

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

MEETING DATE: August 21, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager

SUBJECT: CONSIDER SPONSORSHIP OF THE 2026 PALM DESERT CALIFORNIA
PLEIN AIR FESTIVAL

RECOMMENDATION:

1. Receive a presentation from Palm Springs Life regarding the 2025 Palm Desert California Plein Air Festival.
2. Approve continued sponsorship of the Palm Desert California Plein Air Festival in the amount of \$5,000 for Fiscal Year 2025/26.

BACKGROUND/ANALYSIS:

The Palm Desert California Plein Air Festival took place in January 2025 and was supported by the El Paseo Parking and Business Improvement District (EPPBID) with a \$5,000 sponsorship. This was the first year the event received production support from Palm Springs Life, which provided enhanced marketing and media visibility for the festival.

Paulina Larson of Palm Springs Life will present a detailed sponsorship proposal for the Board's consideration. Funding for the festival was included in the approved budget as a contingent line item pending review. Following today's presentation, staff recommends the Board come to a decision on continued sponsorship of the festival in the amount of \$5,000 for FY 2025/26.

FINANCIAL IMPACT:

Funding in the amount of \$5,000 is included in the Fiscal Year 2025/26 EPPBID Budget, contingent upon Board approval.

ATTACHMENTS:

2026 CA-DesertPleinAir