



STAFF REPORT
7/28/2021

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approval of El Grito Event: authorize appropriation of \$20,000 to the El Grito event budget; authorize execution of Letter Agreement with SDC Sound Co. for sound, lighting and stage costs for event; authorize operation of a beer garden at Rancho Las Flores Park for this event.

STAFF RECOMMENDATION:

Approval of El Grito Event: authorize appropriation of \$20,000 to the El Grito event budget; authorize execution of Letter Agreement with SDC Sound Co. for sound, lighting and stage costs for event; authorize operation of a beer garden at Rancho Las Flores Park for this event.

EXECUTIVE SUMMARY:

As directed by Council during the July 14, 2021 meeting, staff has begun planning the city's El Grito event for 2021. The planning for this event usually starts in February of the event year; due to circumstances posed by the pandemic the event planning for this event did not occur as has been the norm. Staff has reached out to the City's partners in delivery of this event (Telemundo, Greater Coachella Valley Chamber of Commerce and the Mexican Consulado) and all identified they can commit to the delivery of a 2021 event; however they cannot all participate at the same financial levels.

Due to the short time frame to deliver this event Telemundo has advised they can contribute all event marketing and some artist costs but not all; Telemundo anticipates they may fall short of their standard sponsorship amounts by \$20,000 due to the current economic conditions and limited timeframe to secure sponsorships. Staff is requesting an additional appropriation of \$20,000 to the event budget to allow for these expenses; the marketing and artist cost contributions by Telemundo to this event are estimated at \$50,000 for this year.

The largest cost after the marketing and artist costs is the sound//stage costs. The city has historically paid for the stage, lighting, and sound costs for this event. In past, the Chamber has contributed 25% of these costs and this year has advised they are not able to contribute towards these expenses. Staff has solicited a proposal from SDC Sound Co whom has provided these services at the El Grito event several years based on informal bid processes. Due to the short time frame to deliver this event staff is recommending award of the attached Letter Agreement to SDC Sound, Co. for \$27,798.00.

Finally, staff has had to re-evaluate the event date several times due to conflicting events announced for September 17th and September 18th. Based on feedback provided by this event's partners staff is recommending moving this event to Saturday, October 9 in celebration of Dia de La Raza (October 12). Staff is also requesting authorization to operate a beer garden at Rancho Las Flores Park on the event date from 4pm to 10pm.

FISCAL IMPACT:

The recommended action would require an additional appropriation from undesignated general fund reserves to the El Grito event expenditure account 101-11-160-10-801-006 of \$20,000, bringing the city's budgeted total appropriation for this event to \$85,000.