



CITY COUNCIL STAFF REPORT

DATE: AUGUST 3, 2016 NEW BUSINESS

SUBJECT: REQUEST FROM PS RESORTS FOR CONSIDERATION OF RE-INSTALLATION OF FOREVER MARILYN SCULPTURE IN DOWNTOWN PARK

FROM: David H. Ready, City Manager

BY: Office of the City Manager

SUMMARY

PS Resorts, a consortium of large Palm Springs hoteliers charged with creating events to boost tourism and conventions, has requested City Council to consider re-installation of the Forever Marilyn statue in the new downtown park. A discussion item only, staff seeks direction to commence negotiations with PS Resorts on a possible park easement for future City Council consideration.

RECOMMENDATION:

Authorize the City Manager to commence negotiations with PS Resorts on an easement and other appropriate contractual documents for City Council consideration – as related to the relocation of Forever Marilyn at the new downtown park.

STAFF ANALYSIS:

The Forever Marilyn sculpture by Seward Johnson was unveiled as a temporary display in May of 2012, and was on display at the corner of Tahquitz and Palm Canyon for two years. PS Resorts raised approximately \$100,000 in private donations to fund the installation at that time. Thousands of visitors were drawn downtown to have their pictures taken with Marilyn. Weekly community events were held in the newly christened "Marilyn Park" and the corner became a focal point of downtown. At any time, day or night, crowds of visitors congregated for photo opportunities.

While Marilyn was here, visitor surveys indicated that it was a positive attraction. Some visitors came to Palm Springs specifically to see Marilyn. Many visitors that were staying in other parts of the valley came to downtown Palm Springs to see the sculpture and get a photo. It became one of the most asked about attractions at the visitor's center since many visitors had seen it in the media before they arrived.

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Marilyn brought an incredible amount of positive public relations and media exposure to Palm Springs. National and international media outlets carried stories and pictures of Marilyn in Palm Springs. Palm Springs was featured in the drive market with feature stories in the LA Times, Orange County Register and San Diego Tribune. Stories were also carried in our direct flight markets of Chicago, Minneapolis, San Francisco and Seattle. Nationally, Marilyn was featured in USA Today, and on the Travel Channel. Internationally, Marilyn was covered in England, Germany, France and China. Overall, the public relations value of Marilyn included millions of media impressions, with dozens of stories published and thousands of photos posted with the Visit Springs Logo in the background.

Subsequently, PS Resorts has been negotiating with the Sculpture Foundation to purchase Forever Marilyn, and has a deadline of mid-August to move forward with a deposit to ultimately secure the sculpture. At the present time, PS Resorts has identified a sponsor for approximately 50% of the purchase, and will continue their private fundraising efforts, including creation of a website to take donations from the general public.

In order for PS Resorts to move forward with fundraising, they requested direction from City Council to allow placement of the sculpture in the new downtown park. Details of a specific site location, maintenance, security, etc., must be worked out between the City and PS Resorts – and staff would begin negotiations on an easement and other appropriate contractual documents for City Council to consider at a future meeting.

Currently, the sculpture is undergoing restoration in New York, and could be available later this year.

FISCAL IMPACT:

No fiscal impact to the City. PS Resorts is undertaking a private fundraising campaign to fund the sculpture purchase.



DAVID H. READY, Esq., Ph.D.
City Manager

Attachments: