



STAFF REPORT
5/10/2023

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve cooperative agreement for El Grito Event between: the City of Coachella, Telemundo and Mexican Consulate in San Bernardino and approve operation of a beer garden at Rancho Las Flores Park for the 2023 El Grito Event.

STAFF RECOMMENDATION:

Approve cooperative agreement for El Grito Event between: the City of Coachella, Telemundo and Mexican Consulate in San Bernardino and approve operation of a beer garden at Rancho Las Flores Park for the 2023 El Grito Event.

EXECUTIVE SUMMARY:

The El Grito event is an annual City event delivered in partnership with the following agencies: Telemundo, and the Mexican Consulate in San Bernardino (Consulate). After meeting with the event partners, staff is recommending the 2023 event date be Saturday, September 16th from 3pm -10/11pm at Rancho Las Flores Park. This event draws 15,000-20,000 attendees; this is the largest of the city's annual events.

The cooperative agreement identifies the responsibilities of each party. The City provides the venue, coordinates and secures food vendors, informational booths, will publish and award RFP for beer garden operator to a Coachella licensed business, provides/develops all event passes, manages parking, provides security officers, provides all utilities, develops VIP area and provides VIP food, and pays for the stage costs. Telemundo secures all live entertainment, solicits all sponsorships, manages the stage day of event, provides a DJ for event, and pays for all advertisement of event; the contribution by Telemundo is estimated at \$100,000. The Consulado coordinates and performs the "El Grito" ceremony for the event.

Staff is recommending approval of this cooperative agreement and authorizing operation of a beer garden at Rancho Las Flores Park for the 2023 "El Grito" event at Rancho Las Flores Park on September 16, 2023 from 3pm to 11pm.

FISCAL IMPACT:

This event has been included in the budget submittals for FY 2023/24; the city's contribution for this event is estimated at \$120,000.

Attachment: Cooperative Agreement