

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: August 22, 2024

PREPARED BY: Amy Lawrence, Deputy Director of Economic Development

SUBJECT: CONSIDERATION OF A SPONSORSHIP REQUEST FOR THE TOUR DE  
PALM SPRINGS IN COACHELLA VALLEY

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## **RECOMMENDATION:**

1. Consider approval of a community event sponsorship in the amount of \$30,000 payable to CVSPIN, Inc., for the 2025 Tour de Palm Springs in Coachella Valley charity bicycle ride and walk.
2. Approve waiver of permit fees associated with event in an amount not to exceed \$800.
3. Appropriate \$30,000 from the Unobligated General Fund Reserve for this purpose to Account No. 1104800-4306201.

## **BACKGROUND/ANALYSIS:**

CVSPIN, Inc., approached the City earlier this year to discuss using the Palm Desert Civic Center Park as a secondary overflow start for excess cyclists and a Standard and Support Gear (SAG) location for the 27th annual Tour de Palm Springs in Coachella Valley charity bicycle ride and walk, scheduled for Sunday, February 9, 2025. With an anticipated attendance of 5,000-10,000 cyclists and 25,000-30,000 spectators, the organizers believe that a secondary start and additional SAG location would be beneficial to the overall event.

It is expected that a majority of cyclists from the Palm Springs start would stop by the Civic Center Park as a SAG location. Specifically, Palm Desert's location would serve as a start for excess cyclists in the 24-mile, 36-mile, 56-mile, 85-mile, and 102-mile categories. As part of the event, CVSPIN anticipates having a balloon arch for the start/finish, possible vendors, music, cheerleading, and volunteer groups to oversee food and water stations and to hand out medals.

CVSPIN foresees roughly 85 percent of local participants in the Tour de Palm Springs using the Civic Center Park as either a start/finish or a SAG location. Subsequently, significant traffic control measures and public safety will be required. As such, CVSPIN is requesting a \$30,000 sponsorship to help cover these costs, along with a waiver of associated permit fees.

As noted in the attached "2024 Tour de Palm Springs in Coachella Valley Economic Impact Survey," 18 percent of respondents reported overnight stays in Palm Desert. With Palm Desert serving as a secondary location for cyclists with start times ranging from 6:30 a.m. to 9 a.m., those starting at the Civic Center Park may choose to book overnight stays in Palm Desert and patronize area restaurants and shops while attending the event. If the City Council approves sponsorship of this event, staff will request that the organizer submit an after-event summary with information on overnight stays to determine if the percentage increased due to the secondary start.

Regardless of whether the sponsorship is approved or not, if CVSPIN chooses to proceed with the secondary location at the Civic Center Park, staff will continue working with the organizers

on event planning. This will include traffic control, public safety, and plans for overflow parking. Staff will return to the City Council at a future date if any additional approvals are needed.

**FINANCIAL IMPACT:**

Community event sponsorship applications were due by April 30, 2024, for review by the Outside Agency Funding Committee to be included as part of the FY 2024-25 Annual Budget. Staff did inform the organizer of the application process and deadline; however, the application was not received in time. Therefore, CVSPIN's sponsorship request was verbally presented to the Outside Agency Funding Committee who recommended that staff bring the request forward for City Council review upon receipt.

If this sponsorship is approved, an appropriation would be necessary from Unobligated General Fund Reserves to Account No. 1104800-4306201. Additionally, waiver of permit fees such as encroachment permit and park use fees are typically approved for City-sponsored events. This amount is anticipated not to exceed \$800.

**ATTACHMENTS:**

1. Sponsorship Request
2. 2024-25 Community Event Sponsorship Application
3. Special Events Application
4. 2024 Economic Impact Survey