



CITY COUNCIL STAFF REPORT

DATE: APRIL 1, 2009

NEW BUSINESS

SUBJECT: WALK OF STARS CRITERIA AND SELECTION PROCESS

FROM: David H. Ready, City Manager

SUMMARY

The City Council will discuss the request of the Walk of Stars Board of Directors, with respect to the criteria and selection process for the Walk of Stars Program.

RECOMMENDATION:

Direct the City Manager to issue written approval of the City to expand the selection criteria of the Walk of Stars program.

STAFF ANALYSIS:

In 2004 the City Council awarded a license agreement to the Palm Springs Walk of Stars (a nonprofit organization). The license agreement provides that the Walk of Stars program be conducted on the public rights-of-way of the City's downtown district area.

The Walk of Stars Selection Committee is requesting the expansion of the current selection criteria. Pursuant to Section 3.-1 of the license agreement, the selection criteria shall not be changed without the written approval of the City.

The City Council Subcommittee of Councilmember Foat and Councilmember Weigel have reviewed the Walk of Stars request for expanded selection criteria, and recommend the City Council consider the request of the Walk of Stars.

The current selection criteria is attached. The request of the Walk of Stars and the recommendation of the City Council Subcommittee to expand the current selection criteria as follows:

1. Celebrities that perform and appear in the Coachella Valley who may:
 - a. Impact the economy by their appearances and performances.

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- b. Who are recognized worldwide by their peers.
 - c. An artist and/or performer who makes a contribution to the Coachella Valley culturally.
 - d. An artist and/or performer who has received awards for their contributions as an artist.
2. Artist and/or celebrity who is a recipient of an award or recognized at the Palm Springs International Film Festival.

FISCAL IMPACT:

None.

DAVID H. READY, CITY MANAGER

Attachments:
Selection Criteria

**PALM SPRINGS WALK OF STARS'
STAR DEDICATION CRITERIA**

The Palm Springs Walk of Stars board of directors has adopted the following star dedication criteria. This criteria will serve as a guideline to honor deserving personalities by placing a *Golden Palm Star* onto the sidewalks of Palm Springs.

1. **Place:** Palm Canyon Drive, Tahquitz Canyon Way and Museum Drive.
2. **Honorees** must have lived in the Greater Palm Springs area, owned real estate, owned a condominium, and leased or rented for periods of considerable regularity. Honorees must have, by their presence in this area, contributed to the charm, worldwide prominence and name recognition of Palm Springs.
3. Persons that meet the criteria listed below will be considered as candidates. The inscriptions on the stars are relevant to the honoree's field of achievement and are shown in bold for each category. Every effort will be made to link a Pioneer's star with a historically related location as well as all other stars to be placed at a mutually agreeable location. However, all decisions to the eligibility of a candidate, the placement of a star, and the inscription on the star, rest with the Star Dedication committee¹ and are final:

Show Business: Stage/Radio/Film/TV

Show business persons who have distinguished themselves as actors, producers, directors, playwrights, cinematographers, musicians, either on Stage, Radio, Film, and/or Television, as well as persons who have otherwise become prominent in the field of Entertainment, and have greatly contributed to the worldwide prominence of Greater Palm Springs.

- a) **Literary:** Authors, Playwrights, Screen Writers
Persons who penned literary works of considerable distinction and have achieved national and international recognition in the field of entertainment. Special merits are given to literary works produced into films or television specials.
- b) **Pioneers/Civic:** Mayor, Civic Personality, Community Leader, Distinguished Tribal Personality, Chief, etc.
A Meritorious Star may be awarded to local persons prominently and historically linked to the development of Greater Palm Springs, i.e., early settlers, tribal members, civic personalities with significant historical achievement who have distinguished themselves in the service to the community.
- c) **Humanitarians**
A Meritorious Star may be awarded to persons who have greatly distinguished themselves in the service to their fellow man by enduring and self-less contributions to charitable causes, and by their altruistic deeds achieved exulted recognition within the community.
- d) **Sports:**
Athletes who have excelled in their respective field of sports and have greatly contributed to the worldwide prominence of Greater Palm Springs.
- e) **Military**
Congressional Medal awardees only.
- f) **The Palm Springs International Film Festival's Annual Special Honoree**

¹ The committee is comprised of the Palm Springs Walk of Stars' board of directors.

4. The price of each star is presently set at \$7,500. That amount is a tax deductible donation to the Walk of Stars, a charitable 501C-3, not-for-profit public benefit corporation (Tax ID #95-350-8485), reported as such to the IRS, and is not refundable. Any unused donation will be submitted to the Walk of Stars scholarship fund supporting local high school seniors seeking careers in the performing arts.

A \$3,750 deposit is due at star confirmation date, the remaining balance of \$3,750, is due 30 days prior to star dedication day. This cost includes all expenses related to the shipping, manufacturing and imbedding of the Star, a City Proclamation, a Walk of Stars Plaque, the sound needed for the dedication ceremony, flowers for lady honorees, publicity, press releases, radio/TV interviews, liability insurance and applicable fees.

5. Any expenses exceeding the above mentioned items, such as special "pomp and circumstance," i.e., bands, celebrity MC, chairs, street closures, special security, cocktail reception, etc., shall be borne by the sponsoring entity. The Palm Springs Walk of Stars committee will, however, assist in arranging and handling of these special particulars, if so requested.

6. It is required, by law, that the star sponsoring entity sign a Waiver of Donor form prior to a star dedication. All donations towards a star are tax deductible, as allowed by law.

7. The Palm Springs Walk of Stars, an equal opportunity organization, is non-discriminating in its evaluation and confirmation of star candidates. Race, creed, religion or ethnic heritage of a candidate are absolute non-factors. Candidates are solely selected on achievements, within their endeavors and contributions to the community. Candidates are required to complete and submit the Palm Springs Walk of Stars Application Form.

8. All business aspects of the Palm Springs Walk of Stars, a non-profit 501C-3, public benefit corporation, are administered by its board of directors. The decisions of the board of directors in matters relating to the Palm Springs Walk of Stars are final.

Please complete the information below and return along with the completed Application Form to Palm Springs Walk of Stars, P. O. Box 1156, Palm Springs, CA 92263.

First Name: _____ Last Name: _____

Address: _____

Tel: _____ Fax: _____

Email: _____

Nominee: Self Other

Name (if Other): _____

I have read, understand and agree with the Palm Springs Walk of Stars Dedication Criteria and an Application Form is attached. I understand that if the Star Dedication committee approves the candidate, I am responsible for payment as outlined above.

Name (if other than above): _____

Signature: _____ Date: _____