



STAFF REPORT
3/9/2022

TO: Honorable Mayor and City Council Members
FROM: Maritza Martinez, Public Works Director
SUBJECT: Appropriate funding for 2022 Suavecito Sundays Event Series.

STAFF RECOMMENDATION:

Appropriate funding of \$65,000 for 2022 Suavecito Sundays Event Series.

EXECUTIVE SUMMARY:

The City of Coachella's Suavecito Sunday event series occurred from 2017-2019. The event is designed to occur every Sunday in the month of May. In 2022, May has five Sundays and includes the following dates: May 1, 8, 15, 22 and 29. The event will take place at Veterans Memorial Park. Each Sunday the event showcases a different band and music genre. The event includes a car show, food and merchandise vendors, youth activities, lawn games and large inflatable slides. This is a free community event. The City of Coachella will partner with the Greater Coachella Valley Chamber of Commerce in the delivery of this community event and in running a car show lottery prize of \$1,000.

This event series (5 Sundays) will require the following budget costs of \$65,000:

- Sound (\$30,000)
- Slides (\$3,000)
- Marketing (\$4,000)
- Chamber (\$7,500)
- Entertainment (\$15,000)
- Equip.Rentals (\$5,500)

FISCAL IMPACT:

Approval of the recommended action would not require an appropriation of \$65,000 to fund this event series.

Attachment: MOU Proposal for Suavecito Sundays for Greater Coachella Valley Chamber