

INDIAN WELLS CITY COUNCIL

December 19, 2024



To: City Council
From: City Manager Department
Prepared by: Angelica Avila, City Clerk
Subject: **Indian Wells Preservation Foundation Partnership Funding Request**

RECOMMENDED ACTIONS:

Council **CONSIDERS** the Indian Wells Preservation Foundation partnership request;
and

DELEGATES the review of the partnership funding request to the Finance Committee;
and

FINDS the action exempt from California Environmental Quality Act (CEQA) review under CEQA guidelines section 15061(b)(3).

DISCUSSION:

The Indian Wells Preservation Foundation (IWPF), founded in December 2001 and formally incorporated as a 501(c)(3) nonprofit organization in March 2022, is steadfastly committed to protecting and celebrating Indian Wells's unique heritage and cultural identity. As a community celebrated for its diverse architectural brilliance, storied neighborhoods, historic golf communities, and renowned world-class tennis tournament, Indian Wells is an extraordinary legacy that deserves preservation and promotion. The IWPF is committed to promoting awareness with the community, businesses, and neighboring cities.

The IWPF is a crucial component in ensuring this rich legacy is not only safeguarded but also brought to life through strategic programs and initiatives. By fostering awareness among residents, collaborating with local businesses, and building meaningful partnerships with neighboring cities, the IWPF is advancing a shared view of honoring the past while enhancing the future. Through its work, the Foundation emphasizes the cultural significance of Indian Wells, indicating it as a beacon of history, innovation, and community pride.

Strategic Partnerships and Community Engagement:

Over the last few years, the City and the IWPF have cultivated a robust partnership, working collaboratively on a range of community-focused initiatives through the Community Activities Committee. Key programs include:

IWPF Program	FY 2023-24 Budget
Modernism Lecture	\$4,355.00
Earth/Arbor Day	\$2,168.00
Mayor Roundtable	\$300.00
Total:	\$6,823.00

IWPF Program	FY 2024-25 Budget
Historic Landmark #7 Designation	\$5,000.00
Total:	\$5,000.00

Additionally, the IWPF collaborates with the City on other notable initiatives, including Modernism Tours, the Historical Designation Program, Oral History Project, and offers a 20% discount on IWPF membership to residents. These efforts aim to preserve and enhance Indian Wells' cultural and historical heritage.

The IWPF is proposing an enhanced partnership with the City through an annual sponsorship of \$11,000 (refer to Attachment #1), which would include \$5,000 annual sponsorship of the historic landmark designation and up to six (6) additional City sponsored events at \$1,000 each. This sponsorship would designate the City as the presenting sponsor for the agreed to IWPF events, granting a minimum of 12 tickets or seats to City representatives for each event. City staff recommend that the Finance Committee review this funding request. After evaluating it, the Committee will provide its recommendations to the City Council for consideration at a subsequent meeting.

FISCAL IMPACT:

The fiscal impact of the proposed sponsorship will be determined following the Finance Committee's review and analysis.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

The action is not a project within the meaning of Section 15378 of the State of California Environmental Quality Act ("CEQA") Guidelines, because it has no potential for resulting

in physical change in the environment, directly or indirectly; and that the action is nonetheless exempt from the requirements of CEQA in that the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. (14 CCR 15061(b)(3).)

ATTACHMENTS:

1. IWPF Partnership Funding Request