



STAFF REPORT
9/11/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival beer garden operation on October 19, 2024 at Veterans Memorial Park from 4pm to 8pm.

STAFF RECOMMENDATION:

Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival beer garden operation on October 19, 2024 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 2024 event is recommended to take place on Saturday, October 19, 2024 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 2024. The 2024 ticket sales will be \$20.00 for taco tasting. All participating restaurants will be provided a \$500-\$750 stipend to aid participants in paying for their food costs and all will compete for 1st, 2nd and 3rd place cash prizes of \$3,000, \$2,000 and \$1,000. All participants will also compete for People's Choice Award.

In addition to the event's food attractions, the event will include a live bands, live ballet folklorico dancing, a live disco jockey, lawn games and a mechanical bull. The event includes a beer garden and staff is requesting authorization for the event to permit a beer garden at Veterans Memorial Park from 4pm-8pm on Saturday, October 19, 2024.

FISCAL IMPACT:

None.