

# PRESENTATION FOR CITY OF NATIONAL CITY

DECEMBER 7, 2021

ARTS

WORLD CLASS





ARTS lifts young people in the South County region of San Diego to become confident, compassionate, and courageous community builders through the transformative power of creativity.

[www.areasontosurvive.org](http://www.areasontosurvive.org)

# OUR MISSION

Projects & Programs	Actuals		Projected		Total
	Q1	Q2	Q3	Q4	
Personel	\$87,607	\$140,271	\$188,284	\$194,284	\$610,446
Materials	\$5,270	\$13,480	\$41,800	\$37,600	\$98,150
Overhead (20%)	\$18,575	\$30,750	\$46,017	\$46,377	\$141,719
Other Value					
Volunteer Equivalent	\$5,818	\$5,818	\$8,727	\$8,727	\$29,090
Total Impact Value	\$117,270	\$190,320	\$284,828	\$286,988	\$879,405
Annual Amounts Due to City	\$125,00				

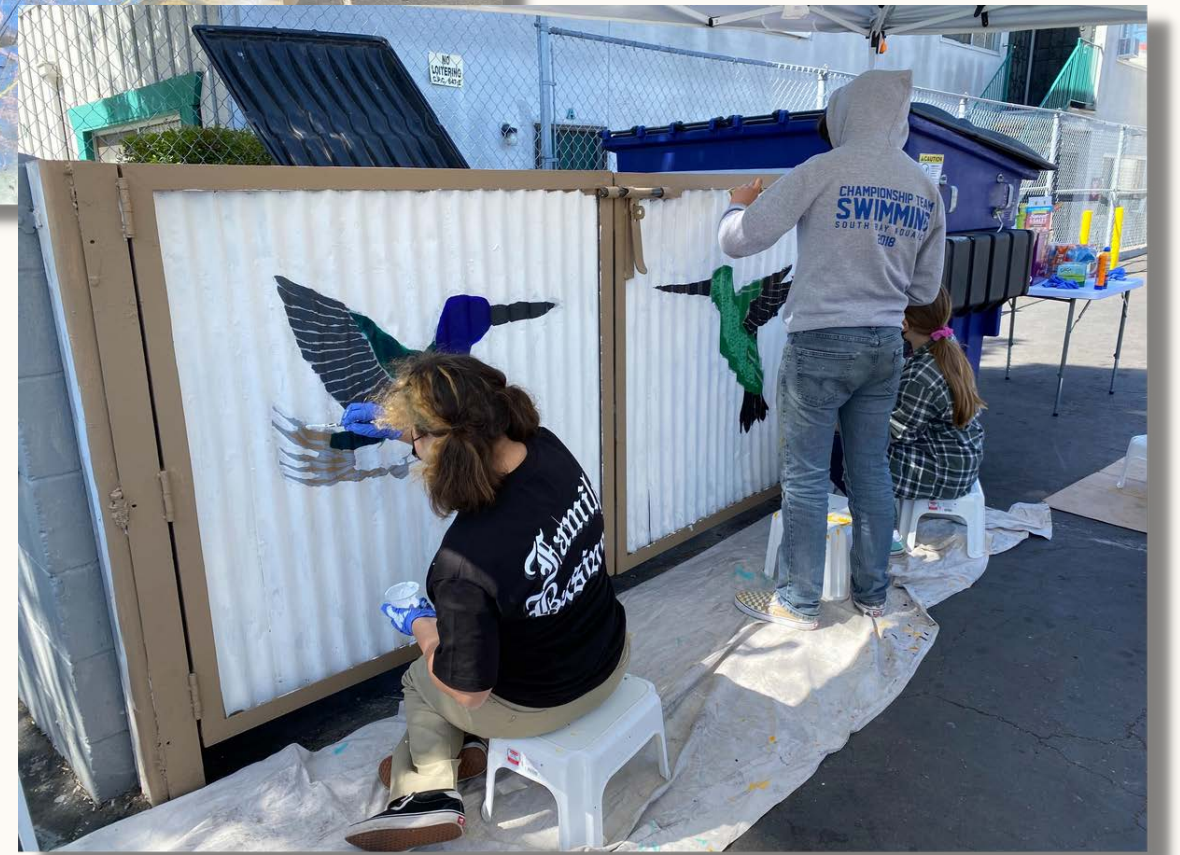
# FINANCIAL IMPACT, 2021



ARTS  
@  
HOME

\$39,000

Q1 HIGHLIGHT



Check out this cool video to learn more:  
[vimeo.com/600634664/957b981a37](https://vimeo.com/600634664/957b981a37)

