

**CITY OF PALM DESERT**  
CITY MANAGER'S OFFICE  
INTEROFFICE MEMORANDUM

Date: February 27, 2025  
To: Honorable Mayor and Councilmembers  
From: Anthony J. Mejia, City Clerk  
**Subject: City Council Meeting of February 27, 2025**

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Below you will find questions received from the Mayor or Councilmembers and answers provided by City staff regarding tonight's City Council meeting:

**ITEM 13e: INTRODUCTION OF AN ORDINANCE DISSOLVING THE MARKETING COMMITTEE  
AND RESOLUTION ESTABLISHING THE PUBLIC AFFAIRS MARKETING PANEL**

**Q1: How many contracts have been awarded to PS Life and Idea Peddler over the past 10 years, and what is the total amount?**

A1: Please see the attached chart detailing the contracts and total costs.

**Q2: How much has the City contributed to Fashion Week and the Food & Wine Festival since their inception? What is the return on investment (ROI)?**

A2: Please see the attached chart detailing the contracts and total costs. Staff is currently researching historical data for both events to determine the requested ROI information. We will provide an update as soon as the results are available.

**Q3: Could you provide the staff report that initially presented Fashion Week?**

A3: The staff report and meeting minutes are provided as an attachment.

## Palm Springs Life/Desert Publications

<b>Contract</b>	<b>FY</b>	<b>Amount</b>	
C32040	12/13	75,000.00	Fashion Week
C32040	13/14	75,000.00	Fashion Week
C32040	14/15	75,000.00	Food & Wine/Fashion Week
C34090	14/15	75,000.00	Request for additional funding
C34950	15/16	150,000.00	Food & Wine/Fashion Week
C35860	16/17	300,000.00	Food & Wine/Fashion Week
C36310	17/18	300,000.00	Food & Wine/Fashion Week
C36310	19/20	300,000.00	Food & Wine/Fashion Week
		(105,000.00)	Refunded Sponsorship
C36310	21/22	300,000.00	Food & Wine/Fashion Week
C36310	22/23	300,000.00	Food & Wine/Fashion Week
C46280	23/24	300,000.00	Food & Wine/Fashion Week
C45680	23/24	350,000.00	50th Aniversary Celebration

**2,495,000.00**

Fashion Week Total **1,475,000.00**

Food & Wine Total **670,000.00**

## Idea Peddler

<b>Contract</b>	<b>FY</b>	<b>Amount Approved</b>	<b>Passthrough Costs</b>	<b>Remainder</b>
C37180	18/19	707,763.22	433,000.00	274,763.22
C37181	19/20	680,560.80	386,469.62	294,091.18
C38182	20/21	612,227.28	433,000.00	179,227.28
C38183	21/22	612,827.27	433,000.00	179,827.27
C43390	22/23	670,000.00	484,000.00	186,000.00
C43390	23/24	890,000.00	530,000.00	360,000.00
C433900	24/25	890,000.00	530,000.00	360,000.00
		<b>5,063,378.57</b>	<b>3,229,469.62</b>	<b>1,833,908.95</b>



## **CITY OF PALM DESERT**

### **COMMUNITY SERVICES**

#### **STAFF REPORT**

**REQUEST:** Consideration of a \$50,000 request for sponsorship of Fashion Week El Paseo

**DATE:** November 10, 2005

**CONTENT:** Fashion Week El Paseo Proposal  
October 2005 Draft Marketing Minutes

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#### **Recommendation:**

1) By Minute Motion, concur with the recommendation of the Marketing Committee to sponsor the 2006 Fashion Week El Paseo event in the amount of \$50,000. 2) Appropriate funds from the Unobligated General Fund.

#### **Executive Summary:**

City Council's approval of this request would result in Palm Desert being a major sponsor of a new event that will attract visitors to El Paseo.

#### **Background:**

Palm Springs Life (PSL) is spearheading this event with the support of the El Paseo Business Association, and has submitted a request for City funding in the amount of \$50,000 for the sponsorship of Fashion Week El Paseo. The event is scheduled for March 20 – 26, 2006, which will take advantage of attendees and media immediately following the Pacific Life Open and prior to the Kraft Nabisco Championship.

Fashion Week El Paseo is targeted to bring together the fashion industry and the general public through trend forums, exhibitions, store events, and a main hospitality/event tent. The organizers are anticipating thousands of visitors, designers, merchants, and upscale shoppers to participate and attend the week-long event.

El Paseo and other merchants were invited to participate by having individual events at their retail location during the week. A large majority of the stores support the event and look forward to attracting more potential customers through their own unique promotions.

A list of marketing benefits for the event is outlined in the proposal. In addition, a detailed outline of sponsorship benefits and requirements is located on page 11 of the attached proposal.

While the primary promotion of the event is through local venues, Kelly Thordsen, Marketing Director of PSL presented to the Marketing Committee an impressive cross-promotion campaign with the two nationally known events previously mentioned. Those purchasing tickets to either of the two events will receive information regarding fashion week, and ads will be placed in each of the event programs, among other advertising opportunities.

