

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: April 8, 2025

SUBJECT: Receive Recommendations Related to Old Town Events and Road Closures and Provide General Direction Regarding the Same (At the Request of Council Members Schwank and Stewart)

PREPARED BY: Tracy Tomines, Community Services Supervisor II

RECOMMENDATION: That the City Council receive recommendations related to Old Town events and road closures and provide general direction regarding the same.

BACKGROUND: The City of Temecula hosts many events throughout the year at its facilities and parks. On March 11, 2025, staff provided City Council with an overview of the events which require road closures in Old Town, including the road closure duration, estimated budget, and average attendance, as well as proposals to combine or relocate some events. The City Council voted to discontinue the annual Ice Rink in Old Town and referred additional discussion of Old Town events to the Parks, Recreation, and Community Services Subcommittee consisting of Council Members Schwank and Stewart.

The Council Subcommittee met for over 2.5 hours at a publicly noticed meeting on April 2, 2025 and discussed the significant RDA/City/Events/Staff Investment over the years, creating the successful business and family-friendly (heart of Temecula) destination we enjoy today. As such, the Council Subcommittee's specific recommendations included:

- Create a strategic vision for a collaborative approach to develop and maintain Old Town's unique "sense of place" to benefit the entire community
- Maintain a balance of support for local businesses while attracting people to Old Town
- Align events with other events in neighboring cities where appropriate
- Evaluate viability of relocating some events, charging admission for certain experiences (e.g., VIP seating or parking), and enhancing event experiences whenever possible such as adding a "Great Pumpkin" photo opportunity to the Halloween Carnival
- Implement advanced signage to announce events
- Proactively utilize available technology such as the Old Town sound system to promote events and road closures

- Improve coordination with Old Town restaurants to help communicate information to patrons about upcoming events and impacts to parking and access
- Reimagine Veteran's Day celebration as Saturday afternoon community event at City Hall
- Combine Health Fair and Emergency Preparedness Fair into single event
- Relocate Ride the Vines vendor expo to Epperson Lot
- Relocate Juneteenth to Sam Hicks Monument Park
- Reduce duration of Culture Fest from 10am-3pm to 10am-2pm
- Reduce duration of Cartoon-a-Paloozah from 10am-5pm to 10am-3pm
- Reduce duration of Sunset Market from May to mid-October and from 5-9pm to 4-8pm
- No changes are recommended to Community Services Expo, Rod Run, Summer Concert Series, Fourth of July Parade, Fourth of July Extravaganza, Halloween Carnival, Pechanga Pu'éska Mountain Day, Santa's Electric Light Parade, or New Year's Eve Grape Drop.

Staff is returning to the full City Council for direction on these recommendations and related general direction.

FISCAL IMPACT: All events are currently included in the Annual Operating Budget. Cancellation or combination of one or more events may potentially result in budget savings.

ATTACHMENTS: None