



**STAFF REPORT**  
**3/27/2024**

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

**FROM:** Jaime Arroyo, Grants Manager

**SUBJECT:** Authorize the City of Coachella to Sponsor Alianza Coachella Valley's The Hue Music and Arts Festival in the Amount of \$3,000

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider authorizing the City of Coachella to sponsor Alianza Coachella Valley's The Hue Music and Arts Festival in the amount of \$3,000.

**BACKGROUND:**

The Hue is an all-day, youth-led music festival held in the Eastern Coachella Valley every spring. Members of Alianza's Youth Organizing Council (YO-C) are responsible for all aspects of the event, from selecting the performance line-up, to promotion, venue setup, and MCing. It serves as a community-driven alternative to the Coachella music festival that takes place in the area around the same time each year. The Hue emphasizes and nurtures creativity, public speaking, and leadership skills - giving young people the tools needed to secure the necessary permits for large-scale events, the ability to map event plans with City and County officials, and work on bringing local artists to the space.

**DISCUSSION/ANALYSIS:**

Sponsorship of the Hue Music and Arts Festival demonstrates the City's commitment to the empowerment of its community, particularly its youth. It also strengthens the City's support of Alianza Coachella Valley and their advocacy efforts in empowering Coachella's residents through civic engagement. The Hue Music and Arts Festival is just another example of Alianza's community-minded efforts that benefits the public at no cost and showcases the leadership and organizing skills the youth have learned through their Youth Organizing Council.

The \$3,000 sponsorship level includes:

- Business logo printed on event program
- Free booth space to display products and/service
- Listed in Alianza's email newsletter
- Mention on a social media announcement

- Name included in the Hue 2024 program

**ALTERNATIVES:**

1. Authorize the City of Coachella to sponsor Alianza Coachella Valley's The Hue Music and Arts Festival in the amount of \$3,000
2. Not authorize the sponsorship request

**FISCAL IMPACT:**

Funding for this sponsorship will be through the General Fund.

**ATTACHMENT(S):**

1. Sponsor Levels