

STAFF REPORT
CITY OF PALM DESERT
ECONOMIC DEVELOPMENT DEPARTMENT

MEETING DATE: May 14, 2020

PREPARED BY: Vanessa Mager, Management Analyst

REQUEST: Approval of Palm Desert's 2020 Independence Day Celebration

Recommendation

By Minute Motion,

1. Preapprove and authorize expenditures in an amount not to exceed \$24,000 from the FY 2020/21 Budget for production of the 2020 Independence Day Celebration event; and
2. Authorize City Manager to execute ancillary vendor contracts associated with the production of the event in a cumulative amount not to exceed \$24,000.

Strategic Plan Objective

Approval of Palm Desert's 2020 Independence Day Celebration would help address the following priorities as specified in the 2013-2033 Strategic Plan, *Envision Palm Desert – Forward Together*.

- Economic Development Priority 3: Create and attract entertainment and events to enhance and expand the Palm Desert economy and lifestyle.

Background Analysis

Typically the City of Palm Desert invites the community to celebrate our country's freedom by producing a large scale Independence Day Celebration, which usually sees 10,000 attendees at the Civic Center Park. Festivities have included food trucks, vendors, children's activities, a color guard presentation, and a musical performance. These activities have also been followed by a 20 minute fireworks display synchronized to patriotic music simulcast on local radio stations.

Currently due to the COVID-19 worldwide pandemic and the Governor's Executive Order No. N-33-20 requiring residents to stay at home except to conduct essential services and activities, and advising that all public or private "gatherings" are prohibited regardless of venue or size, staff recommends that the 2020 Independence Day Celebration be re-imagined.

At the Governor's daily press conference, on April 28, 2020, it was noted that large events/gatherings were not expected to take place for several months, in order to uphold the

public's health. With that said, staff is recommending that fireworks not be a part of this year's festivities, as we do not want to encourage residents and visitors to violate the order. The pyrotechnic group has also informed us that we must confirm by May 15, 2020 in order to secure a firework display. Not including fireworks would also save the City \$40,000 out of the 20/21 fiscal year budget, which because of the COVID-19 pandemic has been negatively impacted.

Analysis

Staff's recommendation is to host a 10-minute radio broadcast of patriotic music, similar to what the city normally does. This time, though, we would encourage the entire City of Palm Desert to socially distance outside and tune in to the broadcast on any available device with speakers. With enough participants, all of the small speakers would combine to make the music audible to each neighborhood, allowing the community to unite in a much-needed moment of celebration on this important American holiday. The City would also provide hand-held American flags to residents and ask them to post pictures of their celebration on social media during the broadcast, using the hashtag #UnitePalmDesert. If Council approves this direction, staff will explore other ways to work with local businesses and organizations, including local television, to expand on this concept for a Fourth of July that would truly unite Palm Desert. This celebration would cost \$24,000 as opposed to the \$60,000 spent last year.

Staff is also disinclined to remind Council that cancellation of the 2020 Independence Day Celebration altogether is an option.

Fiscal Analysis

The \$24,000 for this event will be included as part of the FY 2020/2021 Budget and available in City-Produced Events Account No. 1104416-4306101.

LEGAL REVIEW	DEPARTMENT REVIEW	DEPARTMENT REVIEW	FINANCIAL REVIEW	ASSISTANT CITY MANAGER
N/A	<i>Thomas Soule</i>	<i>Martin Alvarez</i>	<i>Janet M. Moore</i>	<i>Andy Firestine</i>
Robert W. Hargreaves City Attorney	Thomas Soule Tourism and Marketing Manager	Martin Alvarez Director of Economic Development	Janet Moore Director of Finance	Andy Firestine Assistant City Manager
City Manager Lauri Aylaian: <i>LA</i>				

VENDOR: None
 ATTACHMENTS: None