



STAFF REPORT
10/11/2023

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Sponsorship of Synergy Music and Arts Festival Event:
a) Sponsorship request from Culturas Music & Arts \$18,600.00 for the 2023 Synergy Music and Arts Festival Event; and
b) Approval for operation of a beer garden on November 11, 2023 at Dateland Park from 4pm to midnight.

STAFF RECOMMENDATION:

Sponsorship of Synergy Music and Arts Festival Event:

- a) Sponsorship request from Culturas Music & Arts \$18,600 for the 2023 Synergy Music and Arts Festival Event; and
- b) Approval for operation of a beer garden on November 11, 2023 at Dateland Park from 10am to midnight.

EXECUTIVE SUMMARY:

The 2023 Synergy Music and Arts Festival is planned to occur on Saturday, November 11, 2023 from 10am to midnight. This event has been a recurring event in Coachella since 2012. The event would occur at Dateland Park and include live bands, disc jockey, food vendors, art displays, merchandise vendors, car show and beer garden.

Culturas Music and Arts is requesting to be authorized to operate a beer garden at this event from 10am – midnight; all event permit approvals would be contingent upon the applicant meeting all permitting requirements by City, County, ABC and other required regulatory agencies.

FISCAL IMPACT:

None.