Initially, staff had serious concerns regarding the organization, goals, and promotion of the event, as presented in the proposal. However, Ms. Thordsen addressed those concerns and further explained the nature of the event, as well as set reasonable expectations for attendance and promotion.

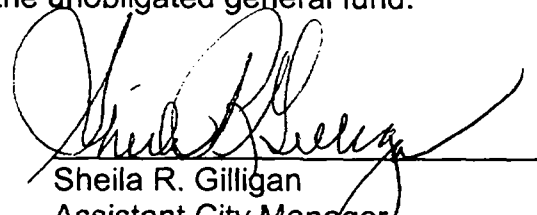
Staff believes that Fashion Week El Paseo is a perfectly timed event, with the potential to become a well-known event, unique to Palm Desert. It could draw thousands of people to El Paseo to shop, eat, and enjoy the atmosphere.

Staff concurs with the unanimous recommendation of the Marketing Committee and recommends approval of a \$50,000 sponsorship of Fashion Week El Paseo.

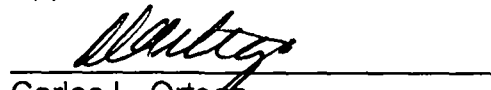
Funds would need to be appropriated from the unobligated general fund.

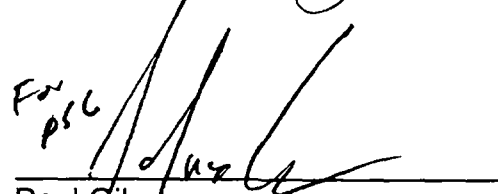
Submitted By:

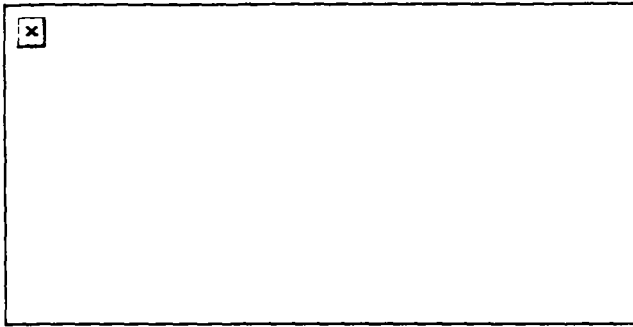
  
Kristy Kneiding  
Marketing Manager

  
Sheila R. Gilligan  
Assistant City Manager

Approval:

  
Carlos L. Ortega  
City Manager

  
For PSL  
Paul Gibson  
Director of Finance



March 20 - 26, 2006

[fashionweekelpaseo.com](http://fashionweekelpaseo.com)  
[palmspringslife.com](http://palmspringslife.com)

A *Palm Springs Life* magazine event

## **FASHION WEEK EL PASEO™**

**A Celebration of Fashion, Food, Art, Entertainment & Beauty**

Fashion Week El Paseo™ will showcase the moods and trends of the moment, offering an eclectic snapshot of the best that this world class shopping avenue has to offer. El Paseo merchants will be invited to participate by having individual events at their retail location during the week. In addition, individual vendors will be allowed to participate by promoting their goods and/or services along the street on a non-competitive basis and in conjunction with the building landlords.

This week long event will bring together fashion specialists from around the world to present their latest creations via catwalk shows, trend forums and exhibitions. Fashion Week El Paseo™ will showcase the latest in accessories, art, automotive, beauty, fashion, food, interior design and home.

### **Facts & Figures:**

#### **Pacific Life Open**

**March 6 - 19, 2006**

- 280,653 fans attended the Pacific Life Open in 2005
- 400 media credentials were distributed (national and international)

#### **Kraft Nabisco Championship 35<sup>th</sup> Anniversary**

**March 27 - April 2, 2006**

- Over 60,000 patrons attended the Kraft Nabisco Championship in 2005
- 350 media were credentialed from around the world with a heavy contingent of representatives from Japan, Korea, Mexico, Germany, England and Sweden.

## The Program

*Palm Springs Life* magazine invites you to embark with us on our first Fashion Week El Paseo™ experience and offer you the unique opportunity to participate in this exceptional week. Together with *Palm Springs Life*, El Paseo Merchants and the City of Palm Desert, a week long celebration of fashion, food, art, entertainment and beauty will be created.

This extraordinary week will be chronicled throughout the pages of *Palm Springs Life*, *The Desert Guide*, *El Paseo Catalogue* and on our dedicated Web site.

