

**CULTURAL ARTS COMMITTEE  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: July 9, 2025

PREPARED BY: Erica Powell, Management Analyst

SUBJECT: CONSIDER APPROVAL OF A LEASE AGREEMENT WITH  
GOLDENVOICE FOR TAFFY BY STEPHANIE LIN

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**RECOMMENDATION:**

Consider a ten-year lease agreement with Goldenvoice for *Taffy* by Stephanie Lin, including City-funded site enhancements and associated infrastructure at Civic Center Park south of the skate park.

**BACKGROUND/ANALYSIS:**

Goldenvoice's Coachella Valley Music and Arts Festival is internationally recognized for its large-scale, interactive public art installations. These works are commissioned not only as aesthetic landmarks but also to enhance the festival environment by providing shade, seating, and a sense of place within the desert venue. Following each festival, many of these installations are carefully deinstalled and stored at the Empire Polo Club, with select works made available for extended public display.

Palm Desert is one of the Coachella Valley cities that currently does not host a Coachella Festival artwork. Current hosts include Indio, Coachella, and La Quinta. In pursuit of expanding the City's public art offerings and increasing regional visibility, staff engaged with Goldenvoice and The Public Art Company and identified *Taffy* by artist and designer Stephanie Lin as a strong candidate for placement in Palm Desert.

*Taffy* is an immersive sculptural environment composed of six (6) vertical towers ranging from 25 to 50 feet in height and approximately 5 to 7 feet in diameter. Each tower is constructed of structural framing wrapped in a scalloped mesh fabric that creates a shimmering moiré effect as sunlight passes through. The towers are painted in vivid, complementary hues inspired by midcentury desert modernism. Interwoven throughout the installation are open-circular benches, originally fabricated in plywood, that echo the towers' geometry and provide inviting spaces for rest and reflection beneath the shaded canopy.

Staff proposes installation of *Taffy* at the Civic Center Park, south of the Skate Park and north of City Hall, at the former Discover Palm Desert site. The site is highly visible from San Pablo Avenue and accessible from existing parking areas. A preliminary review indicates:

- The area is free of known underground utility conflicts
- Modifications to landscape and irrigation will be needed
- Foundation design must support tall, vertical structures and consider wind loads

Under the proposed lease terms with Goldenvoice:

- The Public Art Company will oversee transport, installation, artist coordination, and all maintenance for the duration of the ten-year lease
- Stephanie Lin will receive an artist fee
- The City will be responsible for site preparation, including landscaping, foundations, lighting, and fabrication of replacement benches in durable materials

Hosting a Coachella Festival artwork boosts Palm Desert's cultural profile and draws regional tourism, as featured in *Palm Springs Life* and *Visit Greater Palm Springs*, which promote a valley-wide Coachella Festival public art installation tour.

This collaboration brings landmark artwork to a central public space with minimal long-term maintenance needs, while also supporting community connection and cultural tourism.

**NEXT STEPS:**

Should the Cultural Arts Committee support this recommendation, staff will present the item to the City Council for consideration and begin formalizing the lease agreement with Goldenvoice.

**FINANCIAL IMPACT:**

The Goldenvoice lease—including Artist fee, Public Art Company fee, transportation, installation, maintenance, and engineering—is not expected to exceed \$200,000. The City's contribution—including landscaping, lighting, and fabrication of site furnishings—is not expected to exceed \$100,000. A total of \$300,000 is available through the FY 2025/2026 Public Art Capital Projects budget.

**ATTACHMENTS:**

1. *Taffy* Proposal with renderings
2. Proposed Installation Site – Civic Center Park