



**STAFF REPORT**  
**3/12/2025**

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

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Authorize operation of a beer garden on Saturday, March 22, 2025 from 5pm-9pm at Veterans Memorial Park for the 2025 Coachella Mariachi Festival.

---

**STAFF RECOMMENDATION:**

Authorize operation of a beer garden on Saturday, March 22, 2025 from 5pm-9pm at Veterans Memorial Park for the 2025 Coachella Mariachi Festival.

**EXECUTIVE SUMMARY:**

The Coachella Mariachi Festival is a spring event that has occurred since 2017 at Veterans Memorial Park. This year's event is scheduled for Saturday, March 22, 2025 from 5pm to 9pm. This year's event is recommended to also take place at Veterans Memorial Park, 1500 Fourth Street, Coachella.

Starting at 5pm the event will highlight four different mariachi groups and one folklorico dance performance. Also available during the event will be: inflatable slides, lawn games, mechanical bull rides, food vendors and a beer garden. This is a free community event and has no admission or parking fees.

Staff is requesting authorization to allow the operation of a beer garden, from 5pm-9pm. Beer garden operator will be selected based on published request for proposals for local Coachella businesses with appropriate alcohol license/permit.

**FISCAL IMPACT:**

None.