

CITY OF PALM DESERT
STUDY SESSION
NOVEMBER 13, 2025

LEASE AGREEMENT WITH GOLDENVOICE



RECOMMENDATION

1. Provide direction regarding a potential ten-year lease with Goldenvoice for installation of *Taffy* by Stephanie Lin at Civic Center Park.
2. Should the City Council determine the artwork or proposed location is not suitable, staff requests direction on maintaining collaboration with Goldenvoice and The Public Art Company to pursue future artwork.

BACKGROUND

- Goldenvoice commissions large-scale, interactive art for the Coachella Festival.
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- After each festival, select works are made available for public exhibition in the Coachella Valley.
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- Civic Center Park identified as a prime site for visibility, accessibility, and community engagement.



TAFFY BY STEPHANIE LIN

Project Description

- Five vertical towers
- Midcentury Design palette
- Circular shaded benches

The Public Art Company

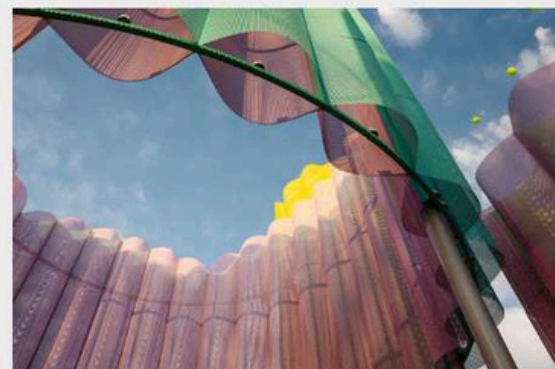
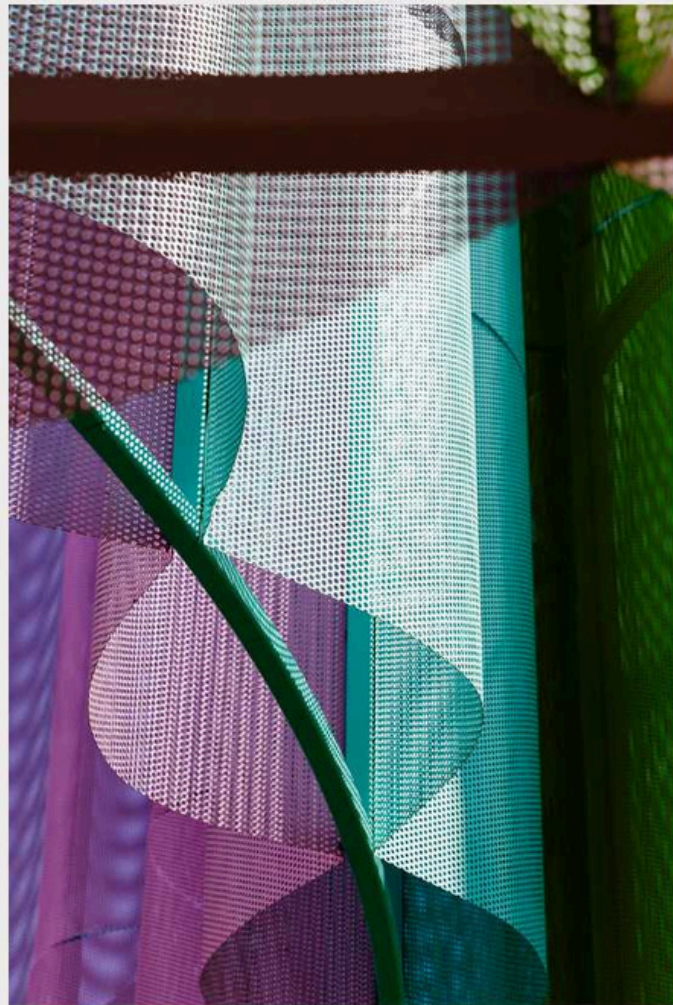
- Oversees transport, installation, and maintenance

