

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: November 16, 2023
PREPARED BY: Shelby Goodwin, Special Events Coordinator
REQUEST: CELEBRATE CV EVENT APPROVALS

RECOMMENDATION:

1. Approve road closure on San Pablo Avenue between Magnesia Falls Drive to the roundabout located at the entrance to College of the Desert for the Celebrate CV event scheduled for Saturday, December 30, 2023.
2. Approve waiver of all City permit fees associated with the event.
3. Authorize the City Manager to execute any documents that may be necessary to facilitate the event.

BACKGROUND/ANALYSIS:

On July 13, 2023, the City Council approved a sponsorship in the amount of \$25,000 with LocaliQ to produce the Celebrate CV event at the Palm Desert Civic Center Park on Saturday, December 30, 2023, from 3 p.m. to 10 p.m. This will be a large-scale FREE community event with an anticipated attendance of 5,000. Elements of the event will include headlining musical act Lauren Alaina, along with other musical performances, food trucks, wine and beer tasting, community centric vendor booths, children's areas, and more. Event producers have secured several additional sponsors and have identified the Family YMCA of the Desert as beneficiary of the event proceeds.

The event will take place in a fenced area at the Civic Center baseball fields and in the street along San Pablo between Magnesia Falls and the roundabout located at the entrance to College of the Desert. As such, event organizers are requesting closure of this section of the road from approximately 5 a.m. on Saturday, December 30, for load-in of equipment such as stages and other rentals. The road is anticipated to open by Sunday, December 31, at 6 a.m. Magnesia Falls between Monterey and Portola avenues will remain open and unimpacted during the road closure and the event. Staff will ensure that informational signage is posted informing of the extended closure well in advance.

The event organizers will work with Tops N Barricades on a traffic control plan to be approved by City staff and will have overnight security during load-in and load-out of equipment. City staff will ensure that the organizers have all proper permits and parking plans in place, and that they coordinate public safety services with the Riverside County Sheriff's Department in advance of the event.

Legal Review:

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

Strategic Plan:

- 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:

A \$25,000 sponsorship was previously approved and budgeted by the City Council. Permit fees are not expected to exceed \$1,000. There will be no additional impact to the General Fund associated with this event.

ATTACHMENTS:

1. Event Site Map