



STAFF REPORT
9/21/2026

TO: Honorable Mayor and City Council Members

FROM: Andrew R. Simmons, Director of Public Works/City Engineer

PREPARED BY: Jessica Navarro, Recreation Services Coordinator

SUBJECT: Authorize the City of Coachella's Tacos, Tequila and Chavela's Festival beer and tequila garden operation on October 17, 2026 at Veterans' Memorial Park from 4pm-8pm.

PROJECT DESCRIPTION:

Authorize the City of Coachella's Tacos, Tequila and Chavela's Festival beer and tequila garden operation on October 17, 2026 at Veterans' Memorial Park from 4pm-8pm.

STAFF RECOMMENDATION:

Staff recommends that the City Council Approve the City of Coachella's Tacos, Tequila and Chavela's Festival beer and tequila garden operation on October 17, 2026 at Veterans' Memorial Park from 4pm-8pm.

FISCAL IMPACT:

The Cities fiscal contribution includes, rentals for tents, tables, linens, lights, etc. As well as a live band, ballet folklórico, disc jockey, sound system, and security services. These costs have been included in the approved annual 26/27 Fiscal Budget. No additional appropriations are required.

EXECUTIVE SUMMARY:

The City of Coachella's Tacos, Tequila and Chavela's Festival has been an event focused on celebrating Coachella culinary talents and supporting its local eateries. In partnership with the Greater Coachella Chamber of Commerce, the City developed and launched this event in 2017. The 2026 event is recommended to take place on Saturday, October 17 from 4pm-8pm at Veterans' Memorial Park.

Staff is working with the Chamber to secure a total of ten taco vendors for 2026. All participating restaurants will compete for first, second, and third place and the People's Choice Award. A cash

prize of \$1,500 will be awarded to the first-place winner and \$500 to the People's Choice winner. Second and third place winners will be awarded trophies.

In addition to the event's food attractions, the event will include a live band, ballet folklórico dancing, a live disc jockey, and lawn games. The event includes a beer and tequila walk-around beer garden area and staff is requesting authorization for the event to permit beer and alcohol at Veterans' Memorial Park from 4pm-8pm on Saturday, October 17, 2026.

ATTACHMENT(S):

None.