Goldenvoice

- Retains ownership

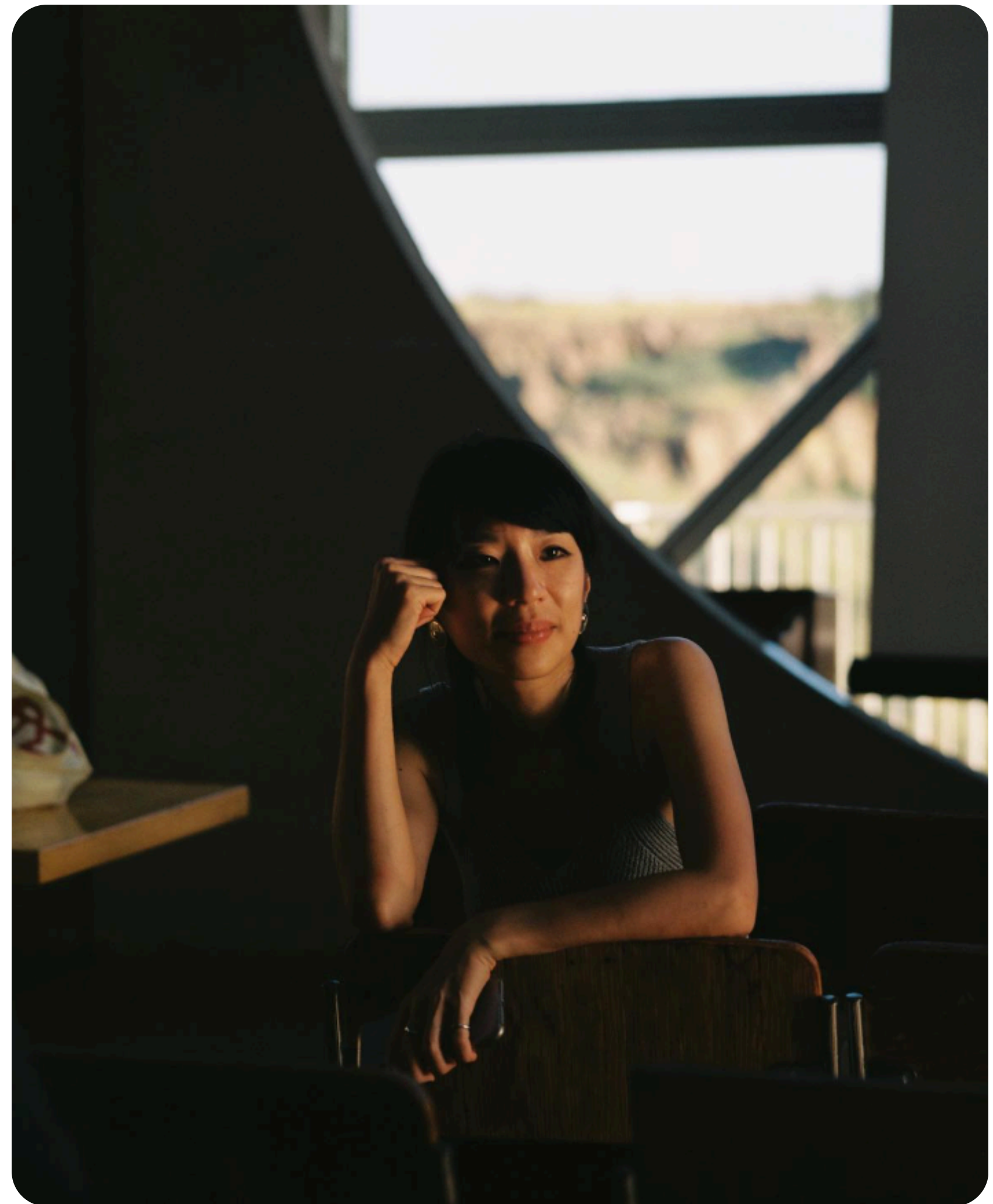
City of Palm Desert

- Responsible for site preparation - landscaping, lighting, foundation, benches



ECONOMIC AND COMMUNITY BENEFITS

- **Tourism Boost:** Builds on Coachella Festival's global visibility
- **Regional Marketing:** Inclusion in campaigns by Palm Springs Life and Visit Greater Palm Springs
- **Cultural Brand:** Reinforces Palm Desert's leadership in arts and placemaking
- **Public–Private Partnership:** Brings high-profile art at minimal City cost
- **Long-Term Impact:** Sustained engagement, photo ops, and community gatherings for 10 years



Artwork and Installation Estimated Costs

Artist and The Public Art Company Fee	\$68,500
Estimated transportation and installation costs	\$95,200
10% contingency	\$16,370
Subtotal	\$180,070

City of Palm Desert Estimated Costs

Estimated Landscaping, lighting, benches, and foundations	\$119,930
Total	\$300,00



