

# *Special Events*



## **Old Town Events & Road Closures**

Event	Current Closures	Mercedes St.	Front St.	Side Streets
Community Services Expo	2	X		
Rod Run*	2		X	X
CultureFest	1	X		
Juneteenth Celebration	1	X		
Summer Concert Series	5	X		
4th of July Parade	1	X	X	X
National Night Out	1	X		
Preparedness Fair	1	X		
Cartoon-A Paloozah Art Fest	2	X		
Health Fair	2	X		
Ride the Vines (Co-Sponsored Event)*	1	X		
Halloween Carnival	1	X		
Patriotic Salute to Veterans	1	X		
Pu'éska Mountain Day	1	X		
Santa's Electric Light Parade	1	X	X	X
Temecula On Ice	38	X		
NYE Grape Drop	1	X		
Temecula Sunset Market	18	X		
<b>Total Days Closed</b>	<b>77*</b>			

# Spring

## Community Services Expo

SAT, APR 26 – Civic Center Quad

Preview of Summer/Fall Registration

Mercedes St. Closed: 8AM FRI – 4PM SAT

Avg. Attendance – 3,000

Budget – \$17,500

*\*Can temporarily re-open Mercedes St. Friday evening*

## Rod Run

FRI, MAY 2 & SAT, MAY 3 – Old Town

Old Town Front St. & Side Streets Closed:

FRI: 4 – 8:30PM | SAT: 4:30AM – 5PM

Avg. Attendance – 60,000

Budget – \$71,000

## CultureFest

SAT, MAY 17 – Civic Center Quad

Mercedes St. Closed: 5:30AM – 6PM

Avg. Attendance – 2,000

Budget – \$16,000



# Summer

## Summer Concert Series

THU, JUNE 12 & 26 | JULY 10 & 24 | AUG 14

Civic Center Quad

Mercedes St. Closed: 12 – 10PM

Avg. Attendance – 850 per Concert (4,000+ total)

Budget – \$35,000

*\*Closed in conjunction with Sunset Market*

## Juneteenth Celebration

THU, JUNE 19 – Civic Center Quad

Mercedes St. Closed: 12 – 10PM

Avg. Attendance – 200

Budget – \$10,000

*\*Propose relocating for 2026*



# Summer

## 4<sup>th</sup> of July Parade

THU, JULY 4 – Old