

**Palm Springs Life (PSL)  
Fashion Week El Paseo and  
Palm Desert Food & Wine**

**Three-Year (3)  
Sponsorship Request**

**Palm Desert City Council  
September 14, 2023**



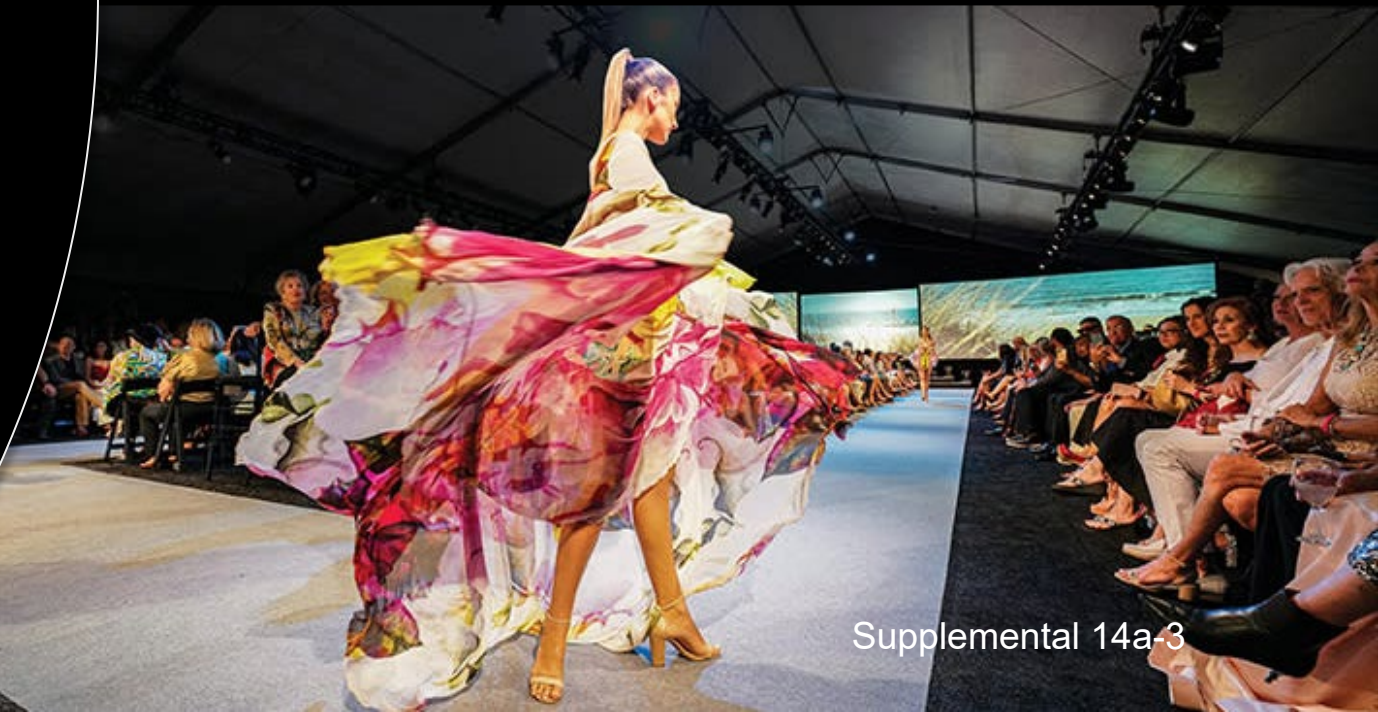
# History of Events

- Fashion Week El Paseo
  - Began in 2006 and has come to be known as the largest consumer Fashion Week event on the west coast.
- Palm Desert Food & Wine Festival
  - Began in 2010 and has earned prestige through its alliance with the James Beard Foundation and inclusion of some of the top-celebrity chefs in the country.



# City Sponsorship

- Five-year (5) sponsorship between the City and PSL for these two (2) events expired this year.
- The previous agreement provided \$200,000 for Fashion Week El Paseo and \$100,000 for Palm Desert Food & Wine annually.
- PSL is requesting a new three-year (3) agreement for the same level of support.
- Funding for the 2024 events was included in the FY 2023/2024 budget.



# 2023 Economic Impact

- Fashion Week El Paseo
  - 5,453 attendees (25% out of market)
  - Economic impact as calculated by PSL was more than \$2.8 million
- Palm Desert Food & Wine Festival
  - 4,043 attendees (67% out of market)
  - Economic impact as calculated by PSL was more than \$2.1 million



# Recommendation

- Given that Fashion Week El Paseo and the Palm Desert Food & Wine Festival are the City's only signature events and they both bring great value and prestige to our city, staff recommends continuation of the annual \$300,000 sponsorship with PSL over the next three (3) years.



MAKE PLANS NOW TO ATTEND

# FASHION WEEK EL PASEO

March 15–21, 2024



PHOTO: T. CHAUDHRY



MAKE PLANS NOW TO ATTEND

# PALM DESERT FOOD & WINE

PRESENTED BY  
AGUA CALIENTE CASINOS

March 22–24, 2024  
*at The Gardens on El Paseo*



# Questions?