



**Celebration Nation Inc**

3031 Tisch Way,

110 Plaza West,

San Jose, CA 95128

**TAX ID #** 85-0510391

**Phone:** +1(408) 310-8002

**Email:** [Flor@celebration-nation.org](mailto:Flor@celebration-nation.org)

**Web:** [www.celebration-nation.org](http://www.celebration-nation.org)

02/06/24

**FARMCHELLA 2024**

Veteran's Memorial Park

1500 4th St, Coachella, CA 92236

Thursday, April 18th, 2024

4:00 PM - 9:00 PM

**Proposal for City Support - FARMCHELLA 2024**

Dear City of Coachella,

I am writing to you on behalf of The Celebration Nation Foundation/Celebration Nation Inc, to request financial support from the City of Coachella for our second annual FARMCHELLA Festival. After the success of last year's event, we are eager to bring back FARMCHELLA to the community, this time with even more exciting activities and opportunities for engagement.

The FARMCHELLA Festival holds significant importance in the community as it recognizes and celebrates the important contributions of farm workers to our local, state and federal economy and culture. As importantly, it serves as a platform to bridge gaps and foster greater understanding and appreciation among diverse backgrounds during the week of Live Nation's COACHELLA Festival.

Last year, we were able to offer FARMCHELLA to the community free of charge. However, we recognize that there is still room for growth and improvement. With your continued support, we aim to make this year's festival bigger and brighter, attracting an even larger audience and providing an even more meaningful experience for attendees.

Our proposed grant request of \$30,000 for the festival includes funding for event essentials, a broad range of entertainment and activities, such as live music performances, cultural dance showcases, interactive workshops on agriculture and sustainability, a farmers' market showcasing free local produce, and expanded children's activities.

In addition to celebrating the contributions of farm workers, we also intend to use the festival as a platform to address important issues facing the agricultural industry, such as labor rights, fair wages, immigration reform, and environmental sustainability. Through educational activities and an opening panel discussion, we hope to raise awareness and inspire action within our community.

By partnering with the City of Coachella, we believe we can maximize the impact of the festival and ensure its success for years to come. We are committed to working closely with city officials to ensure that all necessary permits and regulations are adhered to and that the festival is executed safely and responsibly.

In conclusion, we respectfully request financial support from the City of Coachella to bring back the FARMCHELLA Festival for its second year and make it a cornerstone of our community's cultural calendar. We are confident that with your assistance, we can create an unforgettable experience that celebrates our agricultural heritage and strengthens community bonds.

Thank you for considering our proposal. We look forward to the opportunity to discuss this further and collaborate with you to make this year's FARMCHELLA Festival a resounding success.

Saludos,

Flor Martinez Zaragoza

President /Celebration Nation Inc