



**STAFF REPORT**  
**7/10/2024**

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

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Authorize award of a professional services agreement to HV Entertainment, in the amount of \$29,800, for the 2024 El Grito event.

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**STAFF RECOMMENDATION:**

Authorize award of a professional services agreement to HV Entertainment, in the amount of \$29,800, for the 2024 El Grito event.

**EXECUTIVE SUMMARY:**

The City is a partner in the Cooperative Agreement to deliver the 2024 El Grito Event between the City of Coachella, KUNA/Telemundo and the Mexican Consulate of San Bernardino. 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             | \$29,800.00 |
| 2) Rhythm Tech Productions LLC. | \$36,421.18 |
| 3) L3 Productions               | \$58,934.80 |

Based on the responses received for the 2024 Fiestas Patrias-El Grito Event sound, stage and lighting services, staff requests authorization to award a professional services agreement to HV Entertainment, in the amount of \$29,800.00.

**FISCAL IMPACT:**

Approval of the recommended action is budgeted for in the recommended FY 24/25 budget.

Attachment:

Agreement