detail 1



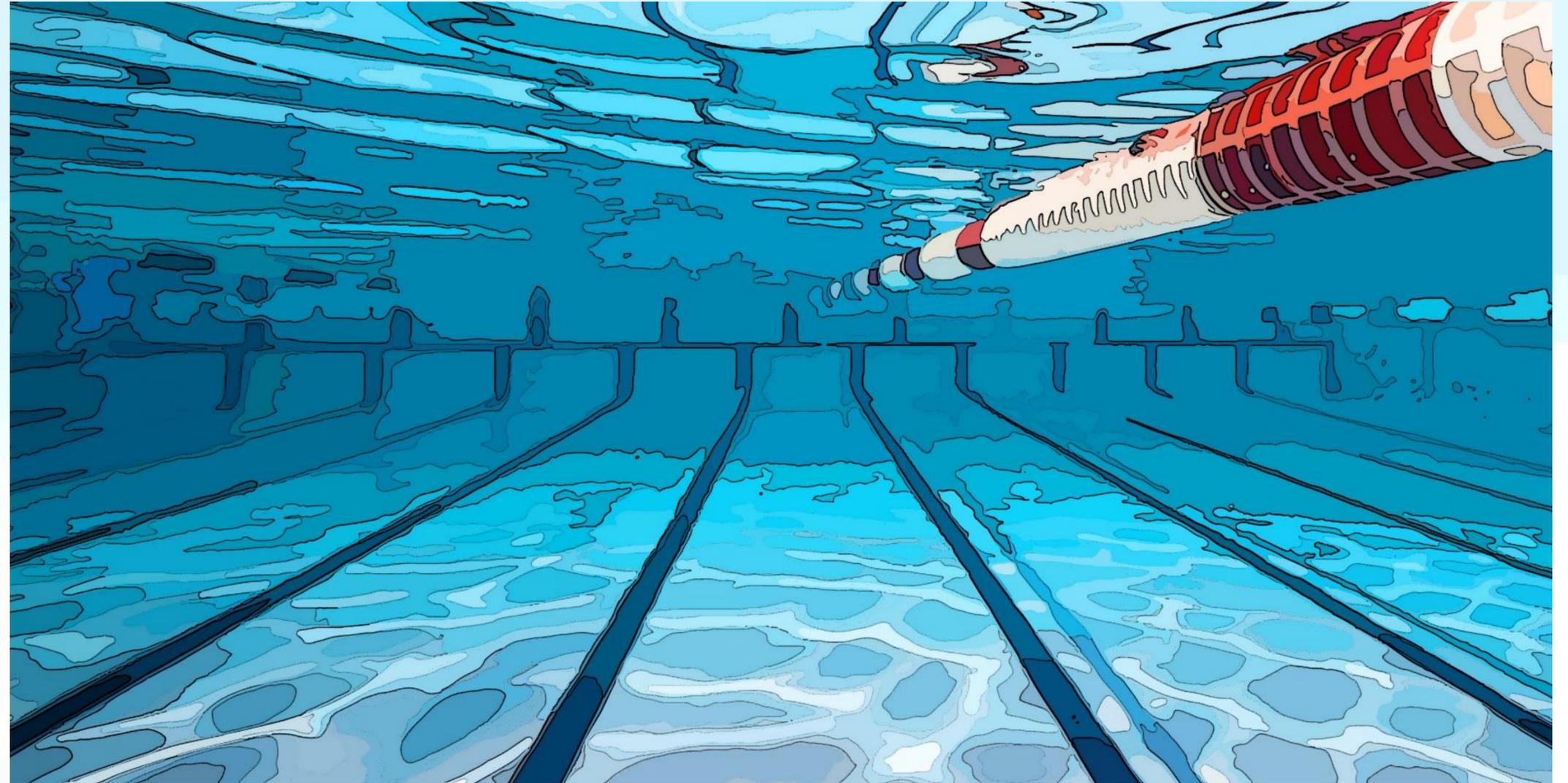
Mural Design 1

Detail 2



Mural Design 1

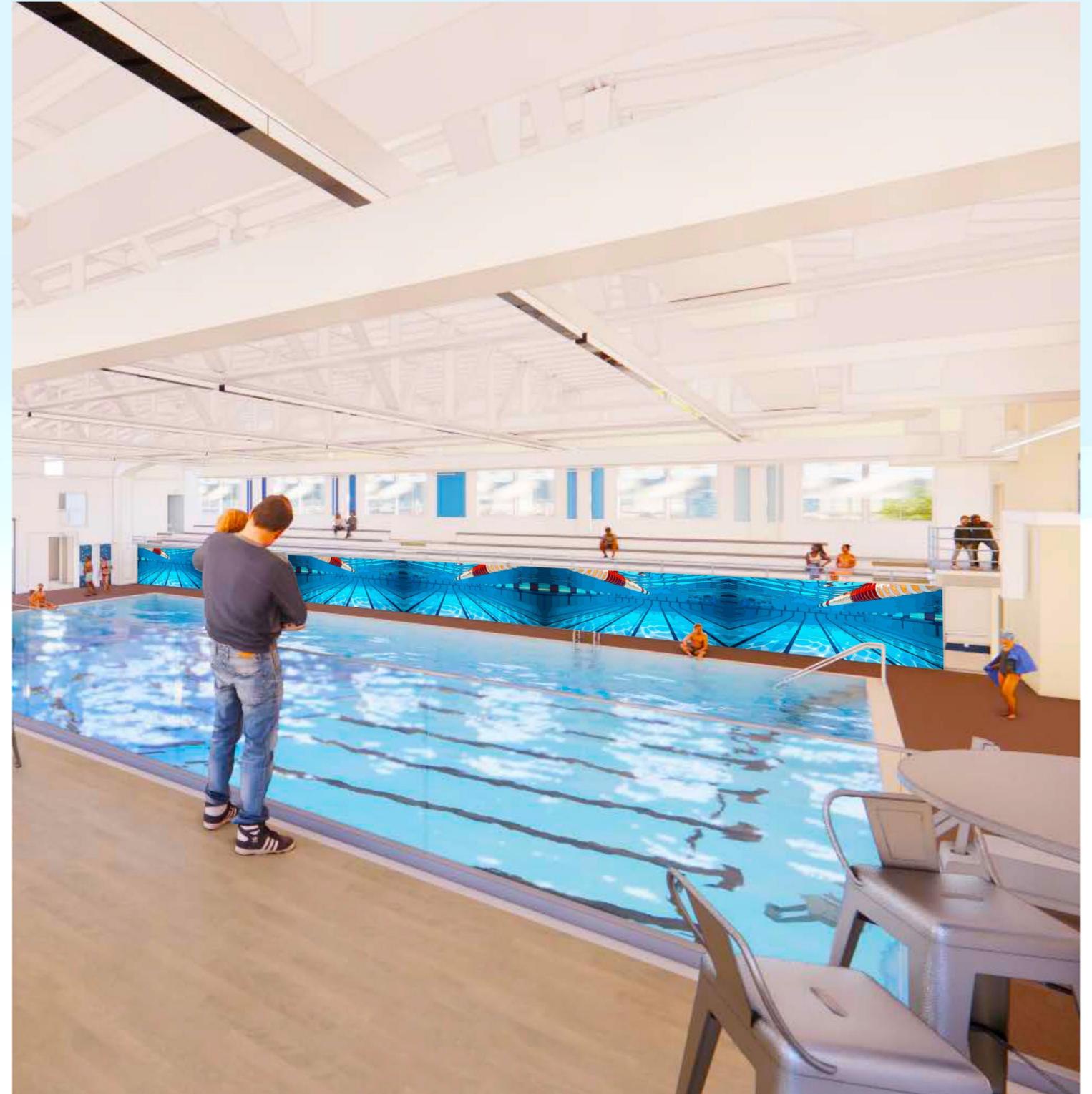
Detail 3



Design 1

Mural Size

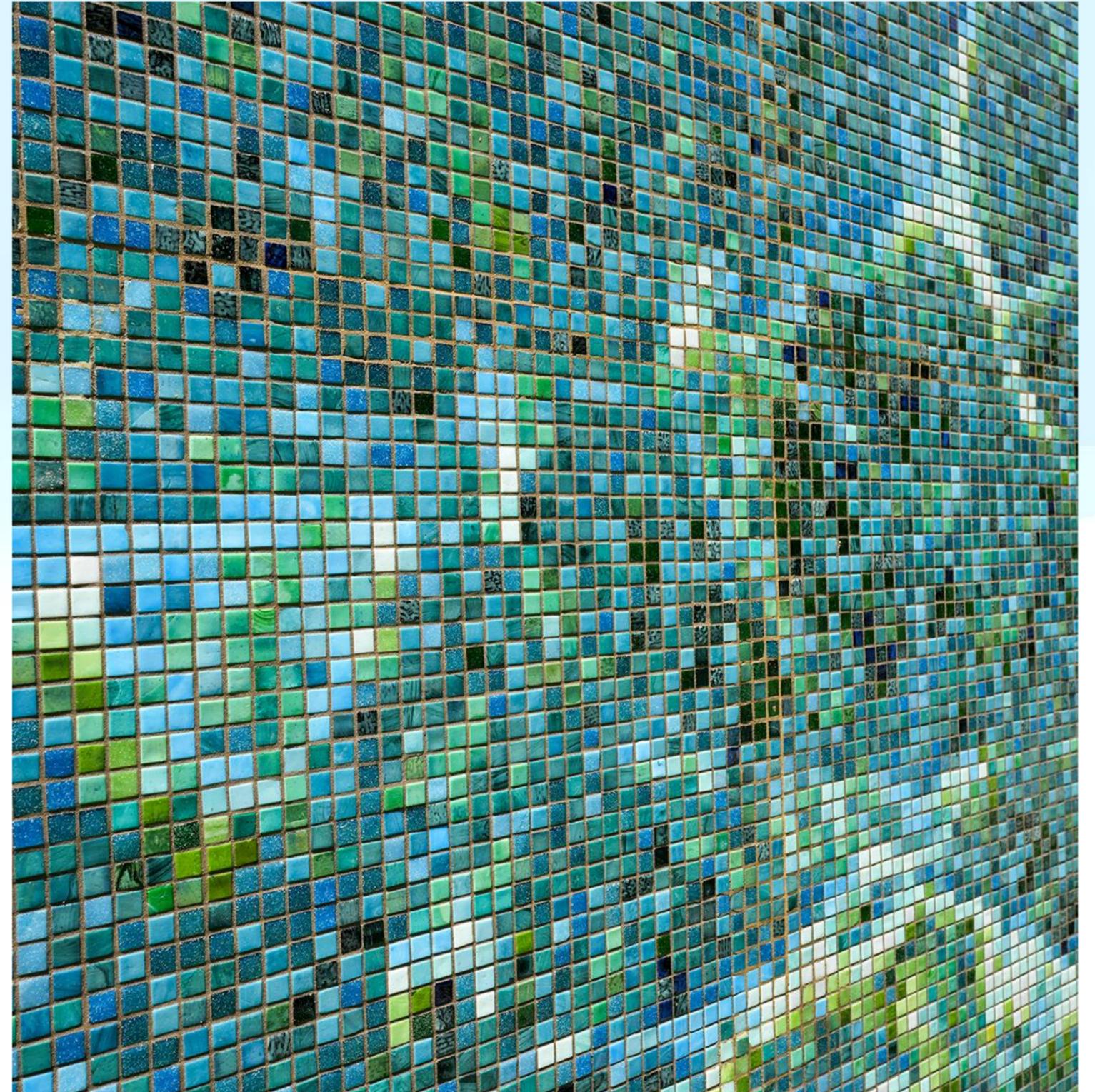
- There are multiple elements within the proposed image for Design 1. The overall size is 5 ft 4 inches tall by 98 ft 5 3/8 inches wide
- The total square footage of the mosaic tile mural is approximately 542 sq ft
- The image is designed to create an immersive experience from each viewing angle
- The 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



Glass Mosaic

Vibrant & Low Maintenance

- 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 artwork will cover the entire wall designated for art. It will be produced and installed as a **glass mosaic**. 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.





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.



Design 1 - Scale



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. The imagery is balanced 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.

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.



