



Staff Report

City Council

Item No. 5.C

Meeting Date: February 12, 2025

From: Ryan Hunt, Communications & Events Manager

Title: 2025 Color the Spectrum Art Festival SUP

RECOMMENDATION:

To approve Special Use Permit for the Autism Society Inland Empire's 2025 Color the Spectrum Art Festival in the Cathedral City Community Amphitheater.

BACKGROUND:

Autism Society Inland Empire's 2025 Color the Spectrum Art Festival is scheduled for 10 a.m. to 1 p.m. on Sunday, April 6, 2025, and the organization is requesting use of the Cathedral City Community Amphitheater. 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 2025 Color the Spectrum Art 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 Color the Spectrum Autism Art Festival, is a unique opportunity to celebrate and showcase the artistic talents of individuals on the autism spectrum. The event features youth and adult artists on the range, with a marketplace featuring entrepreneurs on the spectrum. Attendees can purchase art pieces from artists and entrepreneurs, supporting their artistic ventures and promoting their financial independence.

In addition to the marketplace, the event also includes several art-related activities. Arts and

crafts, face painting, bubble art, chalk art, and kid in a bubble activity are just a few interactive activities available at the event. Attendees can enjoy music and performances while indulging in food and other fun-filled activities.

Autism Society Inland Empire requests an in-kind sponsorship in the form of a venue fee waiver to host this important event at the Cathedral City Community Amphitheater for the second year in a row. We would be honored to recognize your generous support through:

- Branded signage placed prominently at the event.
- Acknowledgment during event announcements at the event.
- Social media recognition across our platforms (27k reach)
- Special Plaque commemorating your Sponsorship.
- Opportunities to engage directly with attendees during the event via a Resource Booth *(Optional).

FISCAL IMPACT:

As a third-party event, the applicant must submit all necessary permits and documentation to the City prior to the event. Event organizers are requesting a City Council sponsorship of \$2,500 to cover the per day rental fee for nonprofit use of the Community Amphitheater. Autism Society Inland Empire has already paid the \$618 application fee, provided 501c3 documentation and a Certificate of Insurance.

FIVE-YEAR STRATEGIC PLAN:

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

ATTACHMENTS:

1. Cathedral City In-Kind Sponsorship Request
2. 2025 Color the Spectrum Art Festival SUP
3. 2025 Art Festival Layout & Map 1-3-25_v1
4. COI - Autism Society City of Cathedral City_v1
5. 501c3 documentation_ Autism Society_v1