

**EL PASEO PARKING AND BUSINESS IMPROVEMENT DISTRICT BOARD  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: November 21, 2024

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: CONSIDERATION OF A \$5,000 SPONSORSHIP OF THE CALIFORNIA  
DESERT PLEIN AIR FESTIVAL

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**RECOMMENDATION:**

Consider for approval a proposed sponsorship of the California Desert Plein Air Festival in the amount of \$5,000.

**BACKGROUND/ANALYSIS:**

The City of Palm Desert recently approved a sponsorship of the California Desert Plein Air Festival, which is seeking to greatly expand its presence and local impact for the upcoming 2025 iteration. Palm Springs Life has been brought on to assist the Festival with its marketing and will present a sponsorship opportunity to the Board for consideration.

**FINANCIAL IMPACT:**

If approved, this sponsorship would become part of a mid-year budget adjustment. Funds are available for this purpose in the EPPBID cash reserve.

**ATTACHMENTS:**

1. 2025 CA-DesertPleinAir-Sponsorship\_Patron