Fashion Week El Paseo™ is about more than just an event. It is an extensive and unique marketing opportunity for your company and brand to showcase your product in a real life environment. The integrated program incorporates print advertising; radio advertising; public relations; interactive marketing and direct mail; and on-site marketing and event opportunities to interact with your consumers and to maximize your exposure, including;

- A much anticipated special four color program will be polybagged in *Palm Springs Life's* March 2006 issue, dedicated to Fashion Week El Paseo™, our partners, sponsors and advertisers. Premium positioning opportunities available for sponsors.
- An official media event to announce our Fashion Week El Paseo™ charity partners.
- One week of special events, attracting an anticipated 100,000 visitors, designers, merchants and upscale shoppers.
- Nine month promotion of Fashion Week El Paseo™, through print advertisements, radio advertisements, media coverage, and our Web sites:

## The Benefits

**Tremendous visibility:** \$250,000 of valuable media coverage - radio, print and television - for the event.

**On-site installation and display:** Fashion Week El Paseo™ offers opportunities for sponsors to integrate a wide variety of products.

**Advertorial coverage:** Full coverage in a special advertising section/program to run in the March 2006 issue of *Palm Springs Life* magazine. Along with our regular subscribers and distribution outlets, this March issue will be distributed at the event, reaching an additional readership of 105,000.

**Direct mail program:** *Palm Springs Life* magazine, in conjunction with the Pacific Life Open, the Kraft Nabisco Championship and the City of Palm Desert, will host a direct mail campaign to targeted subscribers and tournament supporters and provide sponsors with postcards for in-store distribution.

**Bonus distribution:** 10,000 reprints of the special section will be distributed to attendees at the event. The section will also have an extended shelf life as a fashion resource.

**Web links:** Sponsors will be featured on a special page on the Fashion Week El Paseo™ Web site, with hotlinks to each company's homepage.

**On-site traffic:** An anticipated 100,000 visitors will visit the street over a one week span. The streets will serve as *the venue*, attracting many trade and industry professionals, in addition to *Palm Springs Life's* affluent readership.

**On-site signage:** Sponsor signage will be posted and give-away promotional materials will be available in each of the retail locations during the week. In addition, sponsors will be able to display their own promotional materials in the on-site sponsor tent.

**Programs and seminars:** Sponsors of Fashion Week El Paseo™ may host custom events, such as customer appreciation cocktail receptions/dinners, special promotions and fashion shows.



**Tickets:** Sponsors receive complimentary tickets to all functions associated with Fashion Week El Paseo™.

The Exposure

We anticipate editorial coverage and advertising inclusion in print, radio, television and the Web for Fashion Week El Paseo™, through both a targeted media plan and wide public relations effort.

Coverage valuing over \$1 million is expected for Fashion Week El Paseo™, including:

*Palm Springs Life Magazine*

*Palm Springs Life's Home*

*The Desert Guide*

*El Paseo Catalogue*

*Palm Desert Magazine*

Pacific Life Open Official Tournament Program

Kraft Nabisco Championship Official Tournament Program

Official Fashion Week El Paseo™ Program

City and Regional Magazine Drive Market Media Buy

Community Newspapers

Local Radio

Local Television

## The Organizers

The phrase "Palm Springs" itself connotes a lot more than geography. It's a metaphor for a life lived in appreciation of sophisticated resort styles and fashions. A life filled with fine food, good wines, and colorful personalities. A life lived among the inspiration of the visual and performing arts, and with an abiding interest in interior design and architecture. A life of active philanthropy, social responsibility and the high end entertaining that goes with it.

That life has been captured and chronicled between the covers of *PALM SPRINGS LIFE* each month for over 46 years...

## Event Staff

Chairpersons:

**Milton W. Jones**  
Publisher  
*Palm Springs Life*  
**Franklin W. Jones**  
Associate Publisher  
*Palm Springs Life*

Event Director:

**Kelly Thordsen**

Event Manager:

**Annalee Thurston**

Event Coordinator:

**Iona McMillan**

Creative I Group:

**Stephanie Greene**

**El Paseo Merchants Association**

For more information visit

## The Charity Partners

### **FASHION GROUP INTERNATIONAL® OF PALM SPRINGS AND DESERT COMMUNITIES**

The Fashion Group International is a global non-profit association of over 6,000 professionals of achievement and influence representing all areas of the fashion, apparel, accessories, beauty and home industries.

The goals of the organization are:

- To advance professionalism in fashion and it's related lifestyle industries, with a particular emphasis on the role and development of women.
- To provide a public forum for examination of important contemporary issues in fashion and the business of fashion.
- To present timely information regarding national and global trends that impacts the fashion industry.  
To attain greater recognition of women's achievements in business.
- To promote career opportunities in fashion.
- To provide activities and programs that enhances networking skills and encourages interpersonal contacts so as to further the professional, social and personal development of members.
- To administer the activities of The Fashion Group International Foundation®.

### **LES DAMES D'ESCOFFIER INTERNATIONAL, OF PALM SPRINGS**

Les Dames d' Escoffier is an international organization of women leaders who create a supportive culture in their communities to achieve excellence in the food, beverage and hospitality professions.

To do this, Les Dames d' Escoffier members share knowledge, support members, and provide leadership, educational opportunities and philanthropic events for the larger community.

