



STAFF REPORT
3/11/2026

TO: Honorable Mayor and City Council Members

FROM: Andrew Simmons, P.E., City Engineer

SUBJECT: Authorize the operation of a beer garden on Saturday, March 21, 2026, from 5:00 p.m. to 9:00 p.m. at Veterans' Memorial Park for the 2026 Coachella Mariachi Festival and award the beer garden operator agreement to Coachella Bar LLC.

STAFF RECOMMENDATION:

Authorize the operation of a beer garden on Saturday, March 21, 2026, from 5:00 p.m. to 9:00 p.m. at Veterans' Memorial Park for the 2026 Coachella Mariachi Festival and award the beer garden operator agreement to Coachella Bar LLC

EXECUTIVE SUMMARY:

The City of Coachella will host its annual Mariachi Festival on March 21, 2026. This free event has been held at Veterans' Memorial Park since 2017 and brings together residents and visitors to celebrate mariachi music, ballet folklórico dancing, cultural food vendors, children's entertainment, and a walk about area beer garden.

Staff is requesting authorization to operate a beer garden from 5:00 p.m. to 9:00 p.m. Staff published a request for proposals inviting local Coachella businesses with the appropriate alcohol licenses and permits to apply. Coachella Bar LLC submitted a responsive and qualified proposal.

FISCAL IMPACT:

None.