



STAFF REPORT
1/28/2026

TO: Honorable Mayor and City Council Members

FROM: Andrew Simmons, Public Works Director / City Engineer

SUBJECT: Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival beer and tequila garden operation on February 7, 2026 at Veterans Memorial Park from 4pm to 8pm and appropriate \$55,000 from unallocated general fund reserves.

STAFF RECOMMENDATION:

Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival beer garden operation on February 7, 2026 at Veterans Memorial Park from 4pm to 8pm.

EXECUTIVE SUMMARY:

The City of Coachella's Tacos Tequila and Chavelas Festival has been an event focused on celebrating Coachella's culinary talents and supporting its local eateries. In partnership with the Greater Coachella Chamber of Commerce (Chamber), the City developed and launched this event in 2017. The 2026 event is recommended to take place on Saturday, February 7th from 4pm to 8pm at Veterans Memorial Park.

Staff is working with the Chamber to secure a total of ten to twelve 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 live ballet folklorico dancing, a live disc jockey, lawn games and a mechanical bull. The event includes a beer and tequila garden and staff is requesting authorization for the event to permit beer and alcohol at Veterans Memorial Park from 4pm-8pm on Saturday, February 7, 2026.

FISCAL IMPACT:

The Cities fiscal contribution, includes rentals for tents, tables, linens, lights, mechanical bull, hay bales, etc. As well as sound systems, disk jockey and security services. The total combined cost for City fiscal contributions is estimated to total about \$55,000 and will be billed to the General Fund (101). With this action, Council authorizes the allocation of \$55,000 from unallocated general fund reserves.