### **MISSION**

Les Dames d' Escoffier: Leading the way to excellence in food, beverage and hospitality.

### **GUIDING PRINCIPLES**

- Mentor young women in the profession
- Educate the public about the virtues and pleasures of the table
- Award scholarships to deserving young people who aspire to a gustatory career
- Support food related charitable organizations in chapter communities

## The Program

*Palm Springs Life* magazine will produce a four-color program dedicated to Fashion Week El Paseo™, which will be polybagged in the March 2006 issue. The program will showcase the event and provide details on the daily activities. Beautiful photography will highlight each sponsor's products along with a product description and resource listing.

The Fashion Week El Paseo™ program will then be reprinted and distributed to visitors at the event throughout the week.

## The Web site

Partners, sponsors and advertisers will get valuable exposure beyond the printed page with our interactive Fashion Week El Paseo™ Web site. The Web site will document Fashion Week El Paseo™, the special events and its' sponsors and build momentum with regularly updated photographs and information, capturing each stage of the event.

Throughout promotion of Fashion Week El Paseo™, consumers will be encouraged to visit the dedicated Web site for updates.

As a sponsor, you will have the added benefit of promoting your product on-line. In addition, you will receive a listing with a 50-65 word description on the Fashion Week El Paseo™ with a link to your home page.

## The Suite of Desert Publications.com

The official Fashion Week El Paseo™ Web site will also be linked to Desert Publications.com. With over 2,950,000 visitors in 2004, Desert Publications.com is the valley's premier web portal. Desert Publications, Inc.'s Web sites are consistently ranked in the Number one position for the most popular key words and phrases. These sites appear 76 times in the top ten positions using "Palm Springs" as the primary search term on Google. On Google, Desert Publications, Inc.'s Web sites appear and are linked to 13,393 different Web sites.\*

Desert Publications.com is the most comprehensive, up-to-date Coachella Valley Web site available to travelers on the Internet today. Visitors to our site are both informed and entertained. They can read the most current features from *Palm Springs Life* magazine, obtain detailed information about the real estate market, check menus of restaurants and much more.

\* Desert Publications, Inc. 2004 web study

## The E-Newsletter

*Palm Springs Life's* E-Newsletter is an Opt-In list of on-line web visitors who have elected to subscribe to our voluntary mailing of notifications, including; events, news and special offers from our business partners. The newsletter is promoted as having special offers on room nights and golf tee times. With over 11,000 monthly subscribers, *Palm Springs Life's* E-Newsletter is an essential tool when marketing your event, product or service.

*Palm Springs Life's* E-Newsletter focuses on the drive-in markets of Southern California. Our research indicates that subscribers are checking weather reports and looking for discount packages for hotels, events, spas, and golf.

## Palm Springs Life Readers

Only one magazine covers the Palm Springs Desert Resorts and having done so for over 45 years, this award-winning publication is now recognized as California's Prestige Magazine. It is a perfect reflection of the unique lifestyle of the desert resort communities. Each issue features a timely cover story, the social scene, upcoming events, including major golf and tennis tournaments, luxury homes, fine dining, fashion, travel, the arts and updates on business newsmakers.

The readers of *Palm Springs Life* magazine are the crème de la crème of California, with 66% living in the affluent enclaves of Southern California and the remaining 34% among the upscale markets nationwide. Our research indicates that one of every two readers is a millionaire. The average household income is \$317,600 with an average net worth of \$2,085,000. Sixty percent of our readers are between 35-64 years of age; 75% of our readers are married; 50% play golf regularly; 39% hold Board of Directors or CEO positions; and, 87% hold professional/managerial positions.\*

Not a week goes by that the Palm Springs Desert Resorts is not mentioned in the national media. It is the home of major nationally televised sporting events. Among them, the Bob Hope Chrysler Classic, the Merrill Lynch Skins Game, the Frank Sinatra Celebrity Golf Tournament, the Kraft Nabisco Championship and the Pacific Life Open.

### Palm Springs Life Reader Profile

The readers of *Palm Springs Life* are trend setters. What they buy today becomes tomorrow's market trend.

#### Yearly Purchases

Fine Jewelry/Watches	54%
Luxury Fashion	98%
Cosmetics	67%
Luggage & Travel Accessories	36%
Sporting Goods/Sportswear	93%

\* 2003 MRI study

### Sponsorship Opportunities

When you showcase your brand during Fashion Week El Paseo™, you will be associated with all of *Palm Springs Life* magazine's promotions for Fashion Week El Paseo™. This includes advertisements leading up to and within the program; Web-Site exposure; local radio, print, television coverage; and, display of your product and/or services in the ultimate setting...the avenue itself.

The week long event offers numerous opportunities to exhibit a wide variety of products from fashion to food, interior design to art, automotive and beauty.

