

# CITY OF PALM DESERT STAFF REPORT

---

MEETING DATE: February 15, 2024

PREPARED BY: Shelby Goodwin, Special Events Coordinator

REQUEST: APPROVE SPECIAL EVENT PREPAID EXPENDITURES FOR FISCAL YEAR 2024/25

---

## **RECOMMENDATION:**

1. Approve prepaid expenditures in an amount not to exceed \$130,000 from the Fiscal Year 2024/25 Budget for production of the 2024 Independence Day Celebration and October Concerts in the Park Series.
2. Authorize the City Manager to execute vendor contracts associated with production of the events.

## **BACKGROUND/ANALYSIS:**

For over three (3) decades the City of Palm Desert has produced a large-scale Independence Day Celebration, which attracts over 10,000 spectators to Palm Desert Civic Center Park each year. For most of this time, the annual fireworks display has been provided without incident by Pyro Spectaculars, one of the most reputable pyrotechnics companies in the United States and which has received high praise every year from the Riverside County Fire Marshal's office. In accordance with the City's purchasing policy, staff plans to enter a three (3)-year contract with Pyro Spectaculars, contingent on annual budget approval, with a one (1)-year option to extend for a total amount of \$155,500 (\$150,500 for three displays plus ancillary costs not to exceed \$5,000 for permits required to be paid by vendor to the Riverside County Fire Marshal's Office). The total cost quoted for the 2024 fireworks display is \$48,920 which requires a \$24,920.00 deposit paid by the City by March 4, 2024.

Additional festivities for this event include food trucks, a variety of vendors, children's activities, a color guard presentation, and live music followed by the 20-minute fireworks display synchronized to patriotic music simulcast on local radio stations. Anticipated expenditures for the celebration, some of which require contracting and payment prior to July 1, 2024, include:

- Professional sound and lighting services in conjunction with the concert
- Two (2) live onsite radio remotes
- Radio promotion
- Shuttle services to transport attendees between The Gardens on El Paseo and the Civic Center Park
- Event insurance
- Health Department and Fire Marshal permit fees
- Golf cart rentals
- Two-way radios for staff and agencies involved to communicate during the event

City of Palm Desert  
APPROVE SPECIAL EVENT PREPAID EXPENDITURES FOR FISCAL YEAR 2024/25

- Police Services
- Other related expenditures

Concert in the Parks

The City produces a Concert in the Park Series every Thursday evening in May and October. The October 2024 Concerts in the Park Series includes a fifth Thursday, which happens to fall on Halloween. To ensure booking of top-notch entertainment for the evening, staff would like to contract with a band prior to July 1, 2024.

**Legal Review:**

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

**Strategic Plan:**

Preapproval of FY 2024/2025 event expenditures would help address the following priorities as specified in the 2013-2033 Strategic Plan, Envision Palm Desert – Forward Together:

- 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:**

Funding for the 2024 Independence Day Celebration has increased from \$80,000 to \$120,000 from 2023 due to inclusion of both public safety services and Fire Marshal permit fees (separate from those paid by the vendor), both of which were paid for from the City's Public Safety Budget in previous years, as well as general inflation. Following is an estimated breakdown for the event moving forward:

<b>2024 Independence Day Celebration</b>	<b>Additional \$40,000</b>
Police Services	\$20,000
Fire Marshal Permits	\$10,000
General Inflation	\$10,000

The advance requested to contract with a band for the October 31, 2024, concert is \$10,000. Additional funds for the 2024 October Concerts in the Park Series will be requested as part of the FY 2024/2025 Budget.

Funding for these two (2) items in the amount of \$130,000 will be included as part of the anticipated FY 2024/2025 Budget City Produced Events Account No. 1104416-4306101.

**ATTACHMENT:**

Pyro Spectaculars Proposal