



Staff Report

City Council

Item No. {{section.number}}.A

Meeting Date: September 25, 2024

From: Ryan Hunt, Communications & Events Manager

Title: Special Use Permit - 2024 Fields of Valor

RECOMMENDATION:

To approve the SUP for the annual Fields of Valor event at Patriot Park.

BACKGROUND:

The Cathedral City Evening Rotary Club of Cathedral City has requested to stage the annual “Fields of Valor” (formerly known as “Healing Fields”) event in Patriot Park, November 8-15, 2024, and is requesting city council sponsorship in the amount of \$618 to offset the Special Use Application Fee, as well as in-kind services from the City’s Public Works staff. “Fields of Valor” honors the men and women from California who served in our military and gave the ultimate sacrifice in Afghanistan, Iraq, and Vietnam.

DISCUSSION:

Public Works, CCFD and CCPD play a vital role in aiding with this annual event involving administrative and staffing hours. Through the Rotary Club, event organizers have successfully broadened their volunteer base thereby reducing the overall event costs. However, the Club still needs assistance from the Public Works staff. The organizers will provide liability insurance.

A basic description of the event includes:

- Surveying the flag locations
- Installing the rebar pipe for each flag display and mounting the flags
- Opening & Closing Ceremonies
- Performances and speaker amplification for presentations at opening ceremonies.
- Static display of flags between Opening and Closing Ceremonies

FISCAL IMPACT:

The in-kind expenses, mostly from Public Works, have totaled a little more than \$3,000 (\$3,186) in previous years. Event organizers are proposing the City of Cathedral City once

again co-sponsor the event. This includes a request by the applicant to for the City to sponsor the Special Use Fee of \$618.

FIVE-YEAR STRATEGIC PLAN:

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

ATTACHMENTS:

1. SUP Fields of Valor 2024