## **CITY OF PALM DESERT**

### **Presenting Sponsor**

- Presenting sponsor recognition "Fashion Week El Paseo™ presented by The City of Palm Desert"
- Four full page, four color advertisements - *Palm Springs Life*
- Four color, two page spread El Paseo Catalogue 2006/2007 edition (includes *Palm Springs Life* distribution)
- Full page, four color advertisement premium position in program
- City of Palm Desert logo as presenting sponsor on front cover of official program
- Product showcase throughout week - premium locations
- Advertorial coverage in official program
- City of Palm Desert logo exposure in official program
- One month exposure at Palm Springs International Airport via event welcome banner and signage
- Access to *Palm Springs Life* magazine subscriber database
- Web site exposure - Palm Desert logo on homepage and listing on sponsor page, with hotlink to City of Palm Desert's Web site
- E-newsletter announcement March 2006
- Special Recap Section 2006 El Paseo catalogue
- Exposure to 100,000 affluent customers through El Paseo Fashion Week™ signage
- City of Palm Desert logo inclusion in direct mail campaign
- City of Palm Desert logo inclusion - promotional ads
- Invitations for 50 to welcome reception
- Invitations for 50 to finale party
- Logo and exposure through promotional materials including signage, invitations, and advertisements
- Bonus distribution of official program to attendees (q. 10,000)

### **Presenting Sponsorship Investment**

**\$50,000 and in-kind services, to include:**

- Closure of Sage (or similar street) for the duration of Fashion Week El Paseo™ for the purpose of erecting a tent to hold various events throughout the week
- Public works assistance, to include:
  - Street maintenance during event (cleaning, etc.)
  - On-street signage approval
  - Assistance with placement of signage (banner, signs, etc.) at approved locations
- Shopperhopper courtesy shuttle service
- Promotion of Fashion Week El Paseo™ through City of Palm Desert marketing programs
- Use of street median breaks for sponsor display opportunities (not at signals)
- Police, fire on standby

**Please Note:**

A recent meeting was held with Pat Scully to discuss Fashion Week El Paseo™ and the City of Palm Desert's involvement. After the meeting, Pat spoke with Lt. Thetford regarding police requirements and costs for the event. Lt. Thetford said that until he sees something is in writing, he can't make a final determination, but based on the information he received, he believes that extra patrol and the bike patrol can be assigned to the event so that it would not have to bear any additional expense. The same would pertain to fire and public works, with the possible exception of Saturday for public works.



## **The Timeline**

### **OCTOBER 2005**

- *Palm Springs Life* Ad
- Desert Guide Ad
- Desert Guide Listing
- Save the Date Postcards
- Access to *Palm Springs Life* Magazine Subscriber Database

### **NOVEMBER 2005**

- *Palm Springs Life* Ad
- Desert Guide Ad
- Desert Guide Listing
- Web-Site Exposure
- Direct Marketing - Brochure (1st Print Run)
- Access to *Palm Springs Life* Magazine Subscriber Database
- Media Conference Announcing Fashion Week El Paseo™

### **DECEMBER 2005**

- *Palm Springs Life* Ad
- Desert Guide Ad
- Desert Guide Listing
- Web-Site Exposure
- Access to *Palm Springs Life* Magazine Subscriber Database

### **JANUARY 2006**

- *Palm Springs Life* Ad
- Desert Guide Ad
- Desert Guide Listing
- Web-Site Exposure
- Direct Marketing - Brochure (2nd Print Run)
- Access to *Palm Springs Life* Magazine Subscriber Database

### **FEBRUARY 2006**

- *Palm Springs Life* Ad
- Desert Guide Ad
- Desert Guide Listing
- Web-Site Exposure
- Access to *Palm Springs Life* Magazine Subscriber Database

### **MARCH 2006**

- *Palm Springs Life* Cover
- Desert Guide Cover
- Desert Guide Listing
- Web-Site Exposure
- E-Newsletter Announcement
- Access to *Palm Springs Life* Magazine Subscriber Database
- Media Conference Announcing Sponsor Partners for Fashion Week El Paseo™
- Palm Springs International Airport Exposure
- Official Fashion Week El Paseo™ Program
- Distribution of Daily Schedule at Fashion Week El Paseo™
- Product Showcase Throughout Fashion Week El Paseo™
- Exposure to 100,000 Affluent Customers Through El Paseo Fashion Week™ Signage
- Kraft Nabisco Program
- Pacific Life Open Program

### **NOVEMBER 2006**

- El Paseo Catalog 2007

### **FEBRUARY 2007**

- El Paseo Catalog 2007 Bound in *Palm Springs Life* Magazine

**FASHION WEEK EL PASEO™**

**A Celebration of Fashion, Food, Art, Entertainment & Beauty**

2006 FACT SHEET

Dates: March 20 - 26, 2006

Location: El Paseo Avenue  
US Highway 111 and Monterey/Highway 74  
Palm Desert, California

Venues: The Sponsor Tent

Organizers: *Palm Springs Life* magazine  
El Paseo Merchants Association  
Creative I Group

Contact: Kelly Thordsen and Annalee Thurston  
*Palm Springs Life*  
303 No. Indian Canyon Drive  
Palm Springs, CA 92262  
Tel: 760-325-2337 Fax: 760-325-4603

Sponsors: *Palm Springs Life*, El Paseo Merchants Association

Official  
Hotel: tbd

Web-Site:

Photo  
Source: Desert Publications, Inc.

