

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: September 26, 2024

PREPARED BY: Shelby Goodwin, Special Events Coordinator

SUBJECT: APPROVAL OF THE 2024 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.
3. Authorize the City Manager to execute any documents that may be necessary to facilitate the event.

BACKGROUND/ANALYSIS:

The 60th annual Palm Desert Golf Cart Parade presented by the Palm Desert Area Chamber of Commerce (PDACC) is scheduled to take place on Sunday, October 27, 2024, on El Paseo. The theme for this year's event is *Diamonds of the Desert – Show us your sparkle*. 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 Fiscal Year 2024/25 budget, the City Council approved a \$50,000 monetary sponsorship for this year's event in honor of the parade's 60th Anniversary. PDACC will be responsible for contracting with Tops N Barricades to provide traffic control and road closures for the event.

Burrtec will continue to provide portable restrooms and trash and recycling services at no cost as part of the City's franchise agreement, and the City will continue to provide in-kind public safety services which will be offered by the Riverside County Sheriff's Department and augmented by the Palm Desert Citizens on Patrol.

Legal Review:

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

Strategic Plan:

Approval of the 2024 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 2024-25 Annual Budget, City Council approved a Golf Cart Parade sponsorship in the amount of \$50,000 and \$10,000 for the City to construct a float to enter into the parade. Additionally, the City Council approved \$30,000 for public safety services for various events including the Golf Cart Parade. Public safety services for this event are expected not to exceed \$20,500. Funds are available in Account Numbers 1104800-4302601 and 1100416-4306101 for this purpose.