



STAFF REPORT
7/26/2023

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve Updated 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 2023 El Grito Event.

STAFF RECOMMENDATION:

Approve Updated 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 2023 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). The City Council approved the Cooperative Agreement on May 10, 2023 with the listed event date as Saturday, September 16th from 3pm-10pm.

On June 28, 2023, Telemundo reported back to Council its recommendation that this year's event date should be adjusted from Saturday, September 16th to Sunday, September 17th. This change will allow Telemundo to solicit higher quality talent for this year's event. This event draws 15,000-20,000 attendees to Rancho Las Flores Park annually; this is the largest of the city's annual events.

Staff is recommending approval of the Updated Cooperative Agreement and authorizing operation of a beer garden at Rancho Las Flores Park for the 2023 "El Grito" event at Rancho Las Flores Park on September 17, 2023 from 3pm to 11pm.

FISCAL IMPACT:

This event has been included in the budget submittals for FY 2023/24; the recommended action will not have fiscal impact.

Attachment: Updated Cooperative Agreement