## FASHION WEEK EL PASEO

Budget**REVENUES**

Sponsorships	
Title	\$500,000
Presenting	\$250,000
Categories (3@50,000)	\$150,000
Misc. income	

<b>Total:</b>	<b>\$900,000</b>
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Please note: the above expenses are based on the selling of sponsorships and are a projection of the monies we hope to raise within the 3-year timeframe.  
 If projections are made we would add more expense line items.  
 If not we will operate with a projection of the category sponsorships only.

**EXPENSES****SECURITY**

Riverside County Sheriff	\$5,000
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<b>Total:</b>	<b>\$5,000</b>
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**PRESS AND PUBLIC RELATIONS**

Charitable Contributions	
Catering	\$2,000
Media Gift	\$500
PR Fees & Expenses	\$200

<b>Total:</b>	<b>\$2,700</b>
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**PERSONNEL**

Salaries	\$30,000
Commissions	
Taxes & Benefits	
T&E	\$1,000

<b>Total:</b>	<b>\$31,000</b>
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**CHAIRPERSON**

T&E	\$200
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<b>Total:</b>	<b>\$200</b>
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**TRANSPORTATION**

Gas & Maintenance	\$200
Rental Vehicles (buses, limos & truck)	\$1,000

<b>Total:</b>	<b>\$1,200</b>
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**FACILITIES & OPERATIONS**

Rental Equipment	\$5,000
Sponsor Tent Rental	\$50,000
Sponsor Tent Equipment	\$10,000
Temporary Personnel	\$3,000
Signs, Flags, Banners	\$10,000
Supplies	\$1,000
Electrical Contractor	\$2,000
Badges, Tickets & Parking Stickers	\$5,000

Phone System	
Phone Installation & Usage	
Liability Insurance	
Trash Removal	
Public Works, Barricades, Cleaning	\$1,000
Fire Department	\$1,000

<b>Total:</b>	<b>\$88,000</b>
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**VOLUNTEERS**

Shirts	
Lunches and Coffee	
Gift	

**ADMINISTRATIVE EXPENSES**

Management Fee	\$75,000
Telephone	
Office Temporary Personnel	

## FASHION WEEK EL PASEO

Budget

T&E	\$3,000
Office Equipment Rentals	\$500
Office Equipment Expenses	
Stationary & Supplies	
Postage	\$8,000
Delivery Services	\$200
Vehicle Rental	\$200
<b>Total:</b>	<b>\$86,900</b>
PRINTING & PHOTOGRAPHY	
Sales Promotional Materials	\$10,000
Event Printing	\$2,000
Creative (advertising & collateral)	\$3,000
Guest Invitations, responses, etc.	\$3,000
Photography Services	\$1,000
Direct Mail Piece	\$1,000
<b>Total:</b>	<b>\$20,000</b>
ADVERTISING & PROMOTIONS	
Magazines & Newspapers	\$35,270
Print & Production	
Radio & Television	
Time & Production	
Event Promotions	\$3,000
Brochure Distribution	\$5,000
<b>Total:</b>	<b>\$8,000</b>
WELCOME RECEPTION	
Food & Beverage	\$10,000
Decorations	\$2,000
GRAND FINALE DINNER	
Decorations	\$5,000
Entertainment	\$5,000
Show & Video Production	\$15,000
Food & Beverage	\$20,000
<b>Total:</b>	<b>\$45,000</b>
CELEBRITY TRAVEL EXPENSES	
Fee	
Air	
Transportation	
<b>Total:</b>	
SOCIAL FUNCTIONS	
Introduction Breakfasts	\$300
<b>Total:</b>	<b>\$300</b>
SPECIAL SECTION	
Printing	\$12,357
Distribution	
Photography Services	
Editorial Services	
<b>Total:</b>	<b>\$12,357</b>
<b>TOTAL EXPENSES:</b>	<b>\$300,657</b>
TOTAL REVENUE:	\$150,000
PROFIT/LOSS:	\$150,657

