

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 25, 2024

PREPARED BY: Amy Lawrence, Deputy Director of Economic Development

REQUEST: ADOPT RESOLUTION UPDATING COMMUNITY EVENT SPONSORSHIP GUIDELINES

RECOMMENDATION:

Adopt a Resolution entitled, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, UPDATING THE COMMUNITY EVENT SPONSORSHIP POLICY.”

BACKGROUND/ANALYSIS:

The City of Palm Desert provides annual funding to qualified organizations and individuals that organize community events that encourage civic engagement, celebrate cultural diversity, stimulate tourism, drive economic vitality, and uphold public health and sustainability. Per the policy, a community event is defined as a local celebration, fundraiser, athletic, cultural, or educational activity designed to attract a public audience which benefits the residents and visitors of Palm Desert. (i.e., festival, walk, run, fashion show, concert, parade, breakfast, luncheon, dinner, etc.)

The program guidelines were most recently updated in 2022. In keeping with the City’s goals to improve efficiency and accountability utilizing best practices, additional revisions are being suggested at this time.

The most notable suggested revision is to the funding timeline. Our goal is to make the process fair and consistent with the Outside Agency Funding Program in that organizations and individuals will only be eligible for funding awarded during adoption of the fiscal year budget, i.e., there will no longer be miscellaneous review and consideration of requests for funding throughout the fiscal year, with the exception of table sponsorships.

Below summarizes the additional suggested changes:

1. Removes specific department language throughout.
2. Clearly identifies ineligible organizations and activities.
3. Removes the “Appeal Process” to be consistent with the Outside Agency Funding Program.

These changes will provide clarity to the organizations and individuals applying for community event sponsorship funding and will make the process consistent with the City’s Outside Agency Funding Program.

Legal Review:

This report has been reviewed by the City Attorney’s office.

FINANCIAL IMPACT:

There is no direct financial impact with this action.

ATTACHMENTS:

1. Resolution
2. 2024 Community Event Sponsorship Guidelines
3. Redline Version of 2022 Guidelines