



STAFF REPORT
2/14/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve a budget allocation of \$10,000, to add a new special event to the 2024 event calendar to recognize migrant farmworkers in recognition of Cesar Chavez Day.

STAFF RECOMMENDATION:

Approve a budget allocation of \$10,000, to add a new special event to the 2024 event calendar to recognize migrant farmworkers in recognition of Cesar Chavez Day.

EXECUTIVE SUMMARY:

March 31st is a federal commemorative holiday as well as a city-recognized holiday, which honors the legacy of the American labor rights hero, Cesar Chavez. His grandson and Executive Director of the National Chavez Center, Andres Chavez, spoke at this event last year (March 29, 2023). The National Chavez Foundation is interested in continuing their support of this event in 2024.

To bring this event to 2024 staff is requesting authorization to allocate \$10,000 for a small event celebrating Cesar Chavez Day on Tuesday, March 26, from 5:30pm-7:30pm at the Coachella Library Park. The event would also feature free food and mariachis. The requested allocation of \$10,000 would fund the following costs: food vendor, mariachis, audio and sound.

FISCAL IMPACT:

If supported the event costs would require an allocation of \$10,000 from undesignated general fund reserves.