

Key to the City – Community Contribution Criteria

Purpose

To recognize individuals or organizations whose exceptional and long-term service has strengthened the civic life, integrity, and development of the City of Palm Desert. The Key to the City is a rare honor, reserved for extraordinary and lasting contributions.

Eligibility Criteria – Nature and Significance of Contribution

- **Extraordinary Contribution:** Contributions must reflect a sustained and meaningful commitment that enhances the quality and character of life in Palm Desert, through community service, philanthropy, leadership, business, education, public service, or other fields that enhance civic life. Visible and behind-the-scenes contributions are equally valued.
- **Dedication to core values:** Recipients must be an example of the City of Palm Desert's core values of integrity, stewardship, service, community, innovation, and teamwork through their actions and contributions.
- **Ineligibility:** The Key to the City shall not be issued in connection with candidates for elected office, religious or political events, or activities contrary to City policy. Presentations shall not coincide with campaign activity, fundraising events, or endorsements.

Review and Approval

- The Mayor and Mayor Pro Tem shall jointly review all nominations.
- If both approve, the recognition proceeds directly to presentation.
- If only one approves and wishes to continue, the nomination shall be placed on a regular City Council agenda for full Council consideration.

Presentation

- The Key to the City shall be presented at a City Council meeting or other appropriate ceremonial event.

Key to the City – Promotional and Marketing Recognition Criteria

Purpose

To recognize individuals or organizations whose achievements, public presence, or creative work bring positive visibility and distinction to the City of Palm Desert. The Key to the City may be presented as a promotional honor to celebrate those who elevate the City's profile through artistry, influence, partnership, or public engagement.

Eligibility Criteria – Nature and Significance of Contribution

- **Distinguished Recognition:** Recipients should have achieved significant public recognition that draws favorable attention to Palm Desert, enhances its image, or contributes to its cultural or economic vitality.
- **Positive Connection and Impact:** The honoree's appearance, performance, collaboration, or association with the City should create a meaningful and positive connection with Palm Desert and generate measurable or widespread community excitement, tourism benefit, or cultural significance, such as participation in a City-sponsored or community event that promotes civic pride or tourism.
- **Ineligibility:** The Key to the City shall not be issued in connection with candidates for elected office, religious or political events, or activities contrary to City policy. Presentations shall not coincide with campaign activity, fundraising events, or endorsements.

Review and Approval

- The Mayor and Mayor Pro Tem shall jointly review all nominations.
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