



STAFF REPORT
9/8/2021

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival budget and beer garden:

1. Authorize appropriation of The City of Coachella's Tacos, Tequila and Chavelas event budget of \$65,000.00 from Undesignated City General Fund Reserves; and
2. Approval for operation of a beer garden on October 23, 2021 in Veterans Park from 4pm to 8pm.

STAFF RECOMMENDATION:

Authorize The City of Coachella's Tacos, Tequila and Chavelas Festival budget and beer garden:

1. Authorize appropriation of The City of Coachella's Tacos, Tequila and Chavelas event budget of \$65,000.00 from Undesignated City General Fund Reserves; and
2. Approval for operation of a beer garden on October 23, 2021 in Veterans Park from 4pm to 8pm.

EXECUTIVE SUMMARY:

The City of Coachella's Tacos Tequila and Chavelas Festival has been an event focused on celebrating Coachella's culinary talents and supporting its local eateries. In partnership with the Greater Coachella Chamber of Commerce (Chamber), the City developed and launched this event in 2017. In 2019, the event sold out at a total of 900 tickets and in 2017 this event sold out at 500 entries. Due to the challenges that many restaurants are having this year with maintaining needed staffing levels it is anticipated the event will have a few less restaurants participate this year and staff is recommending the total attendance for 2021 be 700. The 2021 event is recommended to take place on Saturday, October 23, 2021 from 4pm to 8pm at Veterans Park.

Staff is working with the Chamber to secure a total of eleven (11) taco vendors for 2021. The 2021 ticket sales are recommended to be \$25.00 for taco tasting and \$30.00 for taco tasting with one chavela/tequila tasting. All participating restaurants will be provided a \$500 stipend to aid participants in paying for their food costs and all will compete for 1st, 2nd and 3rd place cash prizes of \$3,000, \$1,500 and \$1,000. All participants will also compete for People's Choice Award.

In addition to the event's food attractions, the event will include two live bands, live ballet folklorico dancing, a live dj, lawn games and a mechanical bull. The event includes a beer garden and staff is requesting authorization for the event to permit a beer garden at Veterans Park from 4pm-8pm on Saturday, October 23, 2021. Staff is also requesting authorization for this event's budget, similar to the event's 2019 budget amount, be allocated in the amount of \$65,000 to cover the following event costs: tenting, seating, décor, sound/lighting, entertainment, marketing, light towers/generators/signage/railing.

FISCAL IMPACT:

If approved, the event budget appropriation will be made from Undesignated City General Fund Reserves to the event expenditure account 101-11-160-10-801-013.