



**STAFF REPORT**  
**9/8/2021**

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

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

**SUBJECT:** 2021 Synergy Music and Arts Festival Sponsorship:

1. Sponsorship request for Culturas Music & Arts for \$6,000.00 for the 2021 Synergy Music and Arts Festival; and
2. Approval for operation of a beer garden by Culturas Music & Arts on November 13, 2021 at Dateland Park from 12pm to 7pm; and
3. Authorize appropriation of Synergy Music and Arts Festival event budget of \$19,000.00 from Undesignated City General Fund Reserves.

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**STAFF RECOMMENDATION:**

Staff is requesting direction for the below 2021 Synergy Music and Arts Festival Event:

1. Sponsorship request for Culturas Music & Arts for \$6,000.00 for the 2021 Synergy Music and Arts Festival; and
2. Approval for operation of a beer garden by Culturas Music & Arts on November 13, 2021 at Dateland Park from 12pm to 7pm; and
3. Authorize appropriation of Synergy Music and Arts Festival event budget of \$19,000.00 from Undesignated City General Fund Reserves.

**EXECUTIVE SUMMARY:**

Staff has received a sponsorship request from Culturas Music and Arts requesting a sponsorship for 2021 Synergy Music and Arts Festival. This event has been a recurring event in Coachella since 2012. This year the event is planned to occur on Saturday, November 13, 2021 (12pm-7pm) and Synergy will be celebrating its 10<sup>th</sup> anniversary. The event would occur at Dateland Park and include live bands, disc jockey, food vendors, art displays, merchandise vendors, car show and beer garden.

The applicant, Culturas Music and Arts, is requesting the City provide the following in-kind services, which have been provided by the City for this event in prior years: road closures/traffic control, generators for stage and food booths, stage and sound for bands, portable restrooms, light towers. The total hard costs correspondent to the in-kind request totals \$13,000. In addition, the applicant is requesting a sponsorship of \$6,000 for the following items:

- Tenting and chair rentals \$900

- Art supplies for Kids Zone (paints, brushes, snacks, drinks) \$600
- Acrylic and aerosol paint, brushes, buckets, gas stipends for out-town artists, and performers \$1000
- COVID Art Installations, paint and materials \$1000
- Promotional Material, tee shirts, brochures, and banners \$2500

Culturas Music and Arts is requesting to be authorized to operate a beer garden at this event from 12pm-7pm; all event permit approvals would be contingent upon the applicant meeting all permitting requirements by City, County, ABC and other required regulatory agencies.

**FISCAL IMPACT:**

If Council approves the request as submitted, an appropriation of \$19,000 from Undesignated General Fund Reserves will be required to allow for: 1) sponsorship award in the requested amount of \$6,000 and 2) the city's hard costs to deliver the event of \$13,000. If approved the appropriation will be made to the event expenditure account 101-11-160-90-801-012.