



Staff Report

City Council

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

Meeting Date: December 11, 2024

From: Ryan Hunt, Communications & Events Manager

Title: Cathedral City Community Amphitheater Marketing Update

RECOMMENDATION:

This item is presented for information, discussion, and direction only.

BACKGROUND:

Cathedral City has been actively revitalizing its downtown into an Arts and Entertainment District for the past several years. Among the many projects that have been accomplished thus far are the new Civic Center complex and Town Square. This area includes city government offices, the police department, Mary Pickford Theatre, CVRep, Agua Caliente Casino, restaurants, a parking structure, and amenities such as the Cathedral City Festival Lawn, which provides grass areas for festival events.

To further enhance the downtown, the City dedicated vacant land next to the Civic Center for the \$4.5 million Cathedral City Community Amphitheater, which opened to the public in 2021.

The Community Amphitheater is located at 68-526 Avenida Lalo Guerrero, at the corner of Cathedral Canyon Drive and Avenida Lalo Guerrero within the civic center complex and adjacent to the Downtown Parking Structure. The total size of the parcel is 2.51 acres. Communications & Events has put together a marketing plan/strategy to continue raising awareness and attract new events to the venue.

DISCUSSION:

The venue's rise in popularity has been recognized through its selection as a Top 3 Finalist for The Desert Sun's Community Choice Awards for its Best Event Venue in the Coachella Valley category. New events, both City sponsored and from third-party applicants, are on the rise. This includes the success of the inaugural season of Tastes & Sounds of Cathedral City. In total, thousands came out to enjoy this eight-week series and Communications & Events is excited about the future of both Tastes & Sounds and the Cathedral City Community Amphitheater.

A significant milestone was achieved with the venue's first headliner concert featuring Emily West and LeAnn Rimes during the 10th Annual Cathedral City International Hot Air Balloon Festival on November 23, 2024.

Recent initiatives by the Communications & Events Department have focused on expanding the venue's visibility and utilization through strategic marketing efforts and programming enhancements:

Marketing Initiatives

1. Digital Presence Enhancement

- Launched targeted social media campaigns across Facebook and Instagram
- Revamped the design of the Discover Digest weekly newsletter with a stronger emphasis on amphitheater events
- Created dedicated website section with virtual tour and booking information

2. Community Outreach

- Established partnerships with local businesses and cultural organizations
- Developed cross-promotional opportunities with regional events
- Initiated "Tastes & Sounds" series highlighting local performers and local food vendors

3. Event Programming

- Diversified programming to include:
- Live music performances
- Cultural festivals
- Theater productions (in current discussions with PSUSD)
- Community gatherings
- Educational workshops

AMPHITHEATER EVENTS BY YEAR

2022:

1. Taste of Jalisco
2. Cathedral City LGBT+ Days
3. Yoga at the Amphitheater
4. DAP Health Volunteer Appreciation Event
5. Coachella Valley Battle in the Desert
6. Tejano Music Fest
7. Cathedral City Hot Air Balloon Festival

2023 (29% increase):

1. Taste of Jalisco
 2. Cathedral City LGBT+ Days
 3. Yoga at the Amphitheater
 4. DAP Health Volunteer Appreciation Event
 5. Coachella Valley Battle in the Desert
 6. Maya La Feria International De Cultura
 7. Autism Society Inland Empire's Autism Walk & Festival (Nov. 4, 2023 – NEW EVENT)
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8. Cathedral City International Hot Air Balloon Festival
9. Desert Brewfest

2024 (33% increase from 2023, 71% increase from 2022):

1. Coachella Valley Bully Fest (Jan. 13, 2024 – NEW EVENT, ALSO RETURNING IN 2025)
2. Taste of Jalisco
3. Taste & Sounds of Cathedral City (EIGHT WEEKS: Feb. 13 – April 9, 2024)
4. Cathedral City LGBT+ Days
5. Yoga at the Amphitheater
6. Color the Spectrum Autism Arts Festival
7. Coachella Valley Battle in the Desert
8. Mi Chavela Fest
9. 8th Annual Palm Springs Police Association Memorial Ride
10. Coachella Barber Fest 2024
11. Autism Society Inland Empire's Autism Walk & Festival
12. Cathedral City International Hot Air Balloon Festival (10th Anniversary)

Future Recommendations

- Continue expanding digital marketing presence
- Develop additional community partnerships
- Enhance visitor amenities and services
- Explore additional revenue streams through corporate events
- Build on success of multi-week event series
- Focus on securing early commitments for 2025 events (have already achieved this)

FISCAL IMPACT:

N/A

FIVE-YEAR STRATEGIC PLAN:

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

Action F-3: Develop and implement a marketing plan to promote and raise awareness of available city venues such as the Community Amphitheater.