



STAFF REPORT
9/11/2024

TO: Honorable Mayor and City Council Members
FROM: Maritza Martinez, Public Works Director
SUBJECT: Sponsorship of Synergy Music and Arts Festival Event:

Approve sponsorship request from Culturas Music & Arts:
Approve sponsorship request from Culturas Music & Arts, in the amount of \$18,600, for the 2024 Synergy Music and Arts Festival Event; or
Approve sponsorship request from Culturas Music & Arts, in the amount of \$28,800, for the 2024 Synergy Music and Arts Festival Event and authorize an allocation of \$10,200 from unallocated general fund reserves.
Approval for operation of a beer garden on November 9, 2024 at Dateland Park from 4pm to midnight.

STAFF RECOMMENDATION:

Sponsorship of Synergy Music and Arts Festival Event:

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Approve sponsorship request from Culturas Music & Arts, in the amount of \$28,800, for the 2024 Synergy Music and Arts Festival Event and authorize an allocation of \$10,200 from unallocated general fund reserves.

Approval for operation of a beer garden on November 9, 2024 at Dateland Park from 10am to midnight.

EXECUTIVE SUMMARY:

The 2024 Synergy Music and Arts Festival is planned to occur on Saturday, November 9, 2024 from 10am to midnight. This event has been a recurring event in Coachella since 2012. The event will occur at Dateland Park and include live bands, disc jockey, food vendors, art displays, merchandise vendors, car show and beer garden.

Culturas Music and Arts is requesting to be authorized to operate a beer garden at this event from 10am – midnight; all event permit approvals would be contingent upon the applicant meeting all permitting requirements by City, County, ABC and other required regulatory agencies.

FISCAL IMPACT:

The received sponsorship request for 2024 is \$28,800. This is \$10,200 higher than the request received in 2023. The approved budget for this event included the same sponsorship amount as approved in 2023 (\$18,600). If Council approves the larger sponsorship amount of \$28,800, it will require a one-time general fund allocation of undesignated reserves of \$10,200

Attachment: Sponsorship Request