



Staff Report

City Council

Item No. {{section.number}}.D

Meeting Date: September 11, 2024

From: Ryan Hunt, Communications & Events Manager

Title: Gift of Drone Show for Cathedral City International Hot Air Balloon Festival

RECOMMENDATION:

To accept a gift in the amount of \$50,000 from Grizzly Entertainment for a drone light show at the 10th Annual Cathedral City International Hot Air Balloon Festival.

BACKGROUND:

In 2022, Grizzly Entertainment offered a drone show in exchange for the city receiving the show as a gift valued at \$50,000. They performed the show successfully at the Cathedral City International Hot Air Balloon Festival on November 18, 2022, and November 17, 2023, and returned to do a similar show at our annual Cathedral City LGBT Days event in 2023 and 2024. The 200-drone unit light show would take place at the Cathedral City International Hot Air Balloon Festival on Friday, November 22, 2024. The purpose of the donation would be for the benefit of the public's entertainment and to enhance the quality of programming for the Cathedral City International Hot Air Balloon Festival.

DISCUSSION:

The 10th annual Cathedral City Hot Air Balloon Festival, named one of the best balloon festivals in the world by U.S. News & World Report, continues to be one of the most popular fall events in the Coachella Valley.

The drone show will once again be located closer to the Cathedral City Senior Center, which offers better sight lines for viewing inside the amphitheater. The drones have minimal noise, especially in comparison to fireworks, and Grizzly Entertainment will list the city and Fantasy Balloon Flights, our third-party contractor, as additional insured entities for coverage during the show.

The show lasts 10 minutes and has been a popular addition at many events around the globe. Grizzly Entertainment will be responsible for receiving all permits and approvals from the Palm Springs International Airport, as this is along the flight path for airplanes landing or taking off at the airport.

FISCAL IMPACT:

The City will be accepting the gift from Grizzly Entertainment in the amount of \$50,000.

FIVE-YEAR STRATEGIC PLAN:

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

ATTACHMENTS:

1. Grizzly Donation Letter to Cathedral City Balloon Festival 2024