



CITY OF PALM DESERT
CITY MANAGER'S OFFICE
INTEROFFICE MEMORANDUM

Date: September 11, 2025
To: Honorable Mayor and Councilmembers
From: Anthony J. Mejia, City Clerk
Subject: City Council Meeting of September 11, 2025

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

ITEM 13j: INFORMATIONAL REPORT ON ROAD CLOSURES SCHEDULED TO OCCUR ON EL PASEO ASSOCIATED WITH FISCAL YEAR 2025-26 ROUTINE SPECIAL EVENTS

Q1: Which events, and what dates, are expected to close Magnesia Falls and/or San Pablo in 2025?

A1: Currently, there are no additional events scheduled in 2025 that will impact Magnesia Falls or San Pablo.

ITEM 13k: INFORMATIONAL REPORT ON ROAD CLOSURES ASSOCIATED WITH THE RUN TRAVIS RUN EVENT

Q1: Is there a projection for possible attendance?

A1: The event organizer has estimated about 2,000 participants.

Q2: What other locations have hosted prior to 2025?

A2: The Run Travis Run concept was developed in 2024 and events have been held in Los Angeles, New Orleans, and New York.

ITEM 13q: APPROVE AMENDMENT NO. 4 TO CONTRACT NO. C32410 WITH DESERT RECREATION DISTRICT FOR PARK AND PORTOLA COMMUNITY CENTER SERVICES

Q1: How many people are available on weekends to supervise in parks?

A1: Park Supervisors work Monday through Friday, however there are at least two Desert Recreation District attendants (Park Attendant I or II) at the parks 7 days a week.

ITEM 14b: 2026 CALIFORNIA DESERT PLEIN AIR FESTIVAL SPONSORSHIP REQUEST

Q1: Are there examples of other festivals in California, including attendance and profits?

A1: California is home to 7–10 established plein air festivals, including well-known events in Laguna Beach, Carmel, Sonoma, and Oceanside. Most report participation by 20–60 artists, but typically do not publish attendance figures or financial data. Their longevity, some running for decades, points to strong community support and long-term sustainability

Q2: Outside of advertising value, what is the estimated economic impact?

A2: While a formal economic impact study has not yet been conducted, we can reasonably estimate significant per-person spending based on data from other local events. With over 3,000 attendees,

including both local and out-of-area visitors, participating across multiple days and venues, the festival likely generated meaningful economic activity for hotels, restaurants, shops, and other businesses in Palm Desert and throughout the Coachella Valley.

Q3: How many of the selected artists live outside the valley? Did they collect any data on people who attended and stayed/ate/shopped in the Palm Desert? Coachella Valley?

A3: Of the 175 participating artists, more than 50 traveled from outside the Coachella Valley. In addition, the majority of VIP guests also came from out of the area. This mirrors other plein air festivals in California, which regularly attract a mix of local and visiting artists, contributing to both cultural exchange and tourism.

Q4: Was data collected on visitor spending?

A4: No formal visitor spending survey was conducted, but many events took place at the Artists Center at El Paseo and nearby cultural and retail areas. Based on location and attendance patterns, it's reasonable to conclude that visitors dined, shopped, and explored attractions throughout Palm Desert, contributing to local economic activity.