

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: March 14, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: APPROVAL OF PARK ORDINANCE WAIVERS FOR APRIL 18, 2024,
CONCERT IN THE PARK

RECOMMENDATION:

Approve temporary waiver of the following Palm Desert Municipal Code (PDMC) sections for a bonus Concert in the Park on April 18, 2024:

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

BACKGROUND/ANALYSIS:

The City of Palm Desert remains committed to enhancing the quality of City-produced events to enrich the experiences of both residents and visitors. As part of its 2024 tourism marketing strategy, the Public Affairs division will add a bonus concert on April 18 to the City's Concert in the Parks series, which kicks off in May. Scheduled for the third week of April, this free concert at Palm Desert Civic Center Park will be promoted to both residents and visitors at a time when the Coachella Valley is inundated with music fans. The proposed plan for the concert includes a beer and wine garden to augment the overall enjoyment of attendees and contribute to the event's success.

Staff is requesting permission to have a fenced beer garden during this City-produced event, which requires City Council approval per the Administrative Policy for Use of City-Owned Facilities adopted by the City Council at its June 8, 2023, meeting. Additional park ordinance waivers related to the event, including use of park hours, amplified sound, placement of advertising signage, and vendor sales, are included for approval.

Legal Review:

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

Strategic Plan:

Approval of park ordinance waivers for this event 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.

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- 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:

Fencing and other items need to be rented for the designated beer garden. Funds in an amount not to exceed \$2,000 are available in Marketing account No. 1104417-4322100.

ATTACHMENTS:

Administrative Policy for Use of City-Owned Facilities