



STAFF REPORT
9/11/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Appropriate a budget allocation of \$90,000 for the city's annual 2024 Holiday Tree Lighting and Holiday Parade Events, from unallocated general fund reserves.

STAFF RECOMMENDATION:

Appropriate a budget allocation of \$90,000 for the city's annual 2024 Holiday Tree Lighting and Holiday Parade Events, from unallocated general fund reserves.

EXECUTIVE SUMMARY:

The City of Coachella has a long-standing tradition to kick off the celebration of the holiday season around the first of December with both its Holiday Tree Lighting and Holiday Parade. This year these events fall on Wednesday, December 4, 2024(Tree Lighting) and Friday, December 6, 2024(Holiday Parade).

The Tree Lighting event includes: food for all attendees from the City's Taco's Tequila and Chavela's event People's Choice winner, free champurrado and pan dulce, free polar express rides, performances by local youth, free photos with Santa and Mrs. Claus under the City's Holiday Tree and Mariachi performance. The Holiday Parade event includes the following activities: over 100 entries (mostly local youth groups), 5-7 food vendors, live disco jockey, ice slide and three carnival games.

FISCAL IMPACT:

Staff is requesting allocating \$90,000 from unallocated general fund reserves to fund the above noted amenities for the Holiday Tree Lighting and Holiday Parade events; additionally, staff will also solicit sponsorships to supplement this allocation by up to an additional \$10,000-15,000.