



STAFF REPORT
2/12/2025

TO: Honorable Mayor and City Council Members

FROM: Jaime Arroyo, Grants Manager

SUBJECT: Approve Sponsorship Request by Culturas Music and Arts for their Annual Women Rising Rebozo Festival in the Amount of \$5,000

STAFF RECOMMENDATION:

Staff recommends that the City Council considers awarding a sponsorship grant to Culturas Music and Arts in the amount of \$5,000 to support their annual Women Rising Rebozo Festival event on March 8, 2025.

BACKGROUND:

Women Rising Rebozo Festival is a festival organized by Culturas Music and Arts that celebrates International Women's Month. Past partnership has included the Alliance of California Traditional Arts, the City of Coachella and other generous event sponsors. The event highlights Mexico's iconic traditional garment, the rebozo (shawl). The Rebozo is handwoven from cotton, wool, silk, and rayon, boasting various lengths, patterns, and fringe. It is a symbol of feminine strength, resilience and resistance. The festival itself is about empowering women, celebrating local women, entrepreneurs, artists and their accomplishments. The event recognizes women who go unnoticed—working women; those who volunteer their time for the greater good and other notable community champions.

DISCUSSION/ANALYSIS:

Aside from showcasing rebozos from various Mexican regions, the event will also feature a lunch buffet, entertainment, fashion show, silent auction, paper flower-making, and other arts and crafts.

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Anticipated Budget Costs:

Danza Azteca Citlantonac	\$500
Fashion Show Items	\$500
Mariachi Alma de Coachella	\$1,000
Luncheon	\$6,000
Audio/Visual	\$400
Printed Programs	\$600
Event Décor (Flowers, Table Cards, Signage)	\$1,800
Awards	\$700
Total	\$11,500

ALTERNATIVES:

1. Award sponsorship in the amount of \$5,000
2. Do not award sponsorship

FISCAL IMPACT

Should the City Council approve the request as submitted, an appropriation of \$5,000 from the General Fund will be required to allow for sponsorship award.

ATTACHMENTS:

Draft Event Flyer