



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

**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, Telemundo and Mexican Consulate in San Bernardino and approve operation of a beer garden at Rancho Las Flores Park for the 2024 El Grito Event.

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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 2024 El Grito Event; and authorize the City Manager to execute the Cooperative Agreement.

**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 2024 event date be Sunday, September 15<sup>th</sup> from 3pm - 10/11pm 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, informational booths, beer garden operator to a Coachella licensed business, provides/develops all event passes, manages parking, provides security officers, provides all utilities, develops VIP area and provides VIP food, and pays for the stage costs. 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. The Consulado coordinates and performs the "El Grito" ceremony for the event.

Staff is recommending approval of this Cooperative Agreement and operation of a beer garden at Rancho Las Flores Park for the 2024 "El Grito" event on September 15, 2024 from 3pm to 11pm. Staff recommends identifying the operator of the beer garden be Coachella Bar, who in partnership with Frias Presents, have committed a \$5,000 sponsorship for the event as the event's beer operator; this sponsorship will contribute towards stage costs for the event. Staff is recommending that the City Manager is authorized to execute the Cooperative Agreement.

**FISCAL IMPACT:**

There is no fiscal impact to the General Fund, this is identified in the proposed FY 2024/2025 budget.

**ATTACHMENT:**

- Cooperative Agreement