



Park and Recreation Commission

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS **DATE: AUGUST 19, 2019**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: UPDATE ON REBRANDING THE MARIACHI FESTIVAL TO CARNAVAL MÙSICAL, SCHEDULED FOR SEPTEMBER 20-22, 2019 AT FAIRMOUNT PARK

ISSUE:

Receive an update on the Parks, Recreation and Community Services Department's rebranding of the Mariachi Festival to Carnaval Mùsical 2019

RECOMMENDATION:

That the Park and Recreation Commission receive an update on the rebranding of the Mariachi Festival to the Carnaval Musical, scheduled for September 20-22, 2019 at Fairmount Park, and provide feedback as appropriate.

BACKGROUND:

In celebration of the Hispanic and Latino culture in the City of Riverside, the Parks, Recreation and Community Services Department (PRCSD) has hosted the annual Mariachi Festival for the past 11 years at Fairmount Park. In an effort to reach a broader audience and increase festival attendance, PRCSD has partnered with Live Nation Worldwide, Inc. to host the 2018 Mariachi Festival at the Riverside Municipal Auditorium. The partnership provided PRCSD with a unique venue, festival and music production, ticket sales, and various marketing platforms.

The festival included a fun zone, beer garden, Folklorico competition and three Mariachi Bands. Approximately 1,800 people attended the event, which resulted in a 10% decrease from the previous year.

DISCUSSION:

Surveys collected at the 2018 Mariachi Festival provided feedback on improvements to the festival such as incorporating different types of Latin music, food, and fun activities. Surveys also stated participants desire to see the festival return to Fairmount Park. Attendees expressed they missed the park's family oriented atmosphere that was embraced at that location.

In response to the festival surveys, staff compiled the information and proposed to host the 2019 festival at Fairmount Park. The festival, which will be known as "Carnaval Mùsical," will highlight a variety of music and artistic aspects of the Hispanic and Latino Culture.

Carnaval Músical will be held Friday, September 20 – Sunday, September 22, 2019 at Fairmount Park. The festival will maintain the tradition of featuring a Mariachi Band and Ballet Folklorico competition. The entertainment lineup will showcase different genres of music such as cumbias, tejano, and banda by featuring entertainers like La Sonora Santanera de Carlos Colorado, Banda La Fantastica, Dreaming of You – Selena Tribute, and international act La Sonora Dinamita. Other activities include carnival rides, game booths, Michelada contest, beer and wine garden, and car show. Presale prices remain affordable with children 12 and under free.

Through local and regional media exposure, the 2019 festival lineup is sure to draw people from throughout the Inland Empire, as well as local Riverside residents.

FISCAL IMPACT:

Sufficient funding in the amount of \$77,000 is earmarked for this event in the FY 2019-20 Operating Budget. Additionally, donations and sponsorships are received during the planning and organization of the event to supplement the costs. Revenue generated by the sale of tickets to attend the event are projected to be \$87,000.

Prepared by: Jessica Ochoa, Recreation Supervisor

Approved by: Adolfo Cruz, Parks, Recreation and Community Services Director

Approved by: Rafael Guzman, Assistant City Manager

Attachment:

1. Presentation
2. Event Flyer