



City of La Quinta

TO: The Honorable Mayor and Members of the City Council

FROM: Les Johnson, Community Development Director

DATE: April 1, 2014

SUBJECT: DEPARTMENT REPORT – 2014 INDIO POLO FIELDS GOLDENVOICE CONCERTS

Preparation for the Coachella and Stagecoach music festivals is well underway. Similar to the previous two years, Coachella will be held over two separate weekends (April 11-13 and April 18-20) while Stagecoach will be a single weekend (April 25-27). Hours of operation have not changed. Coachella will conclude at 1:00 a.m. the first two evenings and 12:00 a.m. the final evening. Stagecoach will end at 12:00 a.m. the first two evenings, 11:00 p.m. the final evening. Campground entertainment curfew is 1:30 a.m. Camping rules for Stagecoach has slightly changed for 2014, which has resulted in an increase in the number of RV camping spaces from 2013. However, this number is lower than 2012 and years prior. Modifications to the sound system will debut this year, with the main objective being to reduce noise levels beyond the event venue.

Goldenvoice, and the Cities of Indio and La Quinta representatives have jointly attended meetings with homeowner association (HOA) representatives from Rancho Santana, Hideaway, La Quinta Polo Estates, La Cantera, Citrus, Codorniz, Rancho La Quinta, and Mountain View Country Club. These meetings have focused upon addressing concerns with regard to dust control, noise, traffic, access control, security and pedestrian traffic. Comments provided by HOA representatives during these meetings have generally been positive and supportive of the efforts Goldenvoice and the two cities have made to address and mitigate most of the concerns previously voiced.

In preparation for the 2014 concerts, several operations meetings have been held over the past several months. These meetings have focused on a multitude of

items, including shuttle service improvements, pedestrian circulation, way finding signage, configuration of the drop off/pick up area located at the northeast corner of Avenue 52 and Madison Street, and review of the Media Plan. One change to be implemented this year is the relocation of the taxi load/unload area from Avenue 52 and Madison Street to Avenue 49 and Monroe Street. This will reduce trips in La Quinta and traffic congestion at the Avenue 52 and Madison Street intersection.

Consistent with last year, the Media Plan is scheduled to go into effect the first week of April and will intensify leading up to and during the three weekends. The Plan calls for utilizing local TV stations, *The Desert Sun*, *The Indio/La Quinta Sun*, local radio stations, as well as other La Quinta resources (Chamber of Commerce, Community Services e-newsletter, Facebook, Tourism website, etc.). The media blast will focus upon ingress/egress routes and times, alternate routes, road closures, taxi and parent drop off and pick-up locations, and the concert hotline.

Representatives from Goldenvoice (Darren Carroll), Indio (Jim Curtis) and La Quinta (Les Johnson) will be working during all three concerts, available to respond to and assist with resident concerns and issues relevant to the music festivals. The attached document is being distributed to all HOA representatives in proximity to the concert venue. In addition, a similar La Quinta police presence is anticipated during all three music festivals.