



STAFF REPORT
2/26/2020

TO: Honorable Mayor and City Council Members
FROM: Gabriel Martin, Economic Development Manager
SUBJECT: Date Harvest Festival 2020 Sponsorship

STAFF RECOMMENDATION:

Provide direction pertaining to the sponsorship of the 2020 Date Harvest Festival

BACKGROUND:

On June 26, 2019, the City Council approved the 2019 Date Harvest Sponsorship and 3-Year Lease Agreement for Rancho Las Flores Park. The 2019 sponsorship included the following In-Kind contributions:

• Traffic Control & Signage for Van Buren Street Closure	(\$3,800)
• Facility Use Fee – Rancho Las Flores Park – 11/4/19 – 11/11/19	(\$14,500)
• Facility Use Fee – Coachella Library for Harvest Dinner Event	(\$2,624)
• 15 Light Towers for Event Parking	(\$1,300)
• <u>Ferris Wheel Sponsorship</u>	<u>(\$5,000)</u>
▪ TOTAL:	\$27,224

The Date Harvest Event was held on November 9, 2019 at the Ranchos Las Flores Park, from 10am to 10pm, with the organizer hosting the Harvest Dinner on November 8, 2019 at the Coachella Public Library for their philanthropy endeavor. The outcome of the event included the following attainments:

- Over 4,000 visitors
- \$10,000 in date sales
- \$40,000 in complementary tickets given to Date Industry Workers
- \$12,500 in complementary tickets given to Desert Sands Educational Foundation
- \$3,926 donated to Find Food Banks
- Over \$1,000 donated to local Non-Profit organizations through 50/50 ticket presales
- Over 97,000 social media impressions

DISCUSSION/ANALYSIS:

The organizer wishes to continue their partnership with the City of Coachella for the upcoming 2020 Date Harvest Festival on November 14, 2020 at Rancho Las Flores Park. The event will have new amenities and features, such as an indoor date dealer pavilion, a reconfigured stage to allow for more visibility and open grass seating, an upgraded culinary demo tent, an expanded kid zone and food trucks, a wine and coffee bar, and a tethered hot air balloon ride.



The organizer submitted his Special Event Permit and Facilities Use Application on January 30, 2020 and has requested the following 2020 In-Kind contribution packet from the City of Coachella to accommodate the new features and estimated larger attendance:

- Traffic Control & Signage for Van Buren Street Closure (\$3,800)
 - Facility Use Fee – Rancho Las Flores Park – 11/12/20 – 11/15/20 (\$7,250)
 - Bicycle Racks (\$808)
 - Dust Control for Parking Lot (\$8,450)
 - Trash Disposal and Portable Facilities (\$5,235)
 - Sheriff's and Fire Department Cost (\$5,803)
 - 15 Light Towers & Generators for Event Parking (\$14,125)
 - Ferris Wheel Sponsorship (\$5,600)
- TOTAL: \$51,071**

ALTERNATIVES:

1. Approve the Special Event Permit and the 2020 In-Kind contribution packet listed above; or

2. Approve the Special Event Permit and a modified version of the 2020 In-Kind contribution packet listed above; or
3. Approve the Special Event Permit without any In-Kind contributions; or
4. Provide alternative direction

FISCAL IMPACT:

If a sponsorship packet is supported the financial impact will be the In-Kind amount at which the City Council recommends and will be added as an upcoming expenditure in the 2020-2021 budget cycle.

ATTACHMENT(S):

2020 Date Harvest Presentation