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File #: 2018-115, Version: 1

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***City Council***

**MEETING DATE: 4/11/2018**

**TITLE:**  
**CVRep Groundbreaking Fundraising Celebration**

**FROM:**  
Chris Parman, Communications / Events Manager

**RECOMMENDATION:**  
Staff recommends the City Council approve Special Use Permit (S.U.P.) #18-012 and the sponsorship request from CV Rep.

**BACKGROUND:**  
The Coachella Valley Repertory Theatre (CVRep) recently purchased the former Desert Cinemas building, located at 68510 East Palm Canyon Drive, from the City Urban Revitalization Corporation. CVRep is currently transforming the movie theater into a live performing arts theater.

**DISCUSSION:**  
CVRep plans to hold a Groundbreaking - Fundraising Celebration on Monday, May 7, 2018 from 6 pm to 8 pm on the City-owned lawn in front of their theater. The fundraiser will support CVRep's efforts to continue the renovations on the playhouse, a multi-million dollar project. CVRep has also sent a formal request for the City to help sponsor the event at \$7,500.

**FISCAL IMPACT:**  
CVRep is requesting that the SUP application fee be waived, the in-kind use of the City's metal crowd control barricades, and a financial sponsorship of \$7,500.

**ATTACHMENTS:**  
SUP #18-012  
Sponsorship request by CVRep