

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: September 12, 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

RECOMMENDATION:

1. Approve 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:

On August 22, 2024, the City Council discussed the consideration of a community event sponsorship to host an overflow start for excess cyclists at the Palm Desert Civic Center Park for the 2025 Tour de Palm Springs in Coachella Valley charity bicycle ride and walk. This item was continued to allow the organizer to provide information on how Palm Desert would be featured to warrant the investment.

The following benefits would be provided to the City of Palm Desert as an overflow start sponsor at the \$30,000 level:

- Palm Desert to be featured on the [Tour de Palm Springs in Coachella Valley's website](#):
 - Homepage as the overflow start location
 - Lodging and Parking section (under Info) with a link to [Discover Palm Desert hotels webpage](#)
 - City logo on sponsorship webpage
- City to be included in event social media posts.
- City to be included in event television advertisements.
- City logo to be included on event flyers.
- City logo to be included on rider t-shirts and jerseys.
- City logo included on Palm Desert start/finish line.
- Free registration for 25 riders and 25 walkers.

According to the organizers, in 2025, the Palm Desert Civic Center Park location would serve registered cyclists in the 24-mile, 36-mile, 56-mile, 85-mile, and 102-mile categories, as well as a Standard and Support Gear (SAG) stop for all cyclists. The organizers anticipate registration could reach 8,000 for the 2025 event and estimate that roughly 85 percent of event participants using the Civic Center Park as either a start/finish or a SAG location.

With Palm Desert serving as an overflow 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 local restaurants and shops while attending the event. Additionally, the organizers have discussed working with The Shops at Palm Desert as an overflow parking site for registrants and spectators.

Given the significant traffic control measures and public safety services required to hold the overflow start in Palm Desert, the organizers are requesting a \$30,000 sponsorship to help cover these costs, along with a waiver of associated permit fees. If the sponsorship is approved, staff will work with the organizers on all event logistics, including plans for overflow parking, and will return to the City Council at a future date if any other approvals are needed. Additionally, staff will request that the organizer submit an after-event summary with information on overnight stays to see if the percentage increased due to the overflow start.

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 informed the organizer of the application process and deadline; however, the application was not submitted in time because they required prior approval of the overflow start location from their Board of Directors.

If this sponsorship is approved, an appropriation would be necessary from Unobligated General Fund Reserves to Account No. 1104800-4306201. Additionally, the 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. Sponsorship Program
3. 2024-2025 Community Event Sponsorship Application
4. Special Events Application
5. 2024 Economic Impact Survey