



STAFF REPORT 4/23/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Sponsorship Request for Greater Palm Springs Restaurant Week to Sponsor the Participation Fees for Restaurants in the City of Coachella

STAFF RECOMMENDATION:

Staff recommends that City Council consider approving a sponsorship request for Greater Palm Springs Restaurant Week to sponsor the participation fees for 10-20 restaurants in the city of Coachella. The sponsorship amount will depend on the number of restaurants the City Council would like to support (*please refer to the Fiscal Impact section for more detail*).

BACKGROUND:

To support the local economy, grow visitation, and evolve Greater Palm Springs as a culinary destination, Visit Greater Palm Springs hosts Greater Palm Springs Restaurant Week. The annual event showcases a variety of eateries throughout the nine-city destination during a historically slower time period. VGPS works in partnership with sponsors, cities, and restaurants to promote this event through a fully integrated marketing approach, including paid media, digital media, content strategies, social media, and PR initiatives targeting visitors and the local community. Last year's event featured **101 participating restaurants** across all nine cities of the Coachella Valley. Diners had the option of prix-fixe menus at set price points or, new this year, a special offer from the restaurant exclusive to Greater Palm Springs Restaurant Week. This year, Restaurant Week will take place May 30 – June 8, 2025.

DISCUSSION/ANALYSIS:

A marketing, advertising, and public relations campaign with a media value of over \$500,000 will promote Greater Palm Springs Restaurant Week and the participating restaurants throughout the Coachella Valley. The campaign will generate millions of consumer impressions in the local area and in the regional drive markets prior to, during, and following Restaurant Week. Restaurants who register for Greater Palm Springs Restaurant Week will agree to fulfill all obligations of participation including:

- The Restaurant Week menu is priced at one of the event price points, or includes a “special

offer” or “experience” that will be included in the “special offers” category.

- Restaurant Week menu is offered to ALL diners during the registered meal periods over event dates of Friday, May 30 – Sunday, June 8, 2025.
- Menu must be available during normal business hours (breakfast, brunch, lunch and/or dinner).

Greater Palm Springs Restaurant Week will also offer a Summer Eats pass program which will launch immediately following Greater Palm Springs Restaurant Week, June 9 – September 1, 2025. This promotion encourages visitors and locals to dine out all summer long with special offers from restaurants and a chance to win prizes from Visit Greater Palm Springs.

FISCAL IMPACT

The participation fee for restaurants is \$400 per restaurant. City staff is recommending that the City Council considers sponsoring anywhere between 10-20 restaurants, if possible. Depending on the number of restaurants the City would like to sponsor, the costs could be:

10 Restaurants \$4,000
15 Restaurants \$6,000
20 Restaurants \$8,000
25 Restaurants \$10,000

Funding would come from the General Fund Reserves.

ALTERNATIVES:

1. Approve a Sponsorship Request for Greater Palm Springs Restaurant Week to Sponsor the Participation Fees for Restaurants in the City of Coachella
2. Not approve; provide alternative direction

ATTACHMENT(S):

1. Greater Palm Springs Restaurant Week Participation Kit