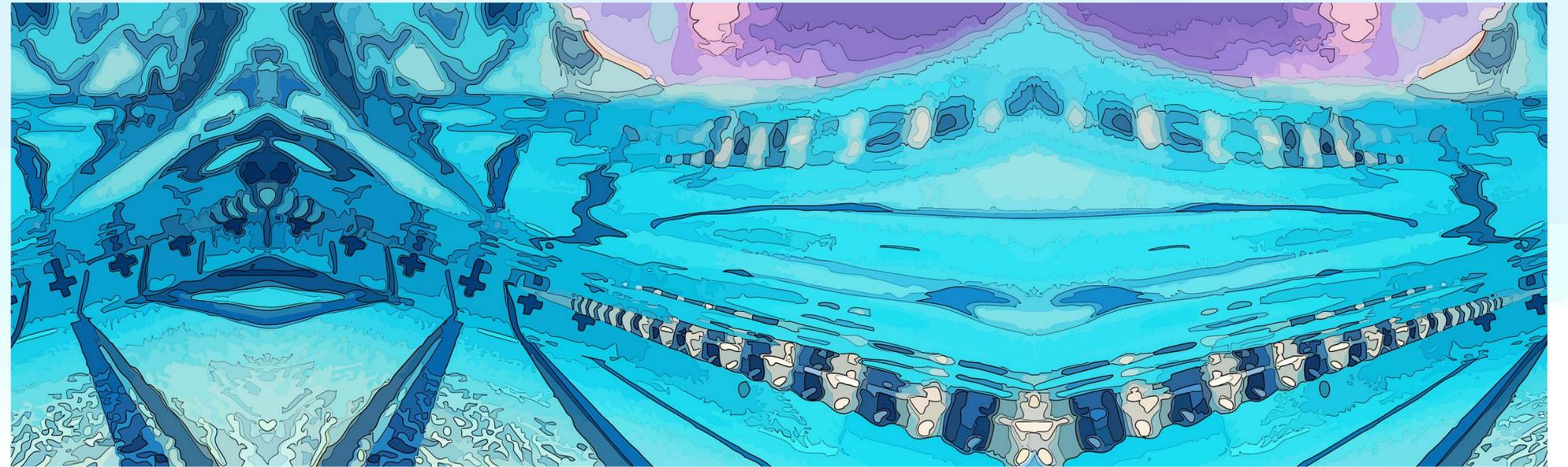
Mosaic Tile Mural - Design 2



Mosaic Tile Mural - Design 2

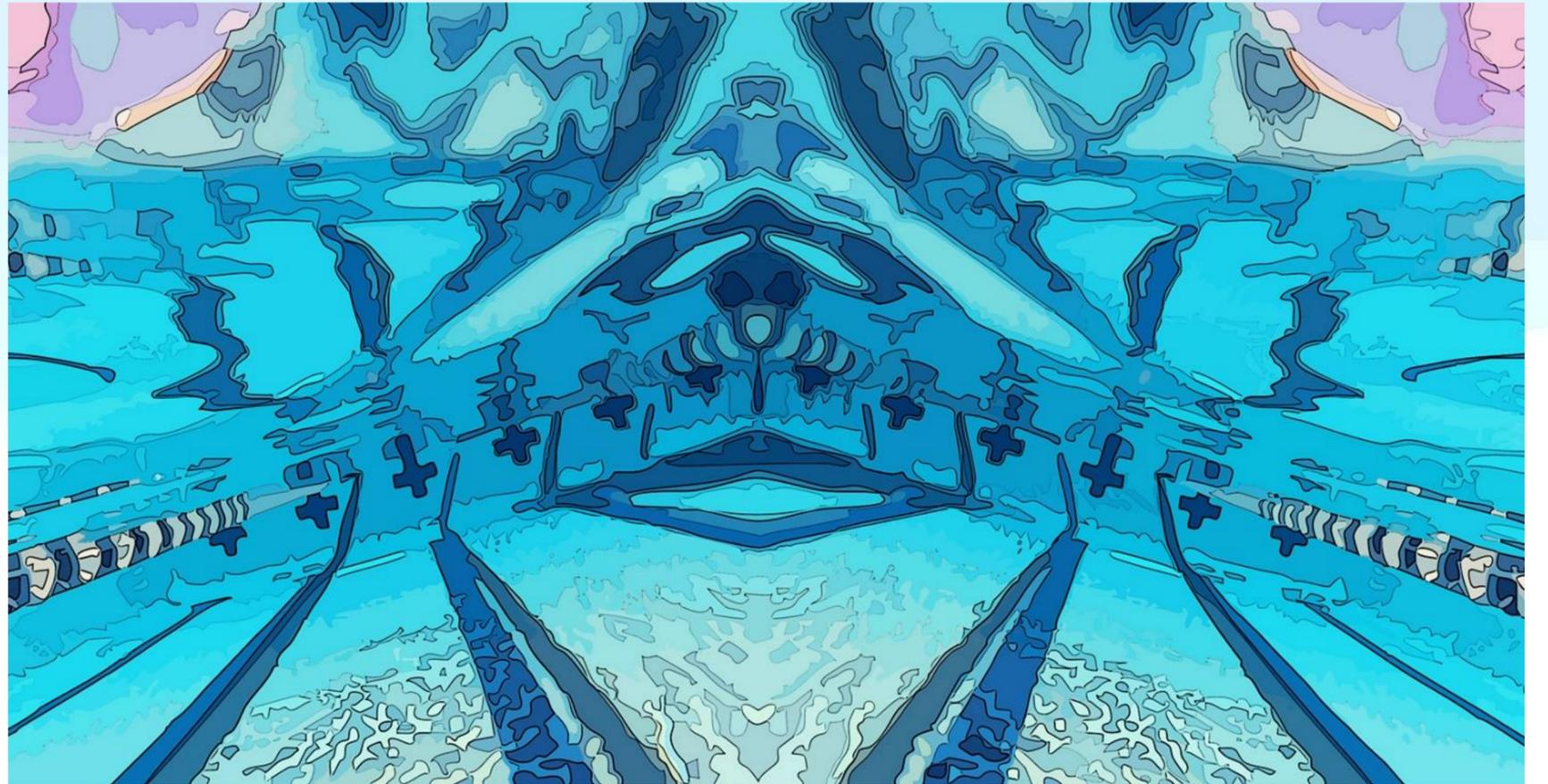
Mural Design 2

Detail 1



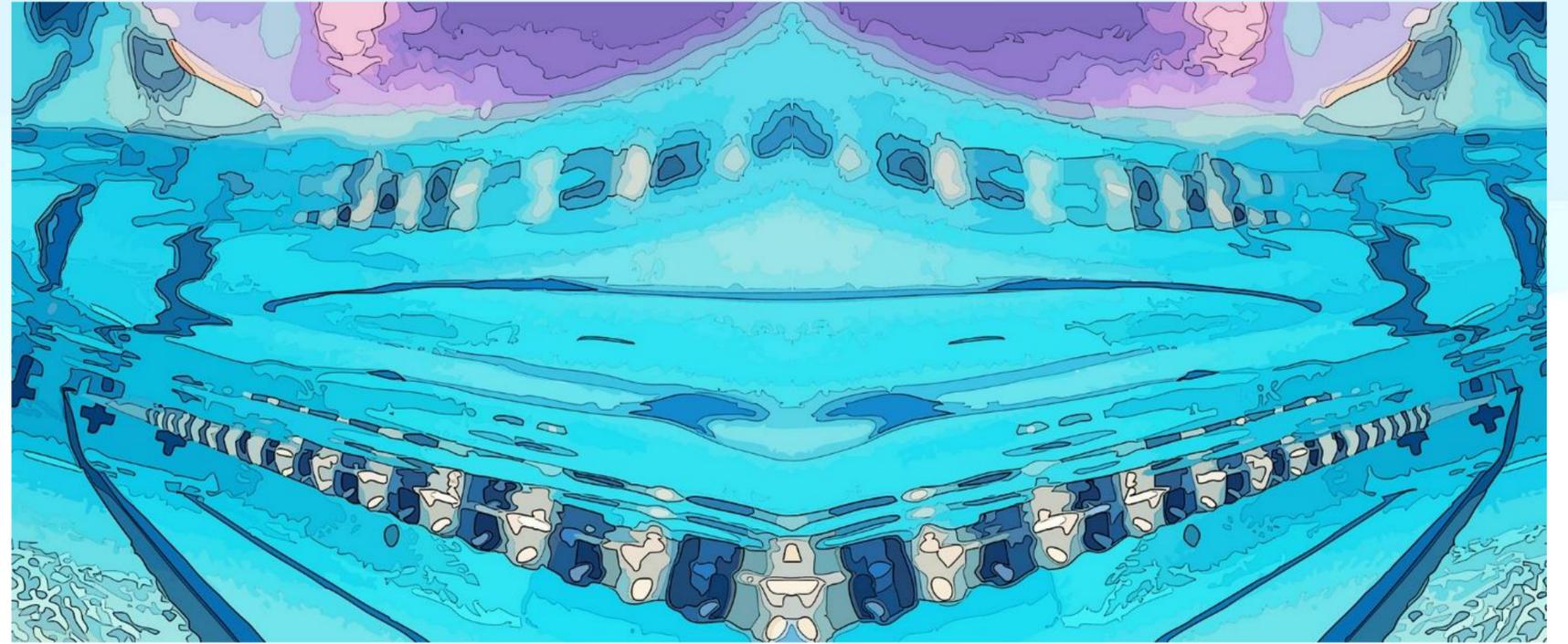
Mural Design 2

Detail 2



Mural Design 2

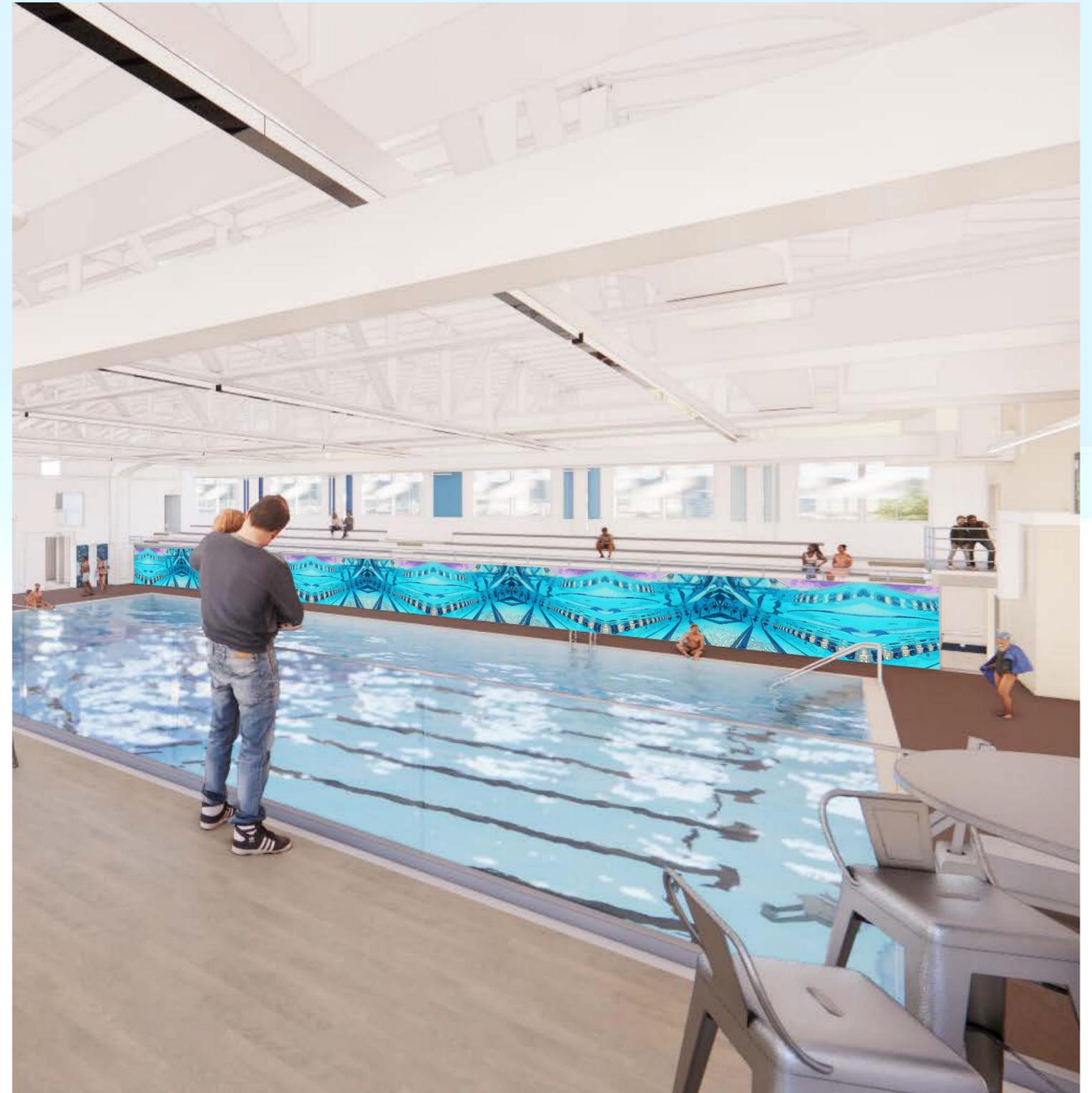
Detail 3



Design 2

Mural Size

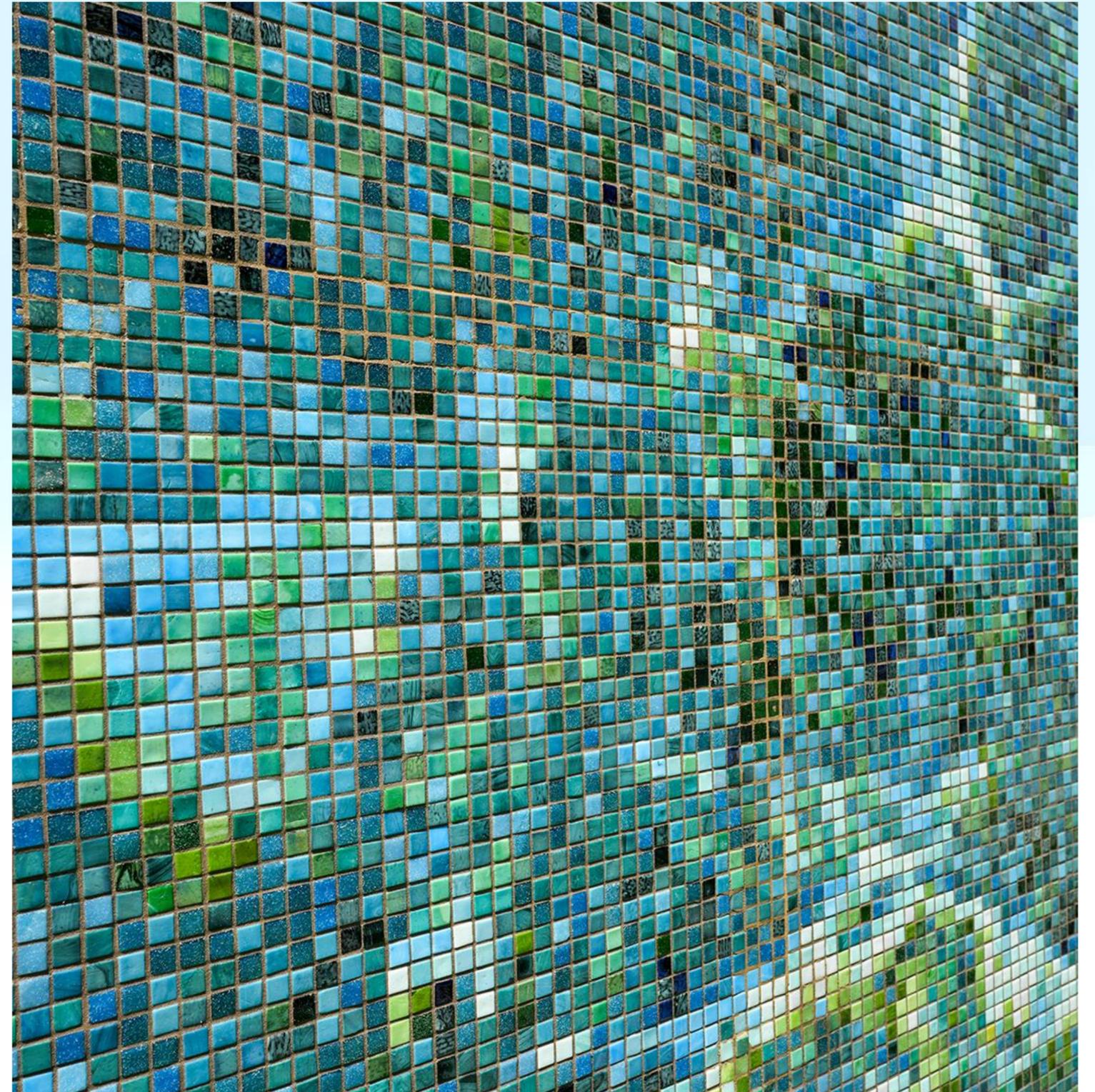
- There are multiple elements within the proposed image for Design 2. The overall size is 5 ft 4 inches tall by 98 ft 5 3/8 inches wide
- The total square footage of the mosaic tile mural is approximately 542 sq ft
- The image is designed to create an immersive experience from each viewing angle
- The 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



Glass Mosaic

Vibrant & Low Maintenance

- 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 artwork will cover the entire wall designated for art. It will be produced and installed as a **glass mosaic**. 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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- 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.





