

COACHELLA

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"For Coachella, people go to have an experience that's going to be unlike any experience that they can get at home. The lineups are less and less important," said David Brooks, managing editor of trade magazine Venues Today.

Amenities include boutique shopping and a farmers market. And this year, Coachella also is catering to foodies and beer lovers with new concessions where they can indulge their taste buds with dishes such as grilled pork seasoned with lemongrass and basil or a hand-crafted brew.

It's also a chance for some festival immersion.

Coachella and its sister event, the Stagecoach Country Music Festival on April 25-27, each more than doubles the weekend population of Indio. Stagecoach and both Coachella weekends are sold out.

At Coachella, campers from around the world set up tents, creating a community half the size of a city block. At Stagecoach, many families treat the festival as a yearly vacation and stay in recreational vehicles in the grounds adjacent to the polo field.

Many of the fans at both festivals come back year after year.

The repeat business builds a nostalgia factor that keeps bringing people back to escape from their work-centric lives, said Derek Burrill, a UC Riverside associate professor in media and cultural studies.

"It is a place where you can go and camp and build a little universe, a microcosmic home for a couple of days," Burrill said.

For Coachella, the population is "most likely the segment of our culture who are inundated, or just stuck in front of a computer screen all day," Burrill said.

Fontana resident Jamie Carper, a 34-year-old paralegal and student, attended Coachella's inaugural year in 1999 and has gone a half-dozen times since. He said he noticed a big change in the festival when it moved from single-day tickets to a three-day admission event. He started meeting people who traveled from as far away as Finland and Australia to experience the festival.

This year, Carper bought a Coachella pass that includes a four-course dinner from Outstanding in the Field in the exclusive VIP area rose garden. He didn't necessarily want the luxury treatment, but the \$600 pass was a way to get a ticket after the festival sold out — in less than three hours.

He usually stays in a hotel, but since all of the lodging in the area has been booked, he will be camping off-site in Indio. "It's my chance to get away from everything," Carper said.

Part of the Coachella experience is that concertgoers can spend all three days of a festival weekend without ever leaving the grounds. The on-site tent campers arrive Thursday and set up next to



The crowd goes wild for Edward Sharpe and the Magnetic Zeros during the Coachella Valley Music & Arts Festival in Indio in 2010.

FILE PHOTO



A screenprinter creates a customized Coachella t-shirt at the Coachella Boutique.

FILE PHOTO

their cars.

The tent community has access to portable showers and multiple general stores on site. Campers can shop at a farmers market for fresh food. They can choose among performers on six stages and, after the music has wrapped for the night, there's a silent disco: Campers can dance all night — wearing headphones so they don't disturb those trying to sleep.

"The whole thing is like its own city," said frequent Coachella-goer and Palm Springs resident Orlando Welsh.

FOODIE WONDERLAND

This year's festival features hip-hop group Outkast, modern progressive rock band Muse and indie rock darling Arcade Fire, but visitors to the event's website will find pictures and profiles

of chefs and pop-up restaurants that are even more extensive than those of the performers.

Some of the restaurants are for the VIPs, but the array on the general festival grounds will be expanded, too.

London chef Ben Spalding, who has worked in multiple Michelin-star restaurants, is bringing his Stripped Back concept — refined street food made in kitchens without proper fridges or freezers — to the everyman's festival grounds.

Likewise, popular LA spot Night + Market will be represented in the general area, bringing Thai specialties such as "Hey-Ha" party wings and Isaan-style sausages, to the Coachella masses.

Among the VIP offerings are dishes from Chef Josef Centeno, whose menu will



Omar Chavez, left, buys a date shake from Jessica Duenow at the Shields Date Gardens booth during the 2012 festival.

FILE PHOTO



ence, for example. Outside Lands even has an on-site sommelier.

It's a ready-made market, Brooks said, because people who go to Coachella want to spend money on good quality food and beverages.

BOTTOMS UP

Another new Coachella festival amenity is a craft beer area, where fans can knock back more than the standard Heineken — a staple because the company is a Coachella sponsor. The brews have yet to be announced, so beer aficionados will have to use their imaginations for now.

"The lineup of the beers is being treated like a talent lineup," Brooks said.

