



City of La Quinta

TO: The Honorable Mayor and Members of the City Council

FROM: Les Johnson, Community Development Director

DATE: March 3, 2015

SUBJECT: DEPARTMENT REPORT – 2015 INDIO POLO FIELDS GOLDENVOICE CONCERTS

Preparation for the 2015 Coachella and Stagecoach music festivals is well underway. Similar to previous years, Coachella will be held over two separate weekends (April 11-12 and April 17-19) while Stagecoach will be a single weekend (April 24-26). 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, and 11:00 p.m. the final evening. Campground entertainment curfew is 1:30 a.m.

Goldenvoice, and representatives from the Cities of Indio and La Quinta are scheduled to jointly attend meetings with homeowner association (HOA) representatives from several neighboring HOA's over the next few weeks. These meetings have historically focused upon identifying and addressing concerns with dust control, noise, traffic, access, 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 2015 concerts, multiple operations meetings have been conducted over the past few months. These meetings have focused on several items; including taxi, Uber and shuttle service improvements; pedestrian access and circulation; trash cleanup; establishing a new general delivery access point off of Avenue 52 at Clinton Street; and review of the Media Plan. One change to be implemented this year is a minor modification to the traffic control at Jefferson Street and Avenue 50. This will significantly reduce northbound Jefferson traffic

congestion, which periodically occurred following the concerts. Another change regards sound checks, which typically occur Tuesday through Thursday the week prior to the event and run until 8:00 p.m. Goldenvoice will now be utilizing Monday as well. Sound checks are sporadic and typically run less than 30 minutes per check.

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 Media Plan will utilize local TV stations, *The Desert Sun*, local radio stations, as well as other local resources (Chamber of Commerce, Community Services e-newsletter, Facebook, Tourism website, etc.). Media blasts will focus upon ingress/egress routes and times, alternate routes, road closures, taxi and parent drop-off and pick-up locations, as well as the concert hotline.

Representatives from Goldenvoice (Darren Carroll), the City of Indio (Jim Curtis) and the City of 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. La Quinta's Marketing and Events Supervisor, Tustin Larson, will also be providing assistance during certain dates. In addition, a similar La Quinta police presence to last year is anticipated during all three music festivals. There was a noticeable presence of La Quinta Police Officers during all three weekends, which provided assistance.

For questions or comments during the concerts, please contact me at (760) 275-2487. I will also be available 24/7 during each of the three concert weekends.