

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

**FROM:** Erica Russo, Director of Community Services

**DATE:** October 8, 2024

**SUBJECT:** Approve Sponsorship Agreement with JDS Creative Academy for Digifest Temecula 2025 (At the Request of Subcommittee Members Kalfus and Stewart)

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**PREPARED BY:** Dawn Adamiak, Assistant Director of Community Services

**RECOMMENDATION:** That the City Council approve a sponsorship agreement with JDS Creative Academy for in-kind City support valued at \$1,000, and promotional services of \$11,415.

**BACKGROUND:** Staff received a sponsorship request from JDS Creative Academy to provide support for Digifest Temecula 2025 to be held on April 25-27, 2025. The Economic Development Committee of the City Council (Mayor Stewart and Mayor Pro Tem Kalfus) met on March 12, 2024, to review the budget on this special event and recommend support at the levels indicated below.

JDS Creative Academy inspires and enhances education and training in the visual, performing and digital arts. Their target population is anyone looking for an education in the arts or enrichment in the STEM to STEAM model of education and they serve over 750 people annually. JDS Creative Academy is a collaborative group that enjoys creativity, education, training, creative enrichment and friends.

Digifest Temecula 2025 is a celebration of digital arts, born from a passion for fostering creativity and innovation. Digifest brings together artists, filmmakers, gamers and tech enthusiasts for creative collaboration, networking and idea sharing. This creative platform embodies the JDS Creative Academy mission to support and uplift digital artists, providing them with a space to showcase their work, connect with like-minded individuals and gain exposure to new opportunities.

**FISCAL IMPACT:** The City support costs of \$1,000 and promotional services of \$11,415 are included in the Fiscal Year 2024-25 Operating Budget of the various support departments.

**ATTACHMENTS:** Agreement