

INDIAN WELLS CITY COUNCIL

May 28, 2024



To: City Council
From: City Manager Department
Prepared by: Micaela Wilkey, Senior Management Analyst
Subject: **Sponsorship for Live with Kelly & Mark Morning Show**

RECOMMENDED ACTIONS:

Council **APPROVES** the Live with Kelly & Mark Show sponsorship request for \$200,000; and

AUTHORIZES City Manager to execute sponsorship agreement with Live with Kelly & Mark Show; and

APPROVES a supplemental appropriation of \$200,000 for Fiscal Year 2024-25.

DISCUSSION:

Live with Kelly & Mark is an ABC television morning talk show hosted by married couple Kelly Ripa and Mark Consuelos. The show has been on air for over 40 years with various hosts. The show is daytime's #1 entertainment talk show with over 2.2 million daily viewers and is in national syndication.

From time-to-time, the show goes on "remote location" to various places around the world as part of their morning show experience. Live with Kelly & Mark are considering hosting their show in the Coachella Valley for a couple of days in November 2024.

Visit Greater Palm Springs (VGPS) has been involved in discussions to bring the show to the Coachella Valley in an effort to leverage the show's endorsement of the Coachella Valley as a premier tourist destination to a large national audience. The cost for this opportunity is \$1.4 million. VGPS recognizes the significant marketing opportunity of having Live with Kelly & Mark in the Coachella Valley that they recently approved spending one million (\$1,000,000) to offset the costs to host the show in the Coachella Valley. VGPS reached out to all local cities asking if they would want to host the Live with Kelly & Mark show in their respective cities for a sponsorship fee. Each city wanting to be considered needs to provide a financial commitment of \$200,000, a hotel partner willing to provide approximately 600 room nights with an approximate value of \$200,000, and recommendations for where the show would be aired from. This will cover the remaining

\$400,000 after VGPS financial commitment. VGPS is currently negotiating with Indian Wells hotel partners to provide room nights, should the City provide the initial commitment.

VGPS has indicated that other cities in the Coachella Valley have expressed an interest in hosting the show. Staff is hopeful that a quick response from the City of Indian Wells will help secure our commitment to hosting in our community. Intent is to work with the producers of Live with Kelly and Mark to host the remote show at the Indian Wells Golf Resort, perhaps on one of the golf courses with Mount Eisenhower in the background. This provides the City a unique opportunity to promote Indian Wells as a tourist destination, Indian Wells Golf Resort (IWGR) as a premier golf facility, and is perfectly timed with the new Richard Blais restaurant opening planned for this fall. While the City may select this location, the ultimate decision will be with the producers of Live with Kelly and Mark. They may prefer another location in Indian Wells (e.g., tennis garden) or the logistics to host at the IWGR are too challenging.

Staff is recommending the Council appropriate the \$200,000 for this sponsorship with the expectation that the show will be broadcasted from the IWGR. As an alternative, the Council could authorize the \$200,000 be authorized regardless of where the show is broadcast in Indian Wells. Limiting the sponsorship to just the IWGR may disqualify Indian Wells from being considered.

It is also important to note that the IWGR has fully not analyzed the impacts on golf resort operations from this marketing opportunity nor the logistics needed to host the event, at the time of this report. Staff will provide an update at your meeting.

The Live remote shows started back in 1988 when the show was Live with Regis. Since then, they have done 85 live shows (Attachment No2). According to VGPS the total value of the live show is over \$11,745,000, as broken down in Attachment No 1.

OPTIONS:

The City Council may choose to:

1. Sponsor Live with Kelly & Mark Show for \$200,000 with the stipulation that the show must broadcast from the Indian Wells Golf Resort
2. Sponsor Live with Kelly & Mark Show and earmark \$200,000, as long as show is broadcasted in Indian Wells.
3. Determine not to move forward with Sponsorship.
4. Provide Alternative direction.

FISCAL IMPACT:

This request requires a \$200,000 General Fund supplemental appropriation to the Fiscal Year 2024-25 budget. Amount will reduce the budgeted Fiscal Year 2024-25 General Fund surplus of \$3.1 million to \$2.9 million. Additional costs to the golf resort (e.g., lost revenues for closure of a course, staffing, etc.) are unknown at this time.

ATTACHMENTS:

1. Live with Kelly and Mark Show Value
2. Live with Kelly and Mark Show Statistics