



**STAFF REPORT**  
**2/24/2021**

**TO:** Honorable Mayor and City Council Members  
**FROM:** Gabriel Martin, Economic Development Director  
**SUBJECT:** Approval of Public Art - Desert Tree Sculpture Installation

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**STAFF RECOMMENDATION:**

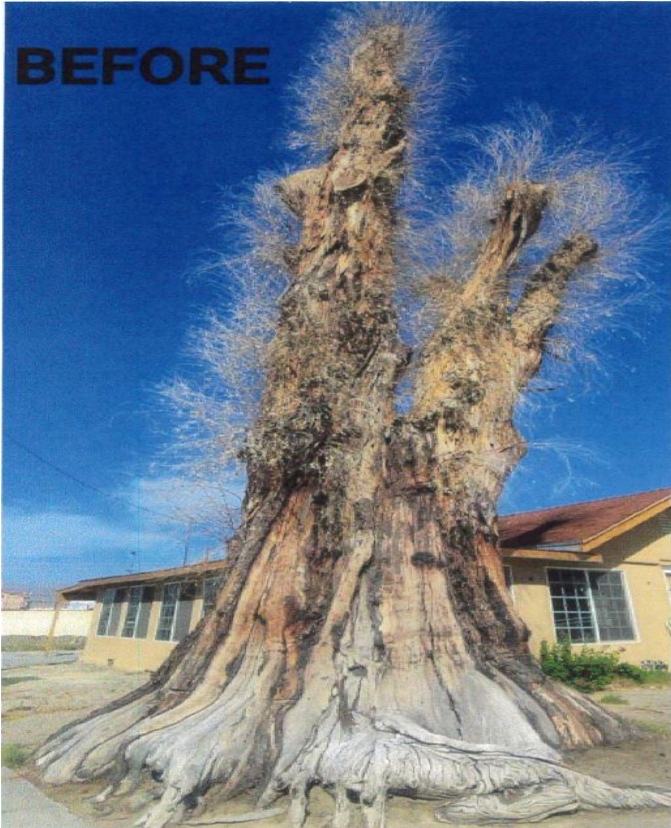
Staff recommends that the City Council approve the Desert Tree Sculpture art installation and recommend an award of sponsorship in the amount of \$10,000 from the City of Coachella's Art in Public Place Program.

**BACKGROUND:**

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art. On February 17, 2021, the Planning Commission/Arts Commission reviewed and approved the Desert Tree Sculpture.

**DISCUSSION/ANALYSIS:**

The Applicant, Jimmy Meza is the owner of the subject site, and is in the process of renovating the existing building for commercial uses. He is requesting a sponsorship of a new public art sculpture located at 810 Vine Avenue. The new art installation transformed the trunk and branches of a dead historic eucalyptus tree, into a 60-foot tall tree sculpture with various Coachella Valley desert animals and images. The Artist, Mr. Bob King, used a chain saw to create the various art images and animals that represent the City's ecosystem and cultural heritage. The "before and after" images are shown below:





This sponsorship would diversify our existing public arts program and bring additional National/International recognition to our City, while supporting jobs, generating tax revenue and increasing tourism into the Eastern portion of the Coachella Valley. Due to its significant return on investment, staff recommends that the City Council approve a sponsorship amount of \$10,000, subject to an arts procurement agreement

**ALTERNATIVES:**

1. Recommend no action.
2. Provide alternative direction

**FISCAL IMPACT:**

If the City Council approves the recommendation, the \$10,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2020-2021.

**ATTACHMENT(S):**

- Desert Tree Sculpture - Art in Public Places Application
- Desert Tree Sculpture - Presentation