



Staff Report

City Council

Item No. {{section.number}}.C

Meeting Date: August 14, 2024

From: Ryan Hunt, Communications & Events Manager

Title: Tastes & Sounds Fall Series, Movies in the Park & SnowFest Budget Adjustment

RECOMMENDATION:

To authorize the adoption of a fall Tastes & Sounds of Cathedral City and Movies in the Park series in the Community Amphitheater, and to transfer \$25,000 from this year's SnowFest event budget to the Taste of Jalisco Festival, Jan. 31 - Feb. 2, 2025.

BACKGROUND:

After the success of the inaugural season of Tastes & Sounds of Cathedral City in the Community Amphitheater, Mayor Pro Tem Nancy Ross approached Communications & Events with an interest in a fall series and pledged \$10,000 of her district funds to make it happen. In total, thousands came out to enjoy this eight-week series in Spring 2024 and staff is optimistic about the future of Tastes & Sounds, as we work to provide more weekly activities in the Cathedral City Community Amphitheater.

If approved, the fall series would take place over six weeks from Tuesday, Oct. 8 to Nov. 12, 2024. Council Member Rita Lamb expressed interest in a Movies in the Park series in the amphitheater, which Communications & Events proposes for the same six weeks (10/8 - 11/12) on Thursday evenings.

With the increase in scope and cost of the Taste of Jalisco Festival in recent years, Communications & Events also believes this event needs greater financial assistance to ensure its momentum and positive trajectory. Staff believes an eight-hour all day SnowFest event isn't necessary and can still be successful with a smaller budget and transitioning some of those funds to Taste of Jalisco.

DISCUSSION:

The total cost of a six-week abbreviated Tastes & Sounds of Cathedral City in the fall could be achieved with \$20,000. With the pledged \$10,000 from Mayor Pro Tem Ross, it would require a budget amendment or additional pledge of Council district funds to get staff to the full amount needed for a fall series in the Community Amphitheater.

For Movies in the Park, it would cost the City of Cathedral City approximately \$12,000 for a six-week movie series. It's \$1,500 each week for the inflatable screen if staff utilizes Jacobsway Productions. The licenses are per movie, per event and the licensing fees will vary depending on the movie selection and crowd size. A one-day Public Performance License for most movies, for a crowd size of 200 people or less averages about \$500 per movie event. This would also require a budget amendment or a pledge of Council district funds.

Communications & Events staff feel it would be beneficial to take \$25,000 from this year's SnowFest budget (\$35,000) and transition that amount to this year's Taste of Jalisco Festival. Staff is confident that they can still pull off a nice SnowFest event for families to enjoy that will include snow, train rides, a tree lighting, food vendor and Santa & Mrs. Claus (all the most popular elements of the holiday event) at just under \$10,000. This would bring the total Taste of Jalisco budget to \$107,688.

While the villages for SnowFest have provided sponsorship opportunities, they have also become obsolete and unsustainable from a cost standpoint. For a scaled down 10 villages (staff utilized 20 in 2023), it's still \$16,800 to install and tear down. It's an incredibly inconvenient setup and tear down process, and many of the wood pieces have started to deteriorate. Staff hope to enhance the holiday feel and add a few more decorations with the money saved from the villages. The City of Cathedral City would also save nearly \$9,000 in annual costs (\$741/month) currently authorized to store the villages.

FISCAL IMPACT:

With the pledged \$10,000 from Mayor Pro Tem Ross and her district funds, it would require a budget amendment of \$10,000 or additional pledge of Council district funds for the full \$20,000 needed for a fall Tastes & Sounds of Cathedral City series in the Community Amphitheater.

For Movies in the Park, it would cost the City of Cathedral City approximately \$12,000 for a six-week movie series, which would also require either Council district funds or a budget amendment.

The proposed budget funding transfer from SnowFest to Taste of Jalisco would not require any additional budget amendments.

FIVE-YEAR STRATEGIC PLAN:

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

ATTACHMENTS:

1. SnowFest Budget 2024
2. City of Cathedral City Movie Contract 2024
3. Snowfest Setup Breakdown Proposal 2024