



STAFF REPORT
9/10/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Sponsorship Request for KUNA Telemundo in the Amount of \$20,000 to Support its Hispanic Heritage Campaign Beginning in September 2025 through March 2026

STAFF RECOMMENDATION:

Staff recommends that the City Council considers approving a sponsorship request for KUNA Telemundo in the amount of \$20,000 to support its Hispanic Heritage Campaign which will launch in September 2025 and run through March 2026.

BACKGROUND:

The Fiestas Patrias / El Grito event was cancelled by KUNA Telemundo out of regard and caution for the Coachella Valley's immigrant community. KUNA Telemundo then approached the city with an alternative way to celebrate community heritage by creating a reimagined campaign spearheaded by KUNA Telemundo beginning in September 2025 to commemorate Hispanic Heritage. The campaign kicks off with Hispanic Heritage Month (September 15 through October 15), but their proposed campaign would run from September, 2025 through March, 2026 with a series of key events including:

- Hispanic Heritage Month Campaign Promotion 9/1/2025 – 10/26/2025
- El Grito Ceremony at Fantasy Springs Resort Casino 9/14/2025 at 6:00 PM
- Community Town Hall Meeting at Annenberg Center (Rancho Mirage), 10/2/25, 4PM-7PM
- Coachella Connect Resident Forum 11/2025
- A 5-Week Stories that Inspire Series, 9/15 – 10/16
- A Shop Coachella Campaign 10/6/2025 – 03/29/2026

DISCUSSION/ANALYSIS:

The proposed campaign prioritizes community safety, cultural pride, and powerful storytelling. Due to recent activity in the area and out of an abundance of caution, KUNA Telemundo and its partners have elected not to host a large in-person event this year. Instead, KUNA Telemundo and its partners are prioritizing the safety of the community by avoiding large gatherings that could draw unintended attention, and instead are focusing on a series of smaller, more personal events

with robust celebrations that highlight inspirational stories of individuals in the community and that also promotes shopping with local businesses. This will run on-air and online across KUNA Telemundo's Gulf California Broadcast media properties—including KUNA Telemundo 15, La Poderosa 96.7 FM, KESQ-ABC, KPSP-CBS, KDFX-FOX, and KCWQ-CW.

Hispanic Heritage Month

September 15, 2025 – October 15, 2025

Hispanic Heritage Month takes place from September 15 through October 15 every year as a time to recognize and celebrate the many contributions, diverse cultures, and extensive histories of the American Latino community. September 15th marks the anniversary of independence for the Latin American countries of Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. Mexico and Chile also celebrate their independence during this time. This year's focus will be a series of smaller, more personal events and a robust celebration that highlights inspiring stories of individuals in the community and also promotes shopping with local businesses. This will run on-air and online across our Gulf California Broadcast media properties—including KUNA Telemundo 15, La Poderosa 96.7 FM, KESQ-ABC, KPSP-CBS, KDFX-FOX, and KCWQ-CW.

The El Grito Ceremony at Fantasy Springs Resort Casino

Sunday September 14th, 2025

Televised Live on Telemundo 15 from 6:00pm-6:30pm

This year, the beloved El Grito Ceremony will be brought directly to the community through a live television and online broadcast. While the format is slightly different, the spirit remains the same: honoring the Hispanic heritage and celebrating together. Residents can still be a part of this powerful tradition by attending the “Noches de Fuego” celebration at Fantasy Springs Resort Casino or by tuning in to Telemundo 15 at 6pm to experience El Grito from wherever they are. The purpose is to keep this important cultural event alive, local and accessible to everyone.

Community Town Hall: Valley Together

Pre-recorded and then Televised on Telemundo 15 before 10/15/25

10/2/25 from 4pm - 7pm

Moderated by Hernan Quintas (Telemundo 15's Anchor)

The Community Town Hall: Valley Together is a regional forum designed to share critical information, resources, and perspectives that affect all who live and work in the Coachella Valley. This televised and widely promoted event goes beyond city lines — inviting leadership from across the Valley to participate in a conversation that highlights both the challenges we face and the opportunities we share as one community. What to Expect: Regional Updates – Hear from civic, business, and community leaders across the Valley on projects, safety, and economic priorities. Valley Resources – Connect with programs and services available to residents and business owners throughout the region. Amplified Voices – A platform where diverse perspectives can be shared, questions addressed, and solutions explored. Who Should Attend: Residents from every city in the Coachella Valley Local business owners and entrepreneurs

Community organizations and advocates Anyone who wants to stay connected, informed, and engaged. Media Partner Support - Leading up to the event, TV, radio, and digital platforms will

actively promote the Community Town Hall: Valley Together, ensuring residents know when, where, and how to participate. In addition, the Town Hall will be broadcast on Telemundo 15 before October 15, 2025, expanding access to viewers across the region. Together, these efforts will amplify voices, drive awareness, and encourage active participation across the Coachella Valley.

