

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: February 13, 2025

PREPARED BY: Shelby Goodwin, Special Events Coordinator

SUBJECT: APPROVE PREPAYMENT OF JULY 4, 2025, INDEPENDENCE DAY CELEBRATION EVENT EXPENDITURES IN AN AMOUNT NOT TO EXCEED \$130,000 AND TO BE INCLUDED AS PART OF THE FISCAL YEAR 2025-26 ANNUAL BUDGET

RECOMMENDATION:

1. Approve prepayment of expenditures not to exceed \$130,000, to be included in the FY 2025-26 Annual Budget for production of the July 4, 2025, Independence Day Celebration.
2. Authorize the City Manager to execute vendor contracts associated with event production.

BACKGROUND/ANALYSIS:

For over thirty years, the City of Palm Desert has hosted a premier Independence Day Celebration at the Palm Desert Civic Center Park, drawing more than 10,000 spectators each year. This highly anticipated annual event has featured a spectacular fireworks display, provided by Pyro Spectaculars, a nationally recognized pyrotechnics company known for its safety record and exceptional service.

On February 28, 2024, the City entered into a three-year contract with Pyro Spectaculars, with the option for a one-year extension. The 3-year contract, totaling \$155,500, covers three annual displays, with the cost of the 2025 display set at \$50,000, plus additional costs for permits not to exceed \$5,000, as required by the Riverside County Fire Marshal's Office. The agreement specifies a deposit of \$25,000 to be paid by March 4, 2025.

In addition to the fireworks, the event features a variety of attractions, including food trucks, vendors, children's activities, a color guard presentation, and live music. The fireworks display is synchronized to patriotic music and broadcast on local radio stations, lasting approximately 20 minutes.

To ensure the success of the celebration, the following expenditures in an amount not to exceed \$130,000 are anticipated for the event, many of which require contracts and payments to be finalized prior to July 1, 2025:

- 20-minute pyrotechnics display
- Professional sound and lighting services for the concert
- Two live radio remotes on-site
- Radio promotions
- Shuttle services between The Gardens on El Paseo and the Civic Center Park
- Event insurance

- Health Department and Fire Marshal permit fees
- Golf cart rentals
- Two-way radios for communication among staff and agencies
- Police services
- Other related event expenses

Legal Review:

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

Strategic Plan:

Preapproval of Independence Day Celebration event expenditures for FY 2025/2026 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:

Funding for the 2025 Independence Day Celebration in the amount of \$130,000 will be included as part of the FY 2025-26 Annual Budget (City-Produced Events Account No. 1104416-4306101). This is the same amount approved in the FY 2024-25 Annual Budget.

ATTACHMENTS:

1. Pyro Spectaculars Contract