



STAFF REPORT
2/14/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve a budget allocation of \$25,000 to add a new special event for the 2023/2024 fiscal year on March 30, 2024; the 2024 Coachella Women's Summit.

STAFF RECOMMENDATION:

Approve a budget allocation of \$25,000 to add a new special event for the 2023/2024 fiscal year on March 30, 2024; the 2024 Coachella Women's Summit.

EXECUTIVE SUMMARY:

**This item is sponsored by Mayor Pro Tem Virgen and Council Member Galarza. **

The new proposed city event is the 2024 Women's Summit. The proposed event would occur on Saturday, March 30th at Veterans Park from 7:30 am - 1pm; event attendance is anticipated at 100-150 attendees. The proposed event requested would showcase local and regional women speakers focused on engaging women from throughout the community and growing local future leaders.

Staff is requesting approval to allocate a \$25,000 budget for the proposed event. The requested budgeted will be utilized as follows:

- Audio/Visual = \$10,000
- Staging Rentals = \$5,000
- Power = \$1,000
- Catering = \$4,000
- Marketing = \$5,000

FISCAL IMPACT:

Approval of the event budget of \$25,000 will require a \$25,000 appropriation from undesignated general fund reserves.