

Meeting Date: December 13, 2021

Sponsors:

Title: The Palm Springs Women's Jazz Festival Update

RECOMMENDATION:

During the October 2021 PAC meeting, the Commission voted to approve recommending to City Council to provide \$6,000 of financial support to assist in the relocation of the Palm Springs Women's Jazz Festival to the City of Cathedral City. During the November 10, 2021 City Council meeting, the City Council approved the Commission's funding recommendation. This agenda item will allow the Commission to discuss event details and ways to potentially include public art in the event.

SPONSORS:

To be determined.

BACKGROUND:

The Palm Springs Women's Jazz Festival (PSWJF) was founded in 2013 by Gail Christian and her partner, Lucy DeBardelaben. This dynamic duo have been putting on music events for more than a decade under the listing of L&G Events. Prior to the PSWJF, they had also produced the Michigan's Women's Festival, and more recently, the Palm Springs Women's Week.

The PSWJF brings female jazz performers of the highest caliber to the Greater Palm Springs area for a multi-day, multi-event walking jazz tour of Palm Springs. They launched this festival to attract jazz lovers from all over the world to celebrate this incredible genre performed by an all-star line-up of female musicians. Artists who have performed include chart toppers and award winners like Diane Schuur, Nona Hendryx, Terri Lyne Carrington, Patrice Rushen, Mimi Jones, Ann Hampton Callaway, Judith Hill and many more.

The PSWJF is controlled and operated by the non-profit, the Palm Springs Women's Jazz and Blues Association. It exists to preserve and foster an appreciation of jazz and blues music and to support female jazz and blues musicians who traditionally struggle for recognition and employment. The festival includes concerts, exhibits, presentations, films, and other events that promote an understanding and enjoyment of the work of women artists.

PSWJF has been seeking a new venue that allows them to lock-in an exact date annually. Over the years, their main location has been the Annenberg Theater in Palm

Springs. The event wants to grow this festival and potentially include art exhibits as well. The Cathedral City Community Amphitheater is an ideal and convenient location near Highway 111 that allows for expansion, ample parking, and access.

PSWJF would like to secure Veterans' Weekend or the second weekend of November each year to hold the festival at the Cathedral City Community Amphitheater. This would also fall annually on the weekend prior to the Cathedral City Hot Air Balloon Festival in November. Therefore, the event would move to Cathedral City on Saturday, November 12, 2022 and Sunday, November 13, 2022 with set-up and teardown days prior and after the event. Expected attendance would be approximately 900 per day between the hours of 8:00 am to 5:00 pm.

In consideration of the move to Cathedral City, L&G Events plan to change the festival name to "The Greater Palm Springs Women's Jazz Festival".

During the October 2021 Public Arts Commission (PAC) meeting, the Commission voted to approve recommending to City Council provide \$6,000 of financial support to assist in the relocation of the Palm Springs Women's Jazz Festival to the city of Cathedral City.

DISCUSSION

During the November 10, 2021 City Council meeting, the Council voted to approve Special Use Permit # 21-013 and support the Commission's recommendation to provide \$6,000 of financial support for the November 12 and 13, 2022 event. In consideration for this support, the following benefits are being offered to the City:

- 1) 10 preferred seats at all Festival Headliners shows
- 2) 6 Seats for the Opening Night Reception
- 3) 4 preferred seats for the Jazz Master Award
- 4) Sponsorship announced from the main stage before each performance
- 5) Logo on banner displayed above or adjacent to amphitheater stage
- 6) Host hospitality Suite and/or Donor Lounge adjacent to amphitheater stage
- 7) Full page ad in Festival Program Guide with a distribution of 5,000 programs
- 8) Logo/brand exposure on PSWJF website
- 9) Logo on 12 months of print, advertising, email blasts and social media posts
- 10) Sponsorship status acknowledged at Salon Concerts/House Parties and Jazz Club events throughout the year.

This agenda item will allow the Commission to identify event sponsors and continue to discuss event details.

FUNDING SOURCE:

Funding for this event will come from the Art in Public Places fund and will specifically decrease the fund balance which can be allocated to arts education and events. Please see the December 2021 PAC fund balance report for an up-to-date fund balance.