## **2006 Fashion Week El Paseo™**

### **Sponsorship Leads**

Acura (Honda Motor Co.)  
Aleve (Bayer)  
Allstate  
American Express  
AOL (Time Warner)  
AT&T  
AT&T Wireless (SBC Communications)  
Audi (Volkswagen)  
Bank of America  
Budweiser & Bud Light (Anheuser-Busch Co's.)  
Cadillac (General Motors Corp.)  
Capital One  
Chevrolet (General Motors Corp.)  
Chrysler (DaimlerChrysler)  
Cingular (SBC Communications)  
Citibank (Citigroup)  
Clairol (Procter & Gamble)  
Coca-Cola  
Coffee Bean & Tea Leaf  
Cover Girl (Procter & Gamble)  
Dell  
Dyson & Dyson  
Fiji Artesian Water  
Ford  
Geico (Berkshire Hathaway)  
GM Corporate  
GMC  
Hertz (Ford Motor Co.)  
Hewlett-Packard  
Home Depot  
Honda  
Hotels.com (IAC/InterActive Corp.)  
Hummer (General Motors Corp.)  
Hyatt Hotels  
IBM  
Infiniti (Nissan Motor Co.)  
Jaguar (Ford Motor Co.)  
Land Rover (Ford Motor Co.)  
Lexus (Toyota Motor Corp.)  
Lincoln (Ford Motor Corp.)  
L'Oreal

Lowe's  
Marriott  
MasterCard  
Maybelline (L'Oreal)  
Mazda  
Mercedes-Benz (DaimlerChrysler)  
Merrill Lynch  
Mitsubishi  
Netrogena (Johnson & Johnson)  
Nextel  
Nissan  
Olay (Procter & Gamble)  
Penn  
Pantene (Procter & Gamble)  
Pepsi  
Pontiac (General Motors Corp.)  
Saturn (General Motors Corp.)  
Sony  
Sony Ericsson  
Sprint  
T-Mobile (Deutsche Telekom)  
Toyota Motor Sales, U.S.A., Inc  
UPS  
Verizon  
Visa  
Volkswagen  
Volvo (Ford Motor Co.)  
Wella  
Yoplait (General Mills)

B. CGI COMMUNICATIONS VIDEO/BANNER PROPOSAL

Rec: By Minute Motion, concur with staff and deny the request.

Mr. Shimer moved to, by Minute Motion, approve the Consent Calendar as presented. Motion was seconded by Ms. Bird-Hrivnak and carried 5-0.

V. **NEW BUSINESS**

A. FASHION WEEK EL PASEO: REQUEST FOR \$50,000 SPONSORSHIP

KELLY THORDSEN the Marketing Director at *Palm Springs Life* magazine addressed the Committee and gave a brief overview of her professional background. She stated that Fashion Week El Paseo was conceptualized last year during Fashion Week New York, and was scheduled for the week of March 20-26, 2006. The Pacific Life Open and the Kraft Nabisco Golf Championship begin March 6 and run through April 2, 2006. The events bring over 300,000 visitors to the desert, and Ms. Thordsen stated research showed that El Paseo was not taking advantage of that market. Ms. Thordsen pointed out that the organizers of both the Pacific Life Open and Kraft Nabisco Golf Championship arrange for buses to take its patrons to Cabazon to shop, and Fashion Week would keep those patrons in Palm Desert. She stated that *Palm Springs Life* had a three-year commitment with the El Paseo Merchants Association to grow the event and plan to make that happen.

Ms. Thordsen gave an overview of the events that were planned for Fashion Week. A tent will be placed on El Paseo wherein individual events will be hosted by non-competitive businesses. Les Dames d'Escoffier, an International organization of women leaders, will be hosting its annual chocolate event in the tent, as will the Fashion Group International of Palm Springs and Desert Communities. Fashion Week's welcome reception and finale gala will be held in the tent as well.

Ms. Thordsen discussed signage program for Fashion Week El Paseo and gave an overview of the advertising timeline from October, 2005 through February, 2007.

Ms. Thordsen stated that *Palm Springs Life* was asking the City to be a Presenting Sponsor for \$50,000, plus in-kind services. She outlined the benefits associated with the Presenting Sponsorship, and the in-kind services would include the closure of Sage Street, public works assistance, Shopper Hopper and Courtesy Cart services, promotion of Fashion Week El Paseo through City's marketing programs, use of street median breaks for sponsor displays, and police and fire on standby.

Ms. Thordsen distributed the event budget. She said *Palm Springs Life* would try to host a familiarization trip for the media the week before the event while the street was decorated.

Upon question by Ms. Close, FRANK JONES from *Palm Springs Life* stated that *Palm Desert Magazine* would be hosting the welcome reception and the finale gala. A discussion ensued about how ambitious the endeavor was and how Fashion Week El Paseo could become a well-known event that would benefit the City. He said *Palm Springs Life* was committed to Fashion Week El Paseo, and based on the nature of the retail on the street, he believed a nationally recognized designer would attend the event.

Ms. Thordsen said Fashion Week El Paseo was unique due to it being about the public, not just designers and buyers.

Upon question by Mr. Mandelbaum, Ms. Thordsen stated that they were speaking with several well-known designers to attend the finale gala. She also stated that they have received very positive feedback from perspective sponsors.

Upon question by Ms. Bird, Ms. Thordsen stated that they were about two months away from securing confirmation of sponsors.

RUTH ANN MOORE stated that the El Paseo Merchants Association's annual budget was approximately \$200,000 to \$225,000. She stated that the Merchants Business Improvement District committed \$40,000 for advertising leading up to Fashion Week El Paseo.

