



Cathedral City

Legislation Text

File #: 2016-452, Version: 1

City Council

MEETING DATE: 10/26/2016

TITLE:
2017 Palm Springs Film Festival

FROM:
Chris Parman, Communications / Events Manager

RECOMMENDATION:
Staff seeks Council input on three options for bringing the 2017 Palm Springs Film Festival to Cathedral City.

BACKGROUND:
Last year, the world renowned Palm Springs Film Festival utilized two screens at the Mary Pickford Theatre due to the auditorium at Palm Springs High School being renovated and under construction. The City provided in-kind support such as road closures, fire inspections, loading/unloading bus zones, and marketing. Over the film festival's 10 days, thousands of attendees came to downtown Cathedral City and discovered our great hospitality. At the conclusion of the film festival, the City received accolades from the film festival for our cooperation and ability to assist. Local restaurants and businesses also received increased revenue from the festival attendees.

DISCUSSION:
Although the Palm Springs High School Auditorium is now open and renovated, the Palm Springs Film Festival continues to grow and is seeking to utilize four screens at the Mary Pickford Theatre in downtown. Their interest stems from the wonderful experience festival attendees had last year and the fact that the Mary Pickford has made significant improvements including new seating.

The City of Palm Springs pays a significant amount of money to help support the film festival, estimated at \$300,000. The film festival has approached staff to support the film festival in an effort to offset expenses in Cathedral City. The festival has offered two options, one at \$25,000, and another at \$50,000. The City is also suggesting a third option of providing the Mary Pickford Theatre for free where the City pays the theatre directly.

The City is also looking at the options of creating a multi-year sponsorship with the festival to continue and foster a positive and ongoing relationship.

FISCAL IMPACT:

Depending on the direction of council and the options available, it could impact the budget up to \$50,000 and any level of support will require a budget amendment.

ATTACHMENTS:

No attachments