



**STAFF REPORT**  
**12/13/2023**

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

**FROM:** Dr. Gabriel D. Martin, City Manager

**SUBJECT:** Approve and Authorize the City Manager to Execute a Professional Services Agreement with Deaztlan Consulting for Media, Video and Event Production Services in the Amount of \$27,500

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council approve and authorize the City Manager to execute a professional services agreement with Deaztlan Consulting for media, video and event management services in the amount of \$27,500 for the Coachella Prospera project.

**BACKGROUND:**

TCC's Round 5 NOFA made \$88.5 million available for three (3) Implementation Grant awards at \$29.5 million each. In Round 5, TCC received six (6) Implementation Grant applications. Applications represented communities from the Inland Empire, Central Valley, San Diego, Sacramento, and the Los Angeles area. The City of Coachella submitted an application proposal to the TCC program called, Coachella Prospera. The Coachella Prospera proposal includes the following projects and plans:

- Equitable Housing and Neighborhood Development
- Transit Access and Mobility
- Solar Installation and Energy Efficiency
- Urban Greening and Green Infrastructure
- Health Equity and Well Being
- Displacement Avoidance Plan
- Community Engagement Plan
- Workforce Development and Economic Opportunity Plan
- Climate Adaptation and Resilience Plan

**DISCUSSION/ANALYSIS:**

Deaztlan Consulting is a media, governmental affairs and public relations firm who will provide its expertise to create a meaningful and memorable experience as the City prepares to make its grant funding announcement. Deaztlan Consulting will be responsible for videos, audio visual design, creating scenic sets, digital displays, on-site broadcasting, logo design, website content, social media hosting, and other design collateral (i.e. invitation, program, step and repeats, roll up banners, and swag) that will be associated with the Coachella Prospera project.

**FISCAL IMPACT**

Funding for these services will be through the General Fund.

**ALTERNATIVES:**

1. Approve and Authorize the City Manager to Execute a Professional Services Agreement with Deaztlan Consulting for Media, Video and Event Production Services in the Amount of \$27,500
2. Do Not Approve and Authorize the City Manager to Execute a Professional Services Agreement with Deaztlan Consulting for Media, Video and Event Production Services in the Amount of \$27,500

**ATTACHMENTS:**

1. Professional Services Agreement
2. Proposal