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.



Design 2 - Scale



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 and swimming. 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 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.



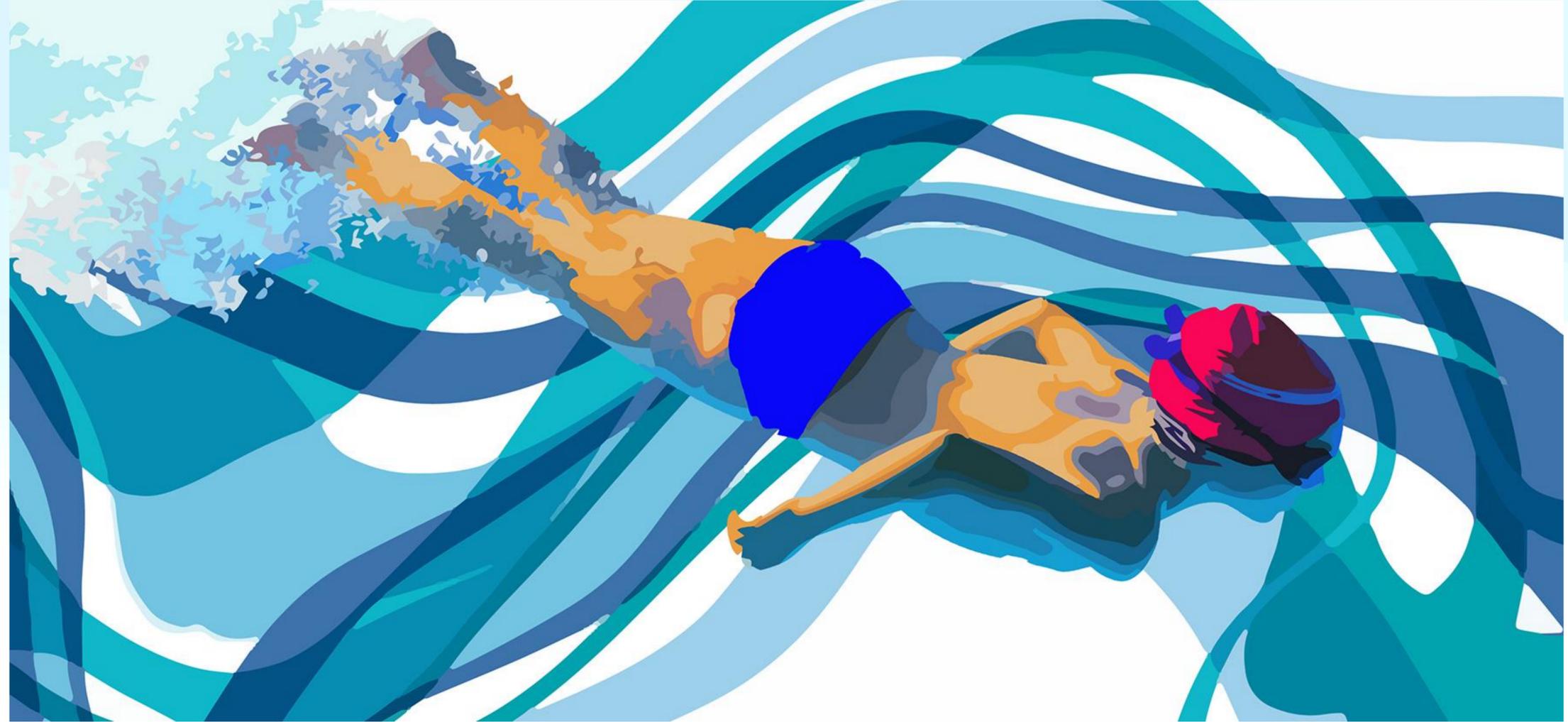
Mosaic Tile Mural - Design 3



Mosaic Tile Mural - Design 3

Mural Design 3

Detail 1



Mural Design 3

Detail 2



Mural Design 3

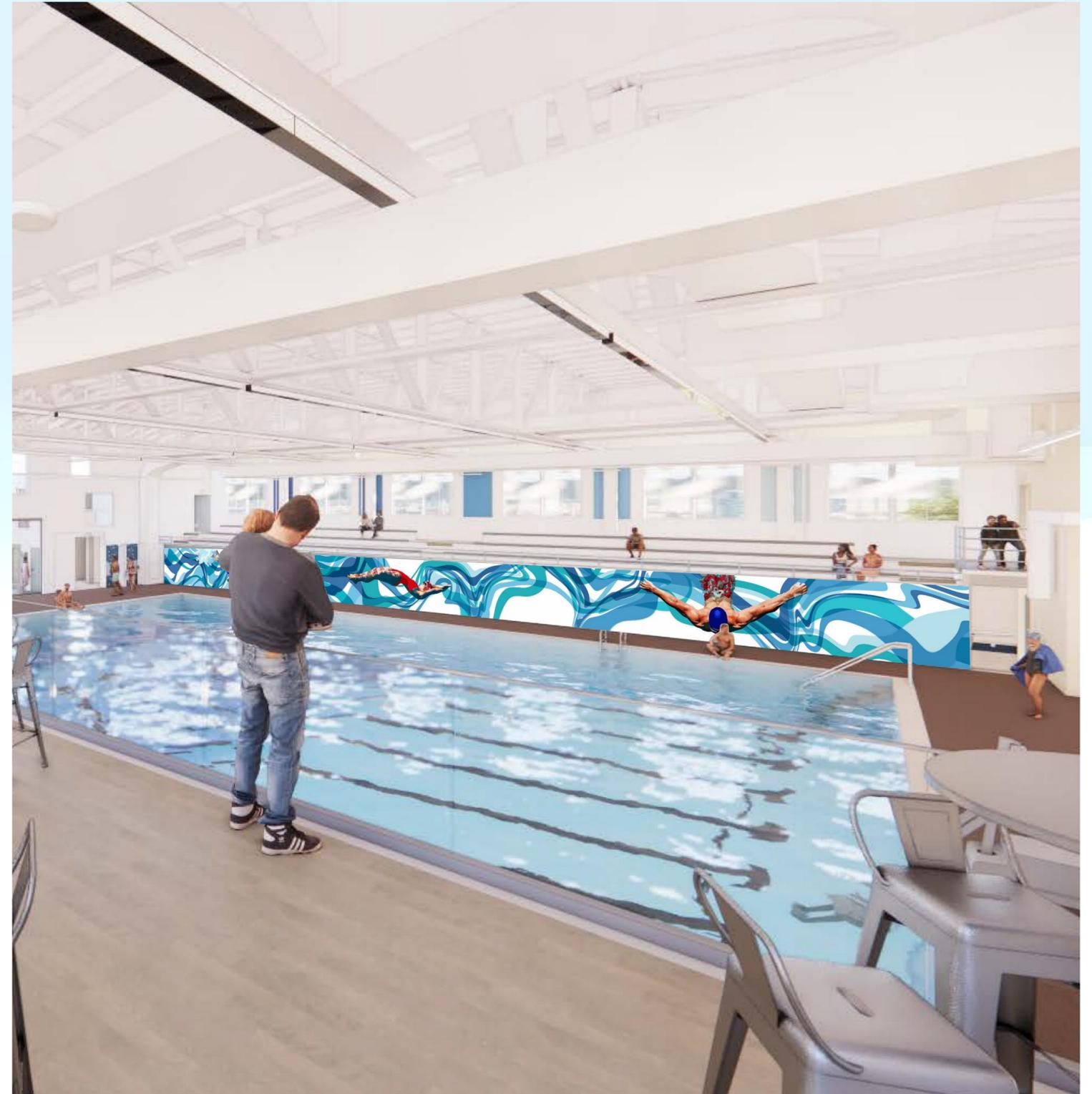
Detail 3



Design 3

Mural Size

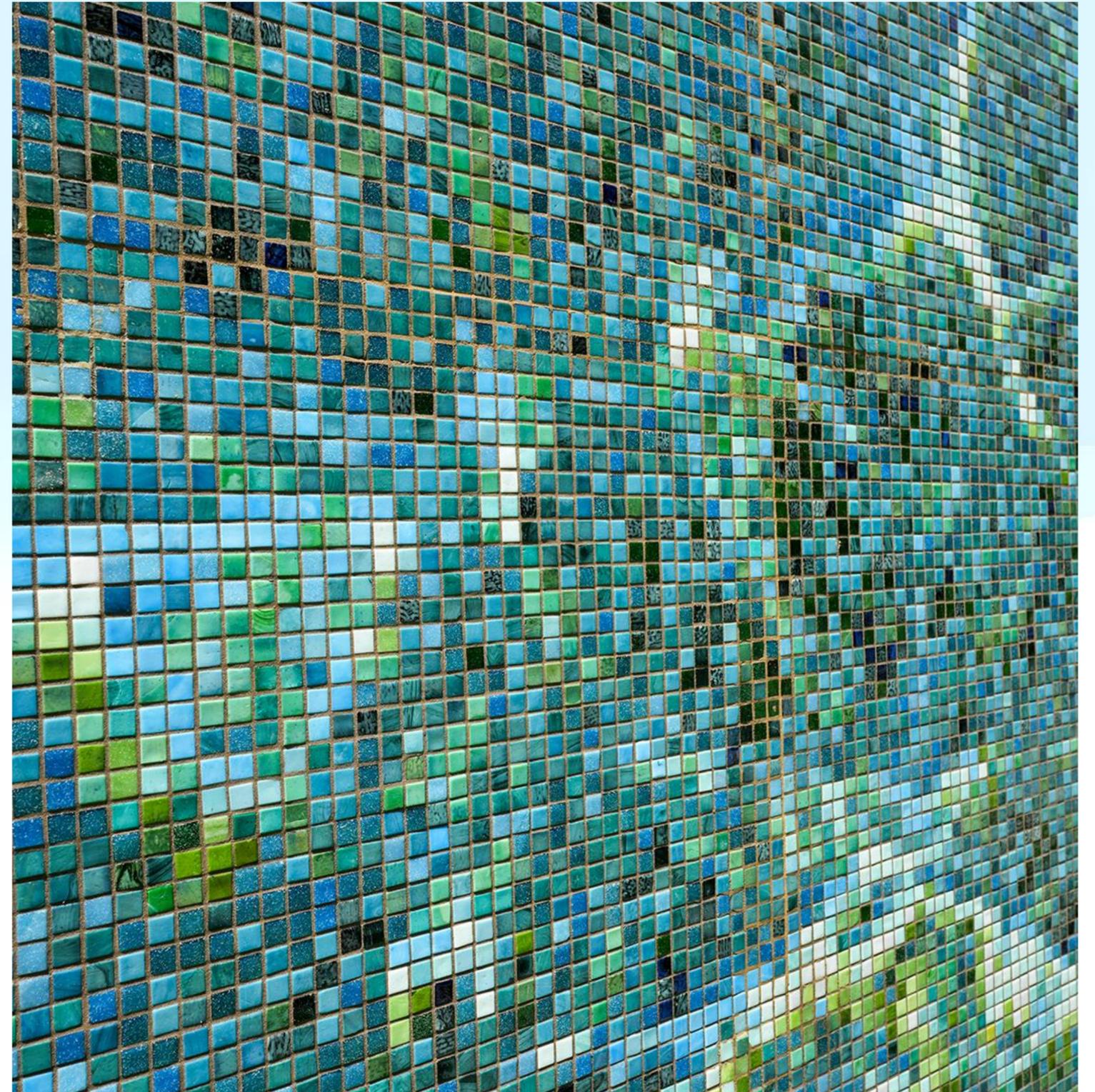
- There are multiple elements within the proposed image for Design 3. The overall size is 5 ft 4 inches tall by 98 ft 5 3/8 inches wide
- The total square footage of the mosaic tile mural is approximately 542 sq ft
- The image is designed to create an immersive experience from each viewing angle
- The 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



Glass Mosaic

Vibrant & Low Maintenance

- 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 artwork will cover the entire wall designated for art. It will be produced and installed as a **glass mosaic**. 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.





Mosaic Tile Mural - Design 3

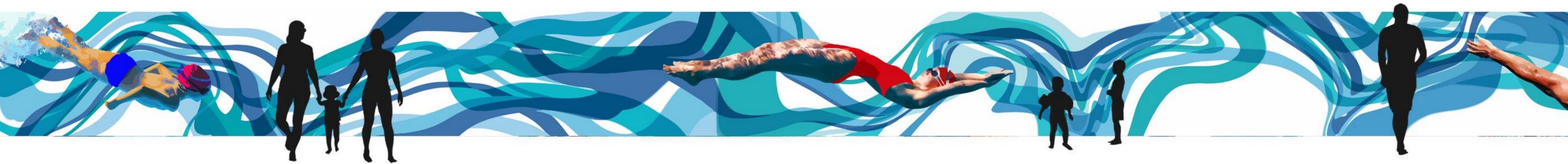


Mosaic Tile Mural - Design 3



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.



