



**STAFF REPORT**  
**11/10/2021**

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

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Approve 2021 Coachella Holiday Parade theme and authorize appropriation from Undesignated General Fund Reserves for the Coachella Holiday Parade Event, in the amount of \$45,000.

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**STAFF RECOMMENDATION:**

Approve 2021 Coachella Holiday Parade theme and authorize appropriation from Undesignated General Fund Reserves for the Coachella Holiday Parade Event, in the amount of \$45,000.

**EXECUTIVE SUMMARY:**

Traditionally the city has its Holiday Parade the first Friday of December. In 2021, the first Friday in December is December 3, 2021. The event is recommended to occur on December 3<sup>rd</sup> at 6pm. The event will include the traditional activities available to all attendees at 5pm: pictures with Santa, carnival rides, s'mores station, and an ice slide.

This year the City will also be celebrating its 75<sup>th</sup> Anniversary and staff is recommending the parade theme be: *Coachella Holiday Parade . . . Celebrating 75 Years*. Staff has discussed this theme with CVUSD ASES partners and Chamber partners, both whom are supportive of this as the theme for 2021. If Council supports this theme, it is recommended this year's parade Grand Marshal be the oldest permitted Coachella Business. According to our Business License Division records, Peter Rabbit Farms is the city's longest standing business and has been a Coachella business since 1950.

The costs for the parade include the following expenses, totaling \$45,000: carnival rides (\$11,000), ice slide (\$11,000), signage/electronic reader boards (\$10,000), light towers (\$5,000), sound/video (\$2,000), marketing (\$3,000), parade banners/décor/Santa (\$4,000). Staff will also work to acquire sponsorships to cover some of these costs; sponsorships acquired in prior years averaged \$10,000-\$13,000 and will decrease the total general fund impact.

**FISCAL IMPACT:**

Authorize appropriation from Undesignated General Fund Reserves for the 2021 Holiday Parade Event in the amount of \$45,000.