For Thomas White, of Boston, Coachella has been his yearly vacation since 2007. The 31-year-old clinical studies associate will retire from the fest after this year because of the cost of traveling to the festival and because he wants to visit Europe and Australia. He estimated that he spends \$1,000 on a ticket, condo rental and flight and almost another \$1,000 on the rental car, gas, food, alcohol and miscellaneous.

For his final trip to Indio, White is excited about the new food options and the fact that he can sip a beer other

IF YOU GO

WHEN: April 11-13, April 18-20, Empire Polo Club

WHERE: 81-800 Avenue 51, Indio

ADMISSION: General passes are sold out, but check secondary markets at your own risk. Some passes paired with Outstanding in the Field dinners are available for \$600 for general admission and \$1,024 for VIP.

INFORMATION: www.coachella.com

A SAMPLING OF THE FOODIE SPOTS AT COACHELLA 2014

Crossroads Kitchen, Los Angeles
 Eveleigh, West Hollywood
 Goldie's, Los Angeles
 Baco Mercat, Bar Amá, and newly opened Orsa & Winston by Josef Centeno, Los Angeles
 Mexicali Taco & Co., Los Angeles
 Night + Market, West Hollywood
 Stripped Back, London, England
 KazuNori, Los Angeles
 Semi Sweet bakery, Los Angeles
 The Church Key, Los Angeles
 Tony's Darts Away, Burbank
 Mohawk Bend, Echo Park
 Beer Belly, Los Angeles
 Salt & Straw Ice Cream, Portland, Ore.
 Bon Puf Cotton Candy, Los Angeles
 Clover juice shop, Los Angeles

than Heineken.

"I don't care how much it costs," White said.

The festival also will offer a few high-end cocktails catering to fans of mezcal, rum and whiskey. The cocktails will be curated by the establishments of Cedd Moses, who owns some of the hippest bars in L.A. and served in the VIP rose garden area.

Ultimately, the newest amenities are only part of what organizers are striving for with Coachella. The music put the festival on the map, but the whole entity is what brings back the repeat customers.

"I go every year — it's literally the greatest experience," White said.

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OVER 18 YEARS OF EXPERIENCE

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No, not yet, but 2014 could be your last chance for a lower fixed refinance rate. Tax season is the ideal time to re-evaluate home financing options depending on your three Cs: (Credit, Collateral, and Capacity). Timing is everything! Higher home values this year could be your ticket to finally refinance. Compare ALL your options and protect yourself now with a rate lock for up to 90 days.
- DOES A NO CLOSING COST REFINANCE SCENARIO MAKE SENSE FOR ME?**
YES, it does make sense for a lot of the homeowners in the market today. I would be happy to provide you that information. Your decision should revolve around the math, not the sales pitch. My Branch Manager responsibilities include matching your lifestyle financial needs with today's lowest rate options that benefit you the most moving forward.
- CAN I REMOVE MY PMI (PRIVATE MORTGAGE INSURANCE)?**
Maybe, homeowners in general do not like paying mortgage insurance. Has your home increased in value close to 20% over what you owe now? Many homeowners do not understand their options related to "kicking their MI to the curb". Now is the time to consider paying off the old mortgage to get some payment relief you have earned and maybe some cash out too.



- SHOULD I CONSOLIDATE MY 2ND MORTGAGE OR ADJUSTABLE HELOC (HOME EQUITY LINE OF CREDIT) INTO ONE LOWER FIXED PAYMENT?**
Consider paying a 2nd mortgage off now if you have enough equity. Thousands of local homeowners in 2014 finally are seeing an increase in home values again, opening up long term solutions. Are you going to be better off within 2 years combining both your 1st and 2nd (interest only loan) in favor of ONE lower fixed mortgage now? I would be happy to provide you that information for comparison purposes.
- WILL YOU HAVE TO RUN MY CREDIT OR NEED MY SOCIAL SECURITY #?**
NO, technology is pretty awesome nowadays, that we can make assumptions using credit ranges that help you decide upfront if buying or refinancing is worth pursuing before any costs or private information is shared by either party. I will listen to your financial goals and send you information in writing to review and shop for the lowest rates.



Have Any Questions About HOME LOANS?

ASK AN EXPERT
951.331.3392
 Peter Homer
 NMLS #196655

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