Design 3 - Scale

Glass Mosaic



Glass Mosaic

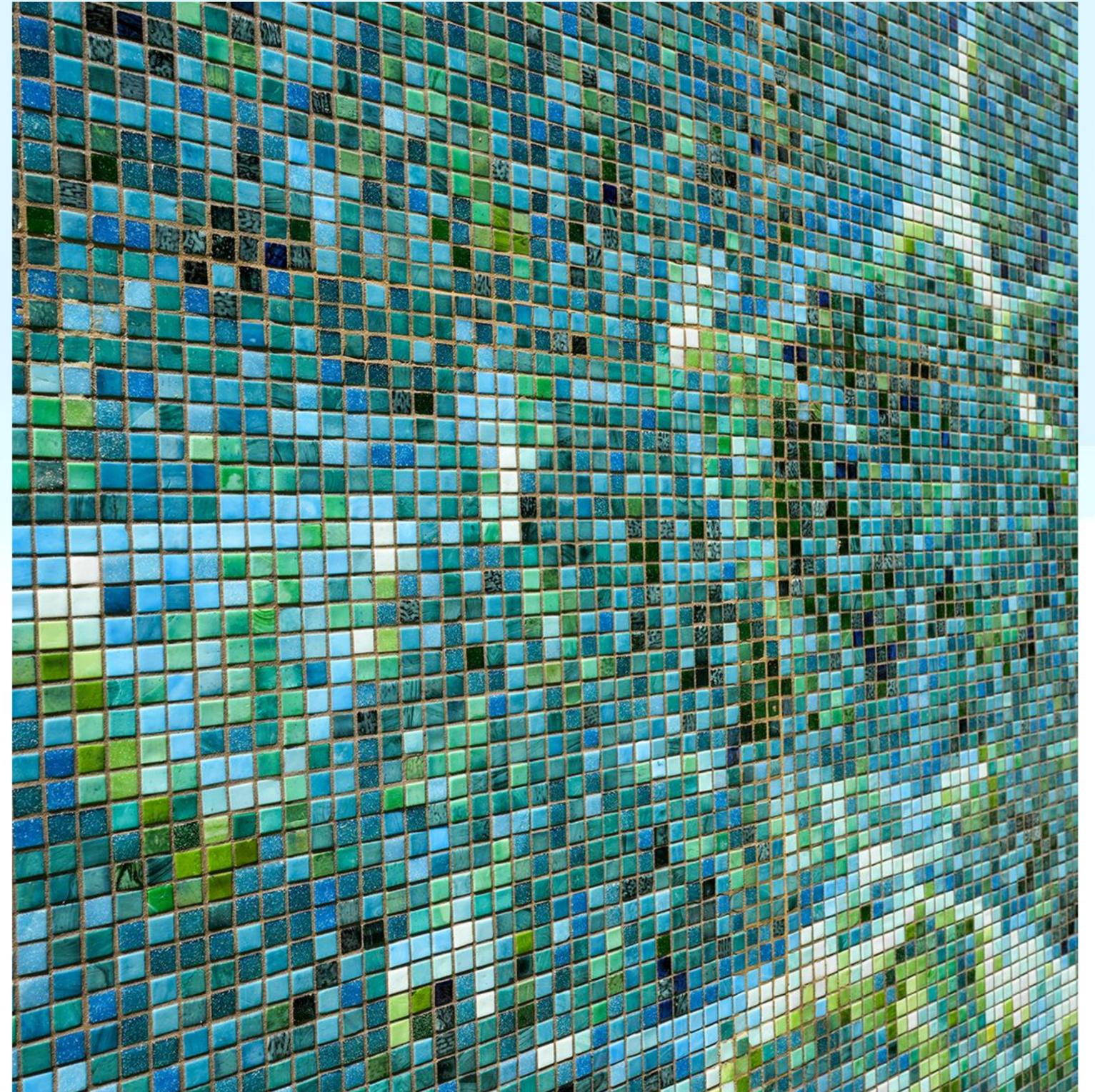
Vibrant & Low Maintenance



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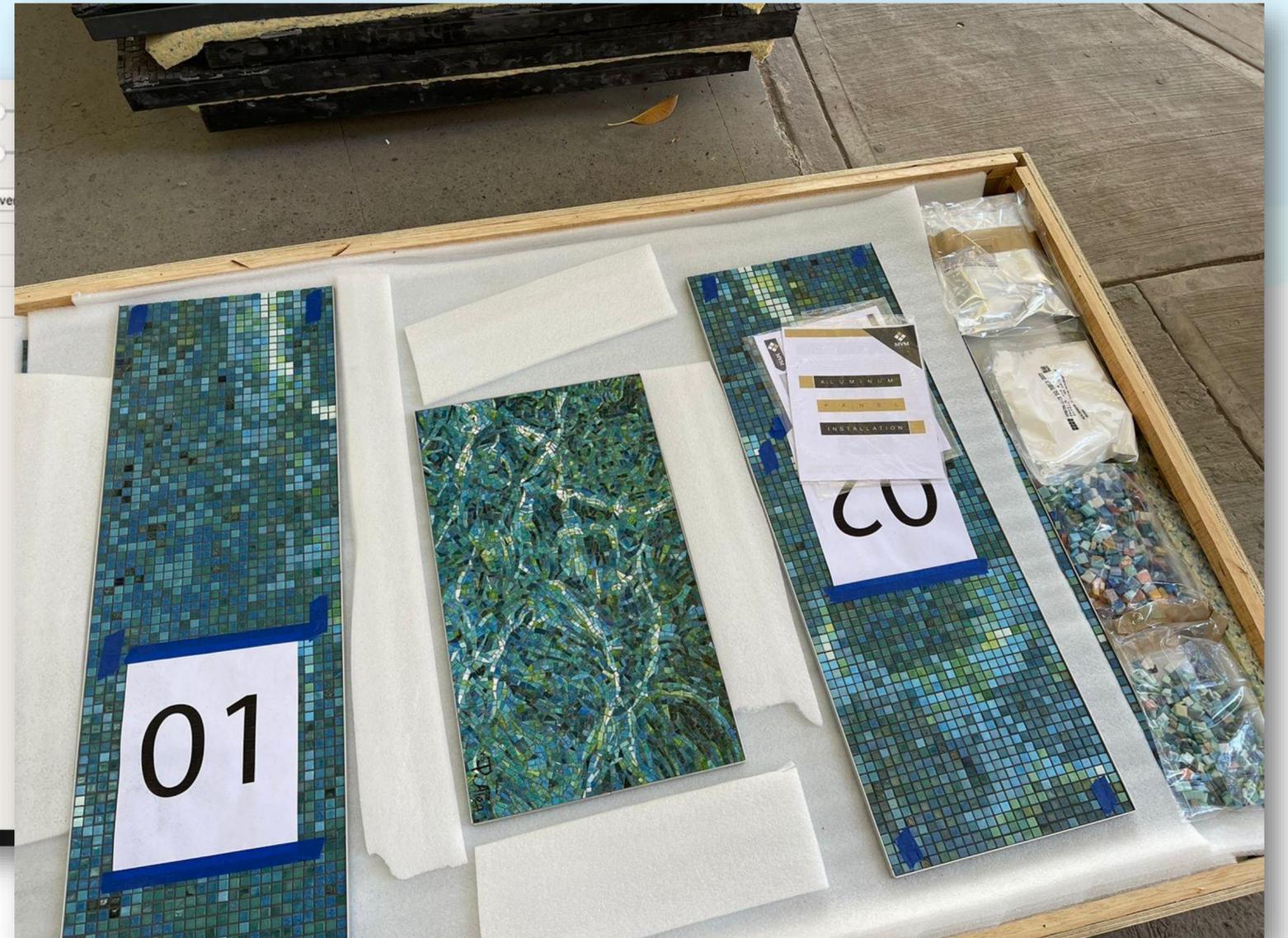
Aluminum profile will be installed to frame the Mural and give it a finished look.

