

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: September 28, 2023

PREPARED BY: Shelby Goodwin, Special Events Coordinator

REQUEST: APPROVAL OF THE 2023 PALM DESERT GOLF CART PARADE

RECOMMENDATION:

1. Permit the sale, possession, and consumption of alcoholic beverages on Public Property pursuant to Palm Desert Municipal Code 9.58.040.
2. Waive Palm Desert Municipal Code Section 11.01.140 – Amplified Sound, during the event.
3. Approve a budget transfer of \$25,000 from the Police Services Account No. 1104210-4304000 to Account No. 1104210-4304200 (Police Contingency).
4. Authorize the City Manager to execute any documents that may be necessary to facilitate the event.

BACKGROUND/ANALYSIS:

The 59th annual Palm Desert Golf Cart Parade presented by the Palm Desert Area Chamber of Commerce (the Chamber) is scheduled to take place on Sunday, October 29, 2023, on El Paseo. The theme for this year's event is *Golf Cart Time Machine – Take me to '73*. This year's event will include a Kids Zone, food vendors, two beer gardens, car show, business expo, senior seating area, VIP seating area, Veteran's seating area, live music, themed golf cart floats, and much more.

The City has been a title sponsor of the parade and a strong supporter of this event for several years. As part of the FY 2023/2024 budget, the City Council approved a \$60,000 monetary sponsorship for this year's event in honor of Palm Desert's 50th Anniversary. This was an increase from the FY 2022/2023 sponsorship amount which was \$25,000 plus in-kind services for the City to handle traffic control and road closures for the event. With the increased sponsorship for the 2023 event, the Chamber is responsible for contracting with Tops N Barricades to provide traffic control and road closures for the event and is expected to elevate and expand the event to celebrate the City's 50th Anniversary.

With elevation in mind, recognizing the importance of digital platforms in today's world, the Chamber has developed an interactive website dedicated to the parade. This website will serve as a hub of information, including participant registration, route details, and FAQs. Moreover, it will allow users to engage with the event by featuring photo galleries and updates. The Chamber has contracted with Palm Springs Life (PSL) for an extensive marketing campaign. In addition to PSL's marketing, during the month of October, there will be a digital billboard on display, ads on 13 radio stations, and commercials on two television stations. The parade will feature an increased amount of live radio remotes along the parade route to better showcase the float entries, as well as businesses and sponsors that are involved with the event. The Coachella Valley Firebird's mascot "Fuego" will also be featured in this year's event. By elevating the

parade through these enhanced efforts, the Chamber anticipates a larger turnout and a heightened sense of community enthusiasm.

Burrtec will continue to provide portable restrooms and trash and recycling services, at no cost, as part of the City's franchise agreement, staff recommends that the City continue to provide in-kind public safety services which will be offered by the Riverside County Sheriff's Office (RSO) and augmented by the Palm Desert Citizens on Patrol. The RSO services require a budget transfer of \$25,000 to cover these in-kind services.

Legal Review:

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

Strategic Plan:

Approval of the 2023 Palm Desert Golf Cart Parade 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:

As part of the FY 2023/2024 Budget, the City Council approved a Golf Cart Parade sponsorship in the amount of \$60,000 and \$15,000 for the City to construct up to five floats to enter into the parade. Funds are available in Account Numbers 1104800-4302601 and 1100416-4306101.

In an effort to separate costs for public safety services related to this City-sponsored event, a reallocation of \$25,000 from the Police Services Account No. 1104210-4304000 to Account No. 1104210-4304200 (Police Contingency) is being requested. Moving forward, as part of the budget in future years, public safety services related to City-sponsored and produced events will be included as part of the annual budget request.