

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: July 22, 2025

SUBJECT: Approve Sponsorship Agreement with JDS Creative Academy for Digifest Temecula 2026 (At the Request of Subcommittee Members Alexander and Kalfus)

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 promotional services of \$11,415.

BACKGROUND: Staff received a sponsorship request from JDS Creative Academy to provide support for Digifest Temecula 2026 to be held on April 24-26, 2026. The Economic Development Committee of the City Council (Mayor Kalfus and Mayor Pro Tem Alexander) met on March 11, 2025, 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 2026 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 \$11,415 for in-kind promotional services are included in the Fiscal Year 2025-26 Operating Budget.

ATTACHMENTS: Agreement