



STAFF REPORT
6/10/2026

TO: Honorable Mayor and City Council Members

PREPARED BY: Jessica Torres, PIO Department Assistant

FROM: Lincoln Bogard, Interim City Manger

SUBJECT: Request for City Council feedback and direction regarding City Anniversary Campaigns

STAFF RECOMMENDATION:

Staff recommends that the City Council provide direction on the City's approach to recognizing and celebrating future anniversary milestones.

EXECUTIVE SUMMARY:

The City of Coachella is preparing to commemorate its 80th Anniversary, marking eight decades of history, cultural diversity, community resilience, and growth since its incorporation in 1946. As part of the City's annual marketing, advertising, and communications initiative, staff plans to implement a year-long 80th Anniversary campaign that celebrates Coachella's rich cultural heritage, entrepreneurial spirit, strong sense of identity, and vision for the future.

The anniversary campaign would be fully integrated into the City's existing signature events, programs, marketing initiatives, and communication platforms throughout Fiscal Year 2026-27. The campaign will be implemented using existing budgeted advertising and communications resources, so there is no additional fiscal impact associated with this effort.

This item is presented to provide the City Council with an overview of the planned celebration and to seek council direction regarding how future milestone anniversaries should be recognized, including the frequency and scale of commemorative celebrations.

BACKGROUND:

The City of Coachella was incorporated in 1946 and will celebrate its 80th Anniversary in December 2026. The City's 75th Anniversary occurred in 2021; however, the milestone was commemorated in a limited capacity and the anniversary largely went unnoticed by many residents and stakeholders.

As the City approaches its 80th Anniversary, staff has identified an opportunity to highlight the community's history, achievements, and future aspirations through an integrated anniversary campaign. Staff also recognizes the value of establishing a consistent framework for future milestone recognitions and is seeking City Council direction regarding the frequency and approach for commemorating future anniversaries.

DISCUSSION/ANALYSIS:

- Staff plans to implement a year-long 80th Anniversary campaign as part of the Fiscal Year 2026-27 annual advertising and communications program.
- The campaign will celebrate Coachella's rich cultural heritage, entrepreneurial spirit, strong sense of identity, and vision for the future while reinforcing civic pride and community engagement.
- Anniversary branding and messaging will be incorporated into existing City signature events, community programs, marketing materials, digital communications, and public outreach efforts throughout the year.
- The campaign will utilize existing budgeted advertising and communications resources and will not require additional General Fund appropriations.
- Staff will pursue sponsorship opportunities and community partnerships to enhance anniversary-related activities and maximize community participation.
- Staff seeks City Council direction regarding a long-term policy framework for future milestone anniversary celebrations, including whether commemorations should occur at designated intervals (e.g., every 10, 25, or 50 years) and whether future celebrations should follow a similar integrated communications and community engagement model.

ALTERNATIVES:

1. Direct staff to recognize milestone anniversaries every 10 years.
2. Direct staff to commemorate major milestone anniversaries at 25-year intervals (e.g., 100th, 125th, 150th anniversaries).
3. Recognize Anniversaries on a Case-by-Case Basis. Evaluate future anniversary celebrations based on available resources, community interest, and strategic priorities at the time of each milestone.

FISCAL IMPACT:

There is no additional fiscal impact associated with the proposed 80th Anniversary campaign. All activities will be funded through the City's existing Fiscal Year 2026-27 advertising and

communications budget. Any supplemental anniversary-related activities may be supported through sponsorships, partnerships, or in-kind contributions.

RECOMMENDED ALTERNATIVE(S):

Staff recommends alternative #1.