



**STAFF REPORT**  
**9/11/2024**

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

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Authorize the City of Coachella to Sponsor the Coachella Container Park Series of Community Events in the Amount of \$45,000

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider authorizing the City of Coachella to sponsor the Coachella Container Park series of community events in the amount of \$45,000.

**BACKGROUND:**

The Coachella Container Park situated on a 1.24-acre site at 85994 Grapefruit Boulevard looks to bring a series of family-friendly events that include music, food, drinks and entertainment during the months of October, November, and December of 2024. The City Council previously approved Entertainment Permit No. 22-01 that allows outdoor vendor markets, food fairs, and special events throughout the year. Eligible businesses are subject to obtaining a City business license and a County of Riverside Department of Environmental Health permit. The Coachella Container Park has hosted many events in the past, including music and food.

**DISCUSSION/ANALYSIS:**

The proposed event series for the Coachella Container Park will revolve around a centralized theme for each scheduled month for the entire family to enjoy. For example, October's theme will incorporate Oktoberfest and Halloween-related activities, such as a pumpkin patch or trunk or treat for the children. Each event will have food from different vendors, a beer garden, live entertainment, arts and crafts stations for children, and much more.

These types of events foster economic growth and community engagement. Economically, the events offer a low-cost entry point for small culinary entrepreneurs, giving food vendors a chance to showcase their diverse offerings without certain overhead expenses. In turn, this stimulates local spending as attendees are drawn to the event not just for the food, but for the overall experience, leading to increased foot traffic in surrounding areas. Retailers, nearby restaurants, and local vendors can benefit from the influx of people, as these events tend to draw larger crowds than a typical day. On a community level, large-scale food vendor events provide a

space for people to gather and share in a collective experience, strengthening neighborhood ties and creating a sense of belonging. These events can be tailored to celebrate local culture, from food to music. Additionally, these types of events often draw visitors from surrounding areas, putting the community on the map. Overall, this is a great opportunity to boost economic vitality and reinforce a sense of community pride and connectedness.

The \$45,000 sponsorship will go towards covering the cost of the following expenses: media marketing; signage for the venue; shade structures and lighting equipment; music/entertainment, including staging and audio equipment; security and personnel; portable restrooms and handwashing stations; trash bins; and arts and crafts for children activities, such as paint and other supplies.

**ALTERNATIVES:**

1. Authorize the City of Coachella to sponsor the Coachella Container Park Series of Community Events in the Amount of \$45,000
2. Not authorize the sponsorship request

**FISCAL IMPACT:**

Funding for this sponsorship will be through the General Fund.