

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: November 14, 2018

TITLE: Desert's Cultural Bash: Presenting Real American Culture

Prepared by: Chair, Michael Picardi

Reviewed by: Community Development Director, Daniel Porras PE

RECOMMENDATION:

Discuss and provide direction for starting this program.

BACKGROUND / DISCUSSION:

At the October 10, 2018 Commission meeting, Vanessa Bravo, a resident of Desert Hot Springs, presented interest in bringing forward a music festival that will bring the community closer together and that could possibly bring revenue to the City.

The following were some ideas of what the festival could bring:

- Help deal with social issues like education, mental illness, bullying, healthy living, etc.;
- Give local artists a platform to grow and gain exposure;
- Allow local businesses to have a booth to display their wares;
- Health vendors to help educate the public on various issues; and
- Provide a place for food vendors and/or food trucks.

The Commission shall discuss this festival and the ways that they could provide direction to Ms. Bravo on how to begin.

Ms. Bravo will be available at the meeting to answer any questions that you may have.

FISCAL IMPACT:

None at this time.

EXHIBITS:

None.