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





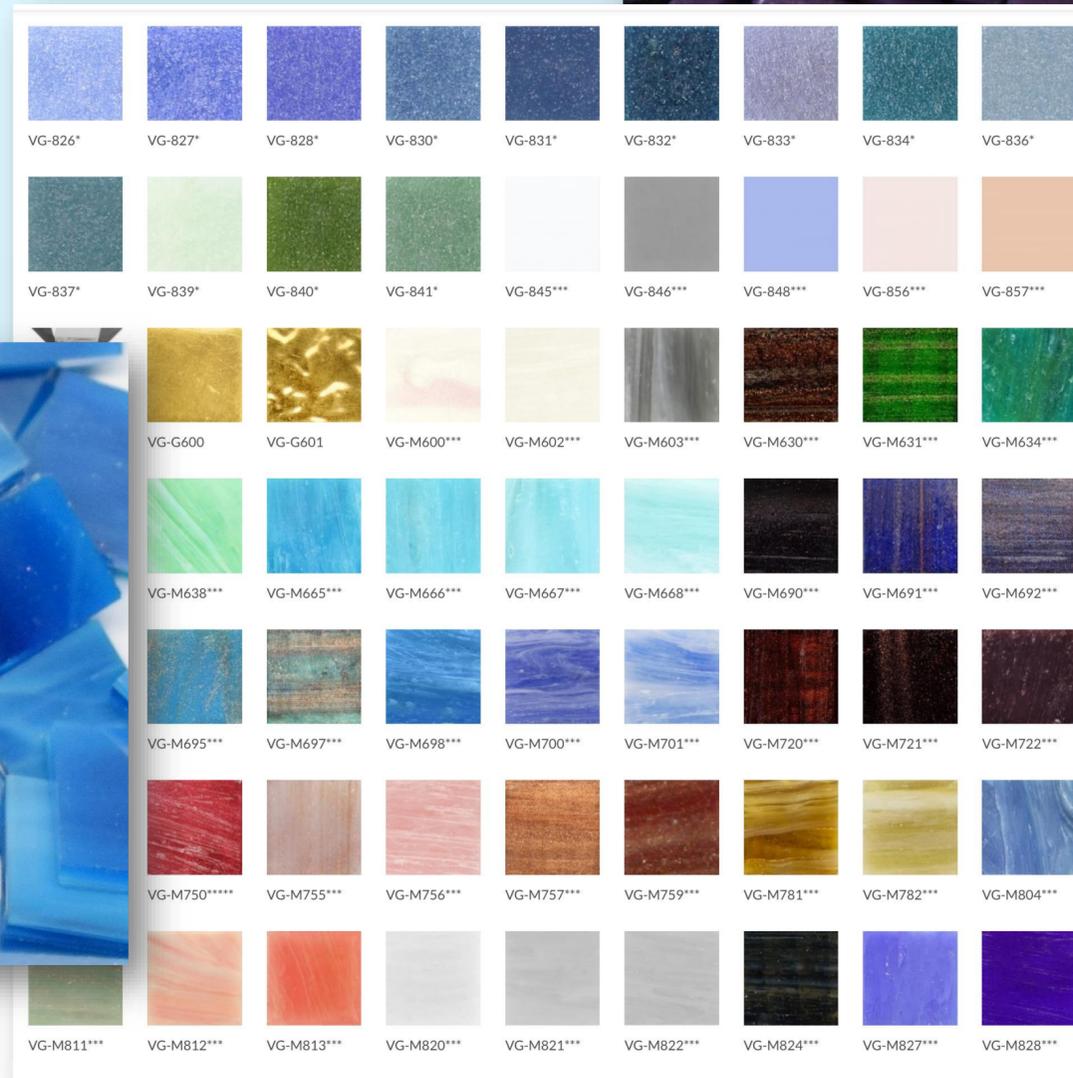
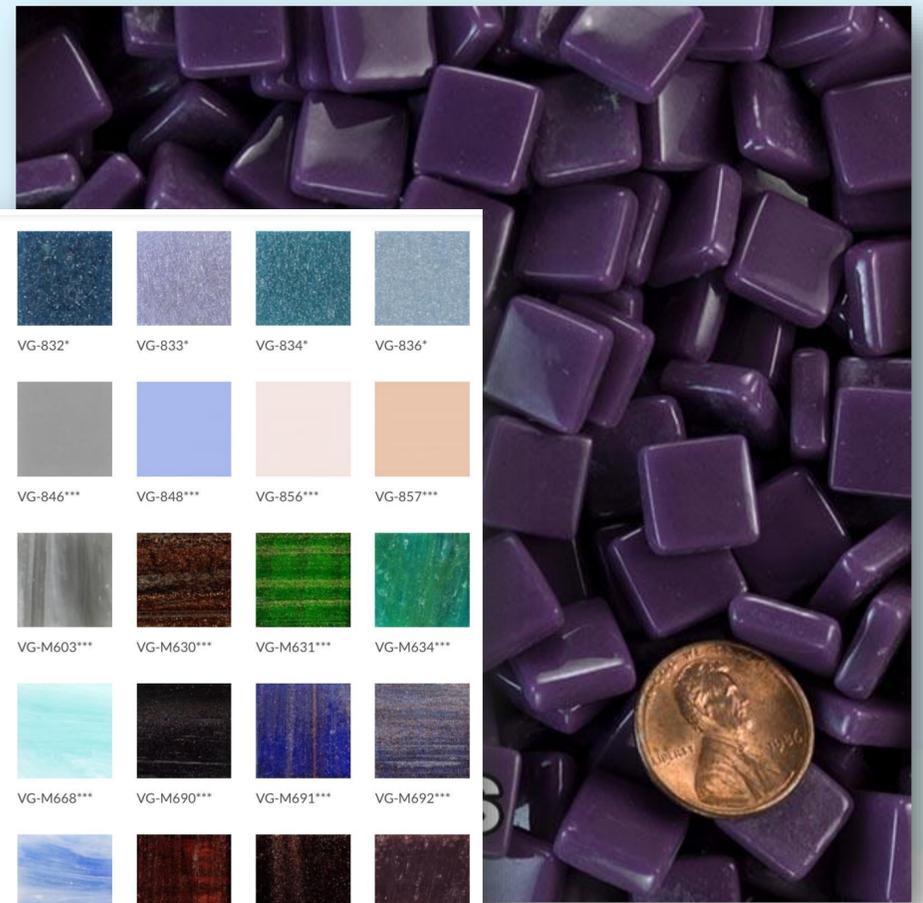
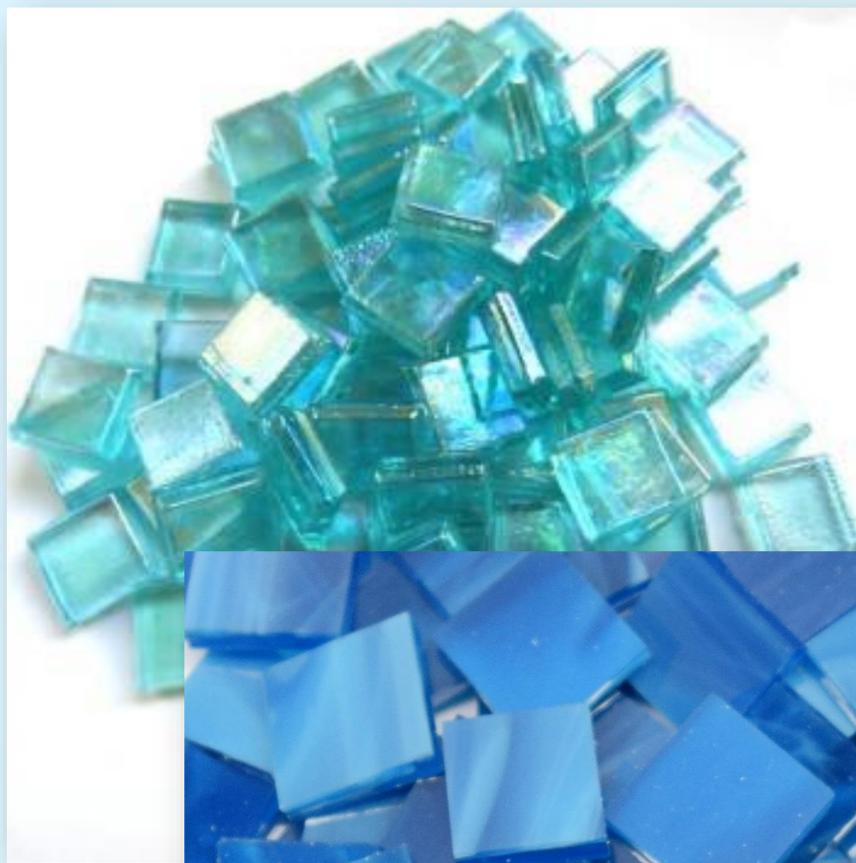
Glass Mosaic Murals - Colors

Each mural will be composed of small square glass tiles (size 7/16" - 7/16") and will be installed with a 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 with non-fading mirror backing.



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

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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