MARKET MAKEOVER

\$44,168



ARTS

SUMMER CAMP  
[IN-PERSON]

Q2 HIGHLIGHT

128 YOUTH  
Q1 + Q2



Q3 + Q4  
300+ YOUTH  
(PROJECTED)

NC YOUTH & FAMILIES SERVED

AGE  
4-7

## Look, It's My Sketchbook

w/ Leo Francisco



An exploration of multiple art-making activities, including drawing exercises, practicing various techniques + processes, "accidental" poetry, and more! All within the pages of a hardbound sketchbook. Focus will be on student-centered "process over product".

## De Colores:

### DRAWING INSPIRATION FROM LATIN AMERICAN ART

w/ Yvette Roman



Learn about different artists from Latin America and create artwork inspired by them. Some of the artists studied include Jose Guadalupe Posada, Pedro Linares, Frida Kahlo, Remedios Varo, Mónica Mayer, Isabel Villaseñor and more. You will also get a chance to work on an interactive Day of the Dead Altar installation.

AGE  
8-11

## CARTOON DESIGN AND ANIMATION:

### THE BASICS

w/ Marie Zhivago

Design your own unique character using skeletal guidelines and learn how to animate their movements! We'll create stop motion animations and explore the tools and software that many artists use.



AGE  
12-15

## IMAGINE, EXPLORE, BUILD: Fundamentals of Design in the MakerWorkshop

W/ CHRIS SCHAIK

Get a taste of possibilities in the Makers Workshop through a series of fun, engaging, hands-on projects. Design and make bridges and towers, launch a rocket, build a better mousetrap. Play and explore with lots of different materials!

## ADVENTURES IN COMICS!

W/ RAVEN MONROE

Learn how to structure a visual sequential art narrative using drawing and design skills along with exciting research to develop a completed story arc with a beginning, climax, and a resolution.

## DIGITAL STORYTELLING: STREAMING AND EDITING

W/ ADAN ESOBEDO

Practice story telling through the medium of live-streaming and filmmaking! You will leave the course with the ability to livestream in online platforms like Twitch and YouTube and create a documentary-style short film.



AGE  
14-18

## GOOD DESIGN is Public Good

W/ ALLAN MANZANO

A hands-on introduction to Graphic Design and Community Art!

Discuss community, engage in our stories, and create art!

## COMMUNITY BY DESIGN

W/ SELINA & ENRIQUE (CHIKLE!) LUGO



## ROBOTIC ART

W/ SAURA NADERI

Let's explore the intersection of art and robotics.

## COMICOGRAPHY

TELLING STORIES USING THE COMIC ARTS

Learn the visual vocabulary and techniques of comics, across styles and genres!



# Fall 2021

# September 13 – December 10



Dia de los Muertos Community Workshops and Festival (Oct–Nov 2021)	\$19,550
City Hall Interior Design Project / Photo Exhibit (September 2021 – Feb 2022)	\$10,350
16 Weeks of STEAM: Community Workshops, Art Activation Projects Along Paradise Creek "Corridor" (Feb – May 2022)	\$32,200
John Baldessari Plaque Installation and Speaker Series (Jan – June 2022)	\$5,175
"Little Libraries" Design and Install, in Collaboration with NC Public Library (March–April 2022)	\$2,070
Community Service Day Workshops / Project (April 2022)	\$4,600
Mural on Basketball Court, Kimball Park (Jan –June 2022)	\$17,250
Mural/Sculpture Project, Paradise Creek Educational Park (Jan–June 2022)	\$17,250
19th St. Underpass Design and Activation, Community Workshops (Jan–June 2022)	\$36,800
ARTS Center Admin and Maintenance	\$18,000
<b>Total</b>	<b>\$163,345</b>

# NATIONAL CITY PROJECTS, 2021–22

We look forward to contributing to creative elements / public art as part of capital Improvement projects, beautifying local parks, and through art consultancy to advance the emerging public art program for the City of National City. Together, we are building a regional model for collaboration between local government and a community—based organization focused on creative youth development and arts & culture.

Thank  
you!

James Halliday

**ARTS Executive Director**

[jhalliday@areasontosurvive.org](mailto:jhalliday@areasontosurvive.org)