

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 9, 2025

PREPARED BY: Shelby Goodwin, Special Events Coordinator

SUBJECT: APPROVAL OF PARK ORDINANCE WAIVERS FOR THE 2025 PALM DESERT HALF MARATHON AND 5K AND WILDFLOWER FESTIVAL EVENTS

RECOMMENDATION:

Approve temporary waiver of the following Palm Desert Municipal Code (PDMC) sections for the 2025 Palm Desert Half Marathon and 5K and Wildflower Festival events:

- a. 11.01.20 (Hours of Use in City Parks)
- b. 11.01.140 (Amplified Sound in City Parks)
- c. 11.01.080 H (Camping)
- d. 11.01.080 O (Placement of Advertising Signage in City Parks)
- e. 11.01.080 Q (Vendor Sales in City Parks)
- f. 11.01.080 W (Possession/Consumption of Alcohol in City Parks) pursuant to PDMC 9.58.040

BACKGROUND/ANALYSIS:

City Council approved the Community Event Sponsorships as part of the FY 2024-25 Annual Budget, which included the 2025 Palm Desert Half Marathon and 5K and the Wildflower Festival.

The 9th Annual Palm Desert Half Marathon and 5K event is scheduled for Sunday, February 16, 2025. The event producer is requesting permission to have a fenced beer garden during the event at the Palm Desert Civic Center Park. Additionally, the Wildflower Festival event producer is also planning to have a fenced beer garden at their 13th annual event scheduled for Saturday, March 1, 2025, at the Palm Desert Civic Center Park.

Both events require additional park ordinance waivers. The waivers cover the use of park hours, amplified sound, placement of advertising signage, and vendor sales. Regarding the camping waiver, this request allows event organizers to begin set-up the night before each event, with overnight security provided to ensure safety.

The Administrative Policy for Use of City-Owned Facilities stipulates that as City sponsored events, the waivers must be approved by the City Council.

Strategic Plan:

Approval of park ordinance waivers for these events would impact the following priorities outlined in the 2013-2033 Strategic Plan, Envision Palm Desert – Forward Together:

- Parks and Recreation Priority 3: Make recreational and exercise opportunities available in all public spaces.

City of Palm Desert

Park Waivers for the 2025 Palm Desert Half Marathon and 5K and Wildflower Festival Events

- 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:

City Council approved the Community Event Sponsorships as part of the FY 2024-25 Annual Budget, which included an allocation for the 2025 Palm Desert Half Marathon and 5K in the amount of \$12,500 and the Wildflower Festival in the amount of \$18,000. There is no additional fiscal impact associated with this action.

ATTACHMENT:

Administrative Policy for Use of City-Owned Facilities