



STAFF REPORT
10/9/2019

TO: Honorable Mayor and City Council Members
FROM: Jacob I. Alvarez, Assistant to the City Manager
SUBJECT: Sponsorship Request for Date Harvest Festival Ferris Wheel

STAFF RECOMMENDATION:

That the City Council approve a \$5,400 sponsorship for naming rights and free Ferris Wheel rides for attendees of the Date Harvest Festival that will take place on November 9, 2019.

BACKGROUND:

As you may recall, City Council on June 12, 2019 approved sponsoring the Date Harvest Festival in-kind for the use of Las Flores Park and the use of the Coachella Library meeting rooms and park for the preceding Harvest Dinner Event.

The events budget is approximately \$208,000 and since the City Council's approval the event's Producer has been working diligently to gain sponsorships to cover the events' expenses. To this end, the sponsorships that have been collected cover 75% of the total budget so far.

The event's Producer is currently working with local non-profits to presell tickets as a fundraiser where the non-profits get to keep 50% of the ticket proceeds. Additionally, the Producer has reached out to the Twentynine Palms Military Base where the Date Harvest Festival will allow free admission for those who serve in the military or who are military veterans.

MEDIA/ADVERTISING

The Date Harvest Festival has appeared in the Desert Sun, NBC Palm Springs, and National Public Radio (NPR). The Greater Palm Springs Convention Visitors Bureau has promised 25 Electronic Billboards in Los Angeles and San Diego along with advertising in airports in Canada. Both the CV Weekly and Palm Springs Life are intending to produce in-depth articles within in the next few weeks. Meanwhile, Spanish media outreach will begin with Entravision who will conduct an interview on October 4th followed by 30 second commercial for television radio and Facebook along with outreach to Date Industry Workers.

TALENT-

The music headliner is "Los Lonely Boys" while the opening acts will be "Jamie O'Neal" "Omar Offendum", "AMP Kids", and the "Urban Renewal Project". Also joining the event will be Aarti Sequeira. Season 6 Food Network Star winner who earned her own show called "Aarti Party" then "Taste in Translation" which aired on the Cooking Channel.

DISCUSSION/ANALYSIS:

The Producer has approached staff about the City's potential to provide a Ferris Wheel Sponsorship which would allow for Date Harvest Festival Attendees to ride for Free. The City can be featured as a sponsor on the Ferris Wheel fencing (ex. Free rides brought to you by the City of Coachella) and should council want Ferris Wheel naming rights that is also available.

The Ferris Wheel specs are as follows:

Space – 25' X 55'

Restrictions – 48" tall minimum to ride alone

Capacity – up to 36 at one time

Trailer – 30,000 lbs / 45' L, 8' W, 13'6" T

Ferris Wheel Example-



FISCAL IMPACT:

There will be Fiscal Impact on General Fund Reserves in the amount of \$5,400 since this item is not accounted for in the City's FY19/20 Budget.

EXHIBIT(S):

1. Invoice
2. Presentation package
3. Window Poster