Coachella Connect – Resident Forum

Hosted by the City of Coachella

November, 2025

The City of Coachella invites all residents and local business owners to join us for an intimate Community Town Hall designed to share important updates, resources, and information that directly impact our community. This city-led event (approx. 75–100 attendees) will provide:

What to Expect | City Updates – Hear directly from City leadership about projects, safety, and community priorities. **Resident Resources** – Learn about programs and services available to support families, neighborhoods, and small businesses. **Open Dialogue** – A Q&A opportunity for residents to ask questions and receive clear, direct answers. **Who Should Attend |**

City of Coachella residents and families Local small-business owners and entrepreneurs

Community members who want to stay informed and connected. **Media Partner Support |**

While the City of Coachella is hosting this forum, local media partners across TV, radio, and digital platforms (La Poderosa 96.7 FM and Telemundo 15) will help drive awareness and encourage attendance. The promotion will focus on ensuring residents know when and where to attend and that the city is providing this valuable resource for their residents. This effort is about connection, access, and transparency—so every Coachella resident leaves informed and empowered with the resources they need.

Stories that Inspire

Stories that Inspire to broadcast on:

Noticias Telemundo 15 at 6pm and 11pm

La Poderosa 96.7 FM Morning Show

News Channel 3 Simulcast on ABC and CBS at 4pm and 6pm

News Channel 3 on FOX at 10pm

News Channel 3 Simulcast on ABC and CBS from 5am-7am

As part of Hispanic Heritage Month campaign, Stories that Inspire / Historias que Inspiran shines a light on the people who are quietly shaping our communities. These are the neighbors, educators, entrepreneurs, and advocates whose actions uplift others and preserve culture. Each Thursday, beginning September 18th, we'll feature one inspiring local story – broadcast in both English and Spanish- across our station group. These five powerful segments celebrate resilience, identity, and impact, reminding us that the heart of Hispanic Heritage Month lives in the everyday heroes among us.

Shop Coachella: Support Local, Strengthen Community

Our station group is proud to introduce a discounted advertising campaign with savings of up to 50% designed to help small, local business owners in the city of Coachella impacted by recent economic pressures and immigration-related uncertainty.

Through this initiative, participating businesses will receive:

Access to affordable advertising packages across TV, radio, and/or digital platforms

Amplified visibility within the community to help recover and grow

A message of unity that encourages residents to shop local and support their neighbors

This campaign is about more than advertising — it's about lifting up small businesses, strengthening community ties, and helping small businesses move forward together.

Each Shop Coachella message will run as a co-branded “donut” spot, offering the credibility of both Gulf California Broadcast Company and the City of Coachella through an implied endorsement format.

Spot Breakdown:

:05 – Branded “Shop Coachella” intro with city + station logo

:20 – Client spotlight or offer (flexible messaging)

:05 – Branded closing tag with Shop Coachella + City of Coachella message

Sponsorship Investment: \$20,000

This investment includes:

- Full campaign co-branding across all media platforms (TV, Radio, Digital).
- “Brought to you by..” sponsorship in both the El Grito Ceremony and Town Hall specials televised on KUNA Telemundo 15.
- Event partnership branding on-site and in all digital/social promotions.
- Custom on-air mentions and logos in 200+ Hispanic Heritage Month promotional spots.
- Open and Close recognition within the newscasts for the Stories That Inspire Series.
- Open and Close recognition on all Shop Coachella promotional spots purchased by participating businesses.
- One Shop Coachella package insert valued at \$2,000.

Your support ensures that even in a cautious year, our celebration stays local, authentic, and powerful!

FISCAL IMPACT:

The fiscal impact will be to the General Fund Reserves (account 101-11-160-10-545-000) in the amount of \$20,000.

ATTACHMENT(S):

None.