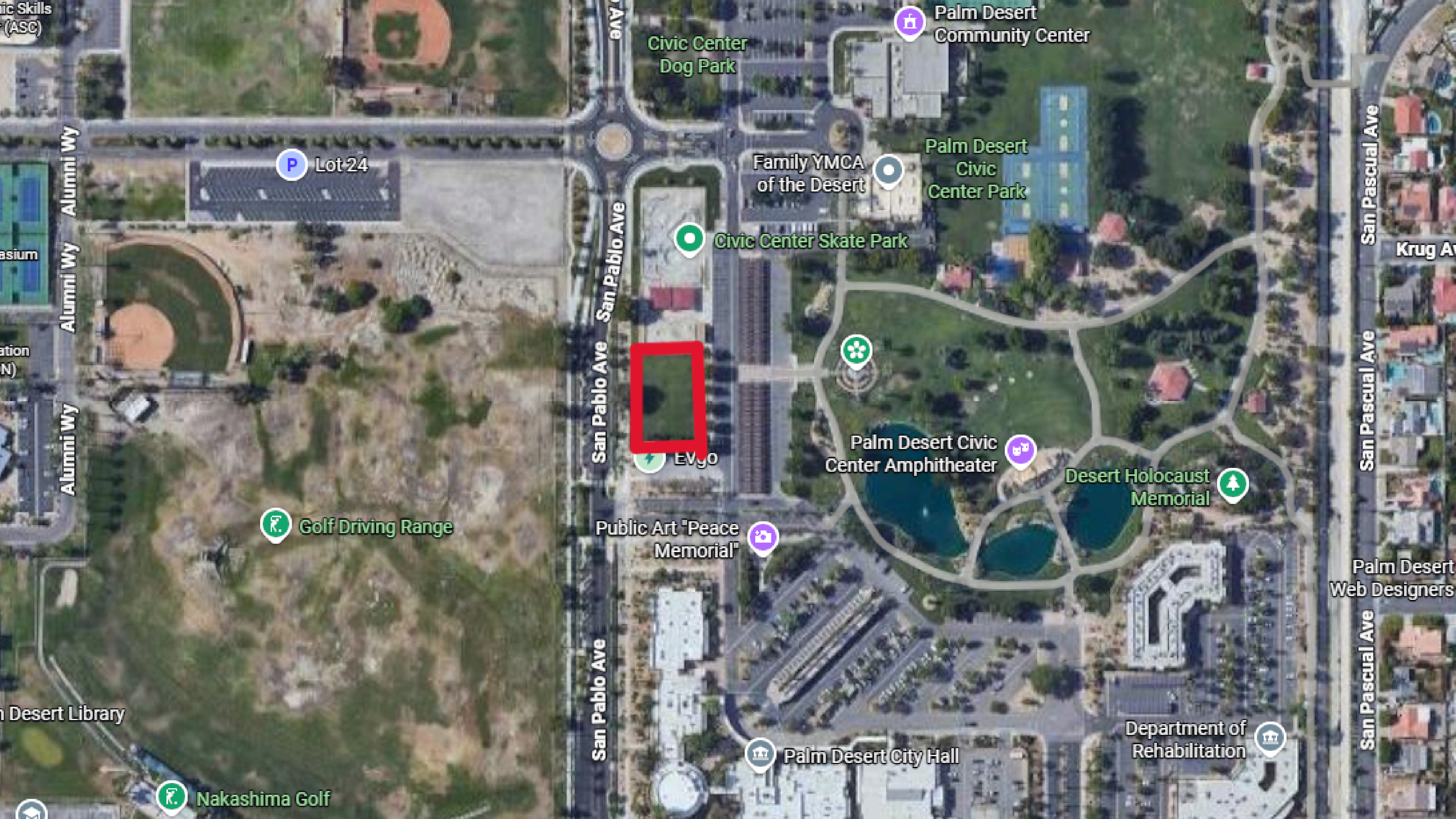


25' - 50' TALL



75' - MAY VARY

50' - MAY VARY



ic Skills
(ASC)

Civic Center
Dog Park

Palm Desert
Community Center

P Lot 24

Family YMCA
of the Desert

Palm Desert
Civic
Center Park

Civic Center Skate Park



EVgo

Palm Desert Civic
Center Amphitheater

Desert Holocaust
Memorial

Golf Driving Range

Public Art "Peace
Memorial"

Palm Desert
Web Designers

h Desert Library

Palm Desert City Hall

Department of
Rehabilitation

Nakashima Golf

THANK YOU

Any questions?

