



**STAFF REPORT**  
**5/8/2024**

**TO:** Honorable Mayor and City Council Members

**FROM:** Jaime Arroyo, Grants Manager

**SUBJECT:** Authorize the City of Coachella to Sponsor The Clown Family Entertainment's Dia Del Niño Event in the Amount of \$1,000

---

**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider authorizing the City of Coachella to sponsor The Clown Family Entertainment for their Dia Del Niño event that took place at Bagdouma Park on Sunday, April 28, 2024 in the amount of \$1,000.

**BACKGROUND:**

Unfortunately, The Clown Family Entertainment group did not submit their request for sponsorship ahead of their scheduled event. The Dia Del Niño celebration was a community event that included The Clown Family Entertainment Group, who has entertained families throughout the Coachella Valley for years. The Clown Family's participation not only provided entertainment in the form of face painting and balloon animals, but also provided snacks and giveaways through raffles, that included toys and art supplies at no cost to the city's families. They are requesting sponsorship to help cover their costs for this event.

**DISCUSSION/ANALYSIS:**

Sponsorship of The Clown Family's Dia Del Niño participation demonstrates the City's commitment to supporting local businesses that also provide free entertainment to the City's families and children. The Dia Del Niño event is a positive example of the community coming together to recognize and celebrate Coachella's youth.

**ALTERNATIVES:**

1. Authorize the City of Coachella to Sponsor The Clown Family Entertainment's Dia Del Niño Event in the Amount of \$1,000
2. Not authorize the sponsorship request

**FISCAL IMPACT:**

Funding for this sponsorship will be through the General Fund.