



STAFF REPORT
5/11/2022

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve cooperative agreement for El Grito Event between: the City of Coachella, Greater Coachella Valley Chamber of Commerce (Chamber), Telemundo and Mexican Consulate in San Bernardino and approve operation of a beer garden by the Chamber for the 2022 El Grito Event.

STAFF RECOMMENDATION:

Approve cooperative agreement for El Grito Event between: the City of Coachella, Greater Coachella Valley Chamber (Chamber) of Commerce, Telemundo and Mexican Consulate in San Bernardino and approve operation of a beer garden by the Chamber for the 2022 El Grito Event.

EXECUTIVE SUMMARY:

The El Grito event is an annual City event delivered in partnership with the following agencies: Greater Coachella Valley Chamber of Commerce (Chamber), Telemundo, and the Mexican Consulate in San Bernardino (Consulate). After meeting with the event partners, staff is recommending the 2022 event date be Saturday, September 17th from 3pm -10pm at Rancho Las Flores Park. This event draws 15,000-20,000 attendees; this is the largest of the city's annual events.

The cooperative agreement identifies the responsibilities of each party. The City provides the venue, coordinates and secures food vendors, manages parking, provides all utilities, develops VIP area and provides VIP food, and pays for 75% of the stage costs. The Chamber coordinates the informational booths, provides/develops all event passes, operate the beer garden, provide 14 security officers, and pay for 25% of stage costs; the contribution by the Chamber is estimated to cost recover its expenses through the beer garden operations. Telemundo secures all live entertainment, manages the stage day of event, provides a DJ for event, and pays for all advertisement of event; the contribution by Telemundo is estimated at \$80,000. The Consulado coordinates and performs the "El Grito" ceremony for the event.

Staff is recommending approval of this cooperative agreement and authorizing the Greater Coachella Valley Chamber of Commerce to operate a beer garden for the 2022 "El Grito" event at Rancho Las Flores Park on September 17, 2022 from 3pm to 10pm.

FISCAL IMPACT:

This event has been included in the budget submittals for FY 2022/23; the city's contribution for this event is estimated at \$100,000.

Attachment: Cooperative Agreement