

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 8, 2026

PREPARED BY: Shelby Goodwin, Special Events Coordinator

SUBJECT: APPROVAL OF PARK ORDINANCE WAIVERS FOR THE 2026 PALM DESERT HALF MARATHON AND 5K AND WILDFLOWER FESTIVAL

RECOMMENDATION:

Approve temporary waiver of the following Palm Desert Municipal Code (PDMC) Sections for the 2026 Palm Desert Half Marathon and 5K, and Wildflower Festival:

- a. 11.01.20 (Hours of Use in City Parks)
- b. 11.01.140 (Amplified Sound in City Parks)
- c. 11.01.080 H (Camping)
- d. 11.01.080 O (Placement of Advertising Signage in City Parks)
- e. 11.01.080 Q (Vendor Sales in City Parks)
- f. 11.01.080 W (Possession/Consumption of Alcohol in City Parks) pursuant to PDMC 9.58.040

BACKGROUND/ANALYSIS:

The 10th Annual Palm Desert Half Marathon and 5K (Sunday, February 15, 2026), produced by Southland Events, and the 14th Annual Wildflower Festival (Saturday, March 7, 2026), produced by Friends of the Desert Mountains, are both scheduled at the Palm Desert Civic Center Park and include requests to operate a fenced beer garden.

Each event requires a temporary waiver of specific Palm Desert Municipal Code provisions to allow extended park hours, amplified sound, placement of advertising signage, vendor sales, and the controlled possession and consumption of alcohol within a fenced beer garden. The camping waiver would permit event set-up to begin the evening prior, with overnight security to ensure public safety and the protection of City property.

Per the Administrative Policy for Use of City-Owned Facilities, as found in Resolution 2023-070, City Council approval is required for park ordinance waivers related to the possession and consumption of alcohol in City parks for City-sponsored events.

Legal Review:

This report has been reviewed by the City Attorney's Office.

Strategic Plan:

Approval of park ordinance waivers for these events would impact the following priorities outlined in the 2013-2033 Strategic Plan, Envision Palm Desert – Forward Together:

- Parks and Recreation Priority 3: Make recreational and exercise opportunities available in all public spaces.

City of Palm Desert

Park Waivers for the 2026 Palm Desert Half Marathon and 5K and Wildflower Festival Events

- Economic Development Priority 3: Create and attract entertainment and events to enhance and expand the Palm Desert economy and lifestyle.
- Tourism and Marketing Priority 2: Grow existing events and develop new events to enhance the desirability of Palm Desert as a year-round destination.

FINANCIAL IMPACT:

City Council approved Community Event Sponsorship funding as part of the FY 2025/26 Annual Budget, including allocations of \$25,000 for the 2026 Palm Desert Half Marathon and 5K, and \$18,000 for the Wildflower Festival. There is no additional fiscal impact associated with the requested action.

ATTACHMENTS:

1. Res 2023-070: Administrative Policy for Use of City-Owned Facilities

CONFLICT OF INTEREST AWARENESS CHECKLIST:

- Site-Specific Property Interest** – Councilmembers should check if they own or lease real property within 1,000 feet of the project site (Gov. Code § 87103(b); FPPC Reg. 18702.2).

- SB 1439 Applicability (Campaign Contributions)** – Applies to licenses, permits, or other entitlements for use, and to contracts or franchise agreements other than competitively bid, labor, or personal employment contracts.

Applicant(s)/Appellant(s): None.

Councilmembers should review any campaign contributions received within the last 12 months from parties or participants to the proceeding and must not accept contributions over \$500 from those parties for 12 months following the final decision (Gov. Code § 84308).

Note: These indicators are informational and do not constitute a legal determination. Each Councilmember is responsible for identifying and disclosing any disqualifying interests in accordance with the Political Reform Act and FPPC regulations.