



**STAFF REPORT**  
**2/9/2022**

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

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

**SUBJECT:** Approve appropriation of \$45,000 for 2022 Coachella Mariachi Festival and authorize operation of a beer garden on Saturday, April 2, 2022 from 5pm-9pm at Veterans Memorial Park.

---

**STAFF RECOMMENDATION:**

Approve appropriation of \$45,000 for 2022 Coachella Mariachi Festival and authorize operation of a beer garden on Saturday, April 2, 2022 from 5pm-9pm at Veterans Memorial Park.

**EXECUTIVE SUMMARY:**

The Coachella Mariachi Festival is a spring event that has occurred since 2017 at Veterans Memorial Park. Staff is recommending the event take place on Saturday, April 2, 2022 from 5pm to 9pm. This year's event is recommended to also take place at Veterans Memorial Park, 1500 Fourth Street, Coachella.

Starting at 5pm the event will highlight four different mariachi groups and one folklorico dance performance. Also available during the event will be: inflatable slides, lawn games, mechanical bull rides, food vendors and a beer garden. This is a free community event and has no admission or parking fees.

Staff is requesting approval to allocate a \$45,000 budget for the event and authorization to allow the operation of a beer garden as part of the event from 5pm-9pm. The requested budget will be utilized as follows:

- Entertainment = \$ 25,000
- Sound = \$8,000
- Rentals = \$9,000
- Marketing = \$3,000

**FISCAL IMPACT:**

The recommended action will require an appropriation from unallocated general fund reserves totaling \$45,000.