



**STAFF REPORT**  
**6/11/2025**

**TO:** Honorable Mayor and City Council Members

**FROM:** Andrew Simmons, P.E., Director of Public Works/City Engineer

**SUBJECT:** Approve Cooperative Agreement for El Grito Event between: the City of Coachella, Telemundo and Mexican Consulate in San Bernardino; and approve operation of a beer garden at Rancho Las Flores Park for the 2025 El Grito Event; and approve a professional services agreement to Rhythm Tech Productions LLC, in the amount of \$30,564.90 for the installation of the stage. .

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**STAFF RECOMMENDATION:**

- Approve the Cooperative Agreement for El Grito Event between: the City of Coachella, Telemundo and Mexican Consulate in San Bernardino;
- Approve operation of a beer garden at Rancho Las Flores Park for the 2025 El Grito Event; and authorize the City Manager to execute the Cooperative Agreement with a qualified provider.
- Authorize award of a professional services agreement to Rhythm Tech Productions LLC, in the amount of \$30,564.90, for the 2024 El Grito event.

**EXECUTIVE SUMMARY:**

The El Grito event is an annual City event delivered in partnership with the following agencies: Telemundo and the Mexican Consulate in San Bernardino (Consulate). After meeting with the event partners, staff is recommending the 2025 event date be Sunday, September 14<sup>th</sup> from 3pm - 10/11pm at Rancho Las Flores Park. This event draws 15,000-20,000 attendees and has the highest attendance of the city's annual events.

The Cooperative Agreement between Telemundo and the Mexican Consulate identifies the responsibilities of each party. Telemundo secures all live entertainment, solicits all sponsorships, 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 \$120,000. Additionally, in past years, Telemundo has reached out to the City and given us an option to provide supplemental funding in order to bring in higher value entertainment. In 2024, the City contributed \$10,000 towards the entertainment as a supplemental request. It is understood that Telemundo will seek a high caliber of entertainment options for this event and may solicit the City for supplemental entertainment funds when a full entertainment lineup has been finalized. City staff will review any requests in conjunction with the total approved project budget when needed.

The Consulado coordinates and performs the “El Grito” ceremony and the Mexican Anthem for the event.

The City provides the venue, coordinates and secures food vendors, informational booths, beer garden operator to a Coachella licensed business, provides/develops all event passes, manages parking, provides a minimum of 14 security officers, provides all utilities, develops VIP area and provides VIP food, pays for the stage costs, and provides all youth/kid zone rentals.

As identified in the Cooperative Agreement, the City of Coachella provides for the sound, stage and lighting costs for the event. Staff has solicited informal bids and received the following responses:

1) HV Entertainment	\$34,500.00
2) Rhythm Tech Productions LLC.	\$30,564.90
3) A1 Party Rentals	\$100,282.50

Based on the responses received for the 2025 Fiestas Patrias-El Grito Event sound, stage and lighting services, staff requests authorization to award a professional services agreement to Rhythm Tech Productions LLC, in the amount of \$30,564.90.

Staff is recommending approval of this Cooperative Agreement and operation of a beer garden at Rancho Las Flores Park for the 2025 “El Grito” event on September 14, 2025 from 3pm to 11pm. Staff will work with the City Manager’s office to identify the operator of the beer garden, the security personnel, the youth/kid zone rentals, traffic management, VIP food vendors and other items required per the cooperative agreement. In addition, staff will seek sponsorships to offset stage costs as appropriate.

**FISCAL IMPACT:**

There is no fiscal impact to the General Fund, the costs identified herein are included in the proposed FY 2025/2026 budget for the El Grito event.

**ATTACHMENT:**

- Cooperative Agreement