

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: February 15, 2024

PREPARED BY: Shelby Goodwin, Special Events Coordinator

REQUEST: APPROVAL OF PARK ORDINANCE WAIVERS FOR THE 2024 PALM DESERT HALF MARATHON AND 5K AND WILDFLOWER FESTIVAL EVENTS

RECOMMENDATION:

Approve temporary waiver of the following Palm Desert Municipal Code (PDMC) sections for the 2024 Palm Desert Half Marathon and 5K and Wildflower Festival Events:

- a. 11.01.20 (Hours of Use in City Parks)
- b. 11.01.140 (Amplified Sound in City Parks)
- c. 11.01.080 H (Camping)
- d. 11.01.080 O (Placement of Advertising Signage in City Parks)
- e. 11.01.080 Q (Vendor Sales in City Parks)
- f. 11.01.080 W (Possession/Consumption of Alcohol in City Parks) pursuant to PDMC 9.58.040

BACKGROUND/ANALYSIS:

On December 14, 2023, the City Council approved road closures for the Palm Desert Half Marathon and 5K event scheduled for Sunday, February 18, 2024. The event producer is requesting permission to have a fenced beer garden during the event at the Palm Desert Civic Center Park, which per the Administrative Policy for Use of City-Owned Facilities adopted by the City Council at its June 8, 2023, meeting, requires City Council approval for City-sponsored events.

The Wildflower Festival event producer is also planning to have a fenced beer garden at their event scheduled for Saturday, March 2, 2024, at the Palm Desert Civic Center Park. This would also require City Council approval as a City-sponsored event.

Additional park ordinance waivers related to each event including use of park hours, amplified sound, placement of advertising signage, and vendor sales are included for approval as well as for the camping waiver, this is being requested so that the event organizers can begin set-up the night before each event and overnight security will be provided.

Moving forward, consistent with the Administrative Policy for Use of City-Owned Facilities, staff plans to bring forward one (1) staff report annually for all City-sponsored events requesting approval of park ordinance waivers for City Council approval.

Legal Review:

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

Strategic Plan:

Approval of park ordinance waivers for these events would impact the following priorities outlined in the 2013-2033 Strategic Plan, Envision Palm Desert – Forward Together:

- Parks and Recreation Priority 3: Make recreational and exercise opportunities available in all public spaces.
- Economic Development Priority 3: Create and attract entertainment and events to enhance and expand the Palm Desert economy and lifestyle.
- Tourism and Marketing Priority 2: Grow existing events and develop new events to enhance the desirability of Palm Desert as a year-round destination.

FINANCIAL IMPACT:

Sponsorships in the amount of \$10,000 were approved by the City Council for the 2024 Palm Desert Half Marathon and 5K and \$15,000 for the Wildflower Festival as part of the Fiscal Year 2023/24 City Sponsored Events Budget. There is no fiscal impact associated with this request.

ATTACHMENT:

Administrative Policy for Use of City-Owned Facilities