



Staff Report

City Council

Item No. 5.A

Meeting Date: May 8, 2024

From: Ryan Hunt, Communications and Events Manager

Title: Autism Society Inland Empire's Autism Walk & Festival SUP

RECOMMENDATION:

To approve Special Use Permit and allow the Autism Society Inland Empire's Fall Autism Acceptance Walk to utilize the Community Amphitheater on Saturday, Oct. 26, 2024.

BACKGROUND:

Autism Society Inland Empire's Autism Walk & Festival is scheduled for 10 a.m. to 1 p.m. on Saturday, Oct. 26, 2024, and the organization is once again requesting use of the Cathedral City Community Amphitheater after a successful event in October 2023. This event will include fun for the entire family, featuring inflatable attractions, crafts, food trucks, vendor booths for Autism Awareness, and resources for families. The Autism Society serves families across both Riverside and San Bernardino Counties in the Inland Empire. Currently, there are more than 17,500 children and adults combined in both regions who need support and education on the many issues our families face. The Autism Society Inland Empire's mission is to create connections, empowering everyone in the Autism community with the resources needed to live fully.

DISCUSSION:

The Autism Walk & Festival is a day of community and celebration that raises much needed funds to support local families living with autism. The organization's goal is to empower families with knowledge as well as highlight some of the abilities of kids and adults with autism. The event will feature an Awareness Walk, Autism Marketplace – an opportunity for young people with autism to practice running their own business, and a Fun Zone filled with exciting attractions for the whole family. This will include inflatables, games, crafts, characters, food, Autism Awareness merchandise, a Resource Fair and more. 100% of funds raised through this event goes directly back into the organization to help provide critical resources and programs to support the local autism community. For the 2024 event, the Autism Society Inland Empire is requesting a city sponsorship of \$2,500 for the Fall Autism Acceptance Walk. This would cover the amphitheater rental costs, and in exchange the event organizers would offer the following Sponsor benefits: Verbal recognition at the event, logo on back of volunteer t-shirts, branded yard sign on walk path, 1 volunteer t-shirt, a resource booth at the event, thanked on social media and newsletter (27K reach) and six walk event entries. They have already paid the \$510 SUP application fee for Downtown rentals

FISCAL IMPACT:

The SUP application fee of \$510 is revenue to the city. If Council authorizes a sponsorship it can be paid from the sponsorship line item in the FY24-25 budget.

FIVE-YEAR STRATEGIC PLAN:

Action F-6: Promote additional community events and celebrations.

ATTACHMENTS:

1. Application – Autism Society Inland Empire