



STAFF REPORT
2/26/2020

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve operation of a Beer Garden for the Coachella Mariachi Festival on Saturday, March 28, 2020 from 5:00 p.m. – 9:00 p.m. at Veterans’ Memorial Park.

STAFF RECOMMENDATION:

Approve operation of a beer garden for the Coachella Mariachi Festival on Saturday, March 28, 2020 from 5pm-9pm at Veterans Memorial Park.

EXECUTIVE SUMMARY:

This year, the City of Coachella’s Coachella Mariachi Festival is scheduled to occur on Saturday, March 28th. This event will take place at Veterans Memorial Park, 1515 Sixth Street, Coachella. The event will start at 5pm and end at 9pm. Starting at 5pm the event will show case four different mariachi groups and one folklorico dance performance. Also available during the event will be: bouncers, mechanical bull rides, food vendors and a beer garden. This is a free community event and has no admission or parking fees. The Coachella Bar has agreed to operate a beer garden as a vendor for this year’s event and will be selling beer, chavelas and wine from 5pm-9pm.

FISCAL IMPACT:

Approval of the recommended action would not negatively impact the approved FY 19/20 budget.