



# Staff Report

City Council

Item No. {{section.number}}.{{item.number}}

**Meeting Date:** February 26, 2025

**From:** Ryan Hunt, Communications & Events Manager

**Title:** Gift of Drone Light Show for 2025 LGBT+ Days

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**RECOMMENDATION:**

To accept a gift in the amount of \$50,000 from Grizzly Entertainment and approve \$5,000 in crew travel expenses for a drone light show at Cathedral City LGBT+ Days 2025.

**BACKGROUND:**

Communications & Events was contacted by Grizzly Entertainment to offer a drone show in exchange for the city receiving the show as a gift valued at approximately \$50,000. The 200-drone unit light show took place at the Cathedral City Hot Air Balloon Festival from 2022-2024, as well as LGBT+ Days in 2023 and 2024. They have offered the same for Cathedral City LGBT+ Days on Friday, March 7, 2025 at 9 p.m. The purpose of the donation would be for the benefit of the public's entertainment and to enhance the quality of programming for one of the City's signature events.

**DISCUSSION:**

As California's first Pride event of the year, the 9th annual Cathedral City LGBT+ Days, presented by Agua Caliente Casinos, brings together numerous LGBTQ+ celebrities, artists, media, community leaders, Coachella Valley residents, and visitors for an unforgettable weekend of live entertainment, community engagement, and fun activities from March 7 – 9, 2025.

The drone show would be located at the same site as the 2024 Balloon Festival, which is located closer to the Cathedral City Senior Center and offers better sight lines for viewing inside the amphitheater. The City will need to use either private security or police officers to control access into the area during the actual show on Friday, March 7, 2025, which is timed to take place around 9 p.m. after the movie screening in the amphitheater and Miss Conception's performance at Mary Pickford Theatre. The drones have minimal noise, especially in comparison to fireworks, and Grizzly Entertainment will list the city as an additional insured entity for coverage during the show.

The show lasts 10 minutes and has been a popular addition at many events around the

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globe. Grizzly Entertainment will be responsible for receiving all permits and approvals from the Palm Springs International Airport, as this is a flight path for airplanes landing or taking off at the airport. In order to provide enough crew members to facilitate a successful show, Grizzly Entertainment is also requesting \$5,000 be paid for out of the LGBT+ Days event budget for the crew's travel expenses and accommodations.

**FISCAL IMPACT:**

The City would be accepting the gift from Grizzly Entertainment in the amount of \$50,000 and providing \$5,000 in travel expenses for the drone light show crew out of the Cathedral City LGBT+ Days overall event budget. The travel expenses were anticipated and are part of the event budget.

**FIVE-YEAR STRATEGIC PLAN:**

Action F-2: Promote additional community events and celebrations.

**ATTACHMENTS:**

1. Grizzly Donation Letter to LGBT+ Days 2025
2. LGBT+ Days 2025 - Cathedral City - Thumbnails