

INDIAN WELLS CITY COUNCIL

January 30, 2025



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

RECOMMENDED ACTIONS:

Council **REVIEWS** and **CONSIDERS** the Finance Committee recommendation to support the Indian Wells Preservation Foundation partnership request; and

APPROVES supplemental appropriation of \$6,000 for Fiscal Year 2024-25 and thereafter every Fiscal Year \$11,000; 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 within the community, businesses, and neighboring cities.

The IWPF is crucial in ensuring this rich legacy is safeguarded and 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. Community involvement is essential to the health and welfare of the residents. 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, Indian Wells Wellness Week, the Historical Designation Program, and the Oral History Project, and offers residents a 20% discount on IWPF membership. 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. On December 19, the Council delegated the review of the request to the Finance Committee consisting of Councilmember Reed and Councilmember Sanders.

Finance Committee Recommendation

On January 14, 2025, the Finance Committee reviewed the sponsorship funding request. The request designates the City as the presenting sponsor for the agreed-upon IWPF events, granting a minimum of 12 tickets or seats to City representatives for each event.

The Finance Committee recommends the Community Activities Committee to be given the authorization to collaborate annually with the IWPF. In partnership with IWPF, the Committee is to establish an annual event calendar and monitor the sponsorship. The annual funding shall be a separate line item in the Committee's budget.

The Finance Committee recommends that the Council consider approving \$6,000 for the remainder of Fiscal Year 2024-25 and begin the annual sponsorship on July 1, 2025, in the amount of \$11,000 as a line item in the Community Activities Committee budget.

OPTIONS:

Staff is seeking direction from the Council to:

1. Approve the Finance Committee recommendation.
2. Continue to circulate IWPF event participation requests through the Community Activities Committee.
3. Provide an alternative direction.

FISCAL IMPACT:

Should the Council approve the sponsorship request, the associated financial outlay will be sourced from the City's General Fund. This expenditure will necessitate a supplemental appropriation of \$6,000 for Fiscal Year 2024-25. Additionally, a subsequent allocation of \$11,000 will be incorporated into the City's annual budgetary appropriation process for future fiscal periods.

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 Events