Ms. O'Flynn stated that some of the smaller stores on El Paseo were told that they could get involved by hosting a small event such as a trunk show or something similarly creative. Merchants were excited about that opportunity.

Upon question by Mr. Shimer, Ms. Thordsen responded that they were working with both of the tournament directors of the Pacific Life Open and the Kraft Nabisco Championship. She said a press release and information sheet about Fashion Week El Paseo would be included in the familiarization packets for the media.

Upon question by Ms. Kneiding, Ms. Thordsen said they were planning to hold a press conference on El Paseo announcing the event. She was planning to arrange that as soon as they secure a title sponsor.

Upon question by Mr. Shimer, Mr. Jones responded that the print database included 19,000 names, 33% of which were out of the area, plus



12,000 names in an electronic database, with 90% of those being out of the area.

Ms. Thordsen noted that with sign on of additional sponsors, regional drive and fly market advertising buys would be made.

Mr. Shimer reported that the El Paseo Merchants Association Board had signed on with this event and committed advertising dollars. The Board realized that it may take time for this event to evolve, but they were willing to take the first step. This was the first time in the four years of his involvement that he had seen any enthusiasm from the merchants.

Mr. Shimer stated that the Food, Wine & Art event would be completely different from Fashion Week El Paseo, and would not conflict with each other.

Upon concerns stated by Ms. Kneiding, Mr. Jones responded that the Kraft Nabisco attendees consisted of international travelers that were extremely wealthy, and were highly "brand-named" product shoppers.

Ms. Close felt the concept of Fashion Week El Paseo was a good event for the City. However, it was not typical of a New York or Los Angeles Fashion Week. Mr. Jones responded that it was not meant to be that type of an event, but was its own creation unique to El Paseo.

Ms. Moore stated that the El Paseo Merchants always wanted a signature event. She felt partnering would be the best way to achieve that goal. She thought it was a positive that the El Paseo Merchants Association committed to this event for the next three years. She applauded the ambition associated with Fashion Week El Paseo and felt the event would eventually become well known.

Upon question by Ms. Gilligan, Ms. Moore responded that the City's Economic Development Department supported Fashion Week El Paseo.

Upon question by Mr. Mandelbaum, Ms. Kneiding responded that the City Council would have to approve the appropriation of funds.

Mr. Mandelbaum moved to, by Minute Motion, approve sponsorship of Fashion Week El Paseo in the amount of \$50,000. Motion was seconded by Mr. Darius and carried 5-0.

**F.     CONSIDERATION OF REQUEST FOR SPONSORSHIP OF FASHION WEEK EL PASEO, MARCH 20 - 26, 2006.**

Councilman Kelly moved to, by Minute Motion: 1) Concur with the recommendation of the Marketing Committee to sponsor the 2006 Fashion Week El Paseo Event in the amount of \$50,000; 2) appropriate said funds from the Unobligated General Fund to Account No. 110-4417-414-3222. Councilman Spiegel seconded the motion, adding that he felt it was an excellent program that would bring additional people to Palm Desert to buy merchandise on El Paseo. The motion carried by 5-0 vote.

**G.     REQUEST FOR AWARD OF BID FOR PAINT STENCIL TRUCK.**

Councilman Spiegel moved to, by Minute Motion, award purchase of a paint stencil truck to Fritts Ford, Riverside, California, in the amount of \$65,997.48 – funds are available in the FY 2005/06 Vehicle Replacement Fund. Motion was seconded by Kelly and carried by a vote of 5-0.

**H.     CONSIDERATION OF RECOMMENDATION BY THE HISTORIC PRESERVATION COMMITTEE RELATIVE TO IDENTIFYING A POTENTIAL HISTORIC SITE, PALM DESERT LODGE, 74-527 HIGHWAY 111.**

Mr. Ortega stated that the Historic Preservation Committee did not yet agree on a recommendation to be forwarded to the City Council. Therefore, a continuance was recommended.

Councilman Kelly moved to continue this matter to the meeting of December 8, 2005. Motion was seconded by Spiegel and carried by a 5-0 vote.

**XI. CONTINUED BUSINESS**

None

**XII. OLD BUSINESS**

**A.     REQUEST FOR APPROVAL OF CHANGE ORDER NO. 2 TO CONTRACT NO. C23090 – CIVIC CENTER PARK PUMP STATION PROJECT (PROJECT NO. 720-01).**

Councilman Spiegel moved to, by Minute Motion: 1) Approve Change Order No. 2 in the amount of \$76,054.31 to the subject contract with Cora Constructors, Palm Desert, California, and authorize the Mayor to execute same; 2) transfer \$7,752.91 from contingency to base for the subject project; 3) appropriate \$68,301.40 from Unobligated Fund 400 to Account No. 400-4674-454-4001 for the subject contract. Motion was seconded by Kelly and carried by 5-0 vote.