



**STAFF REPORT**  
**January 22, 2025**

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

**FROM:** Risseth Lora, Public Information Officer  
Carlos Campos, City Attorney, Best Best & Krieger LLP

**SUBJECT:** Request for Sponsorship from Palm Springs Life in Partnership with Palm Springs Art Museum for \$5,000

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**RECOMMENDATION:**

It is recommended that City Council consider co-sponsoring a series of educational community events aligned with Palm Springs Art Museum's exhibition of *David Hockney: Prints from the Collection of Jordan D. Schnitzer and His Family Foundation* in the amount of \$5,000.

**BACKGROUND:**

This staff report presents the 2025 Event Proposal titled Hockney + You, An Art Experience and Love Story which aims to accomplishing the following goals:

- Educate children across the valley on the work of David Hockney by providing an interactive art experience.
- Engage the entire community, adults, and children alike.
- Increase awareness of the exhibition and drive student visitation (at no cost) to Palm Springs Art Museum to view *David Hockney: Prints from the Collection of Jordan D. Schnitzer and His Family Foundation*.

**ANALYSIS:**

The City of Coachella's partnership with Palm Springs Life and the Palm Springs Art Museum in this program will accomplish two goals: providing a hands on, educational experience for Coachella students of all ages about David Hockney's work through a community event at Veterans' Memorial Park, and continuing the narrative about Coachella's deep art culture which has been central to the marketing message for Coachella over the past couple of years. The City of Coachella carried out a similar sponsorship with Palm Springs Life in partnership with Palm Springs Art Museum titled "El Paseo Jewelers Warhol in the Park" back in 2018.

**FISCAL IMPACT**

The cost of this sponsorship totals \$5,000 (valued at \$14,500); these funds are available in the current approved budget and will not have a fiscal impact.

**ATTACHMENT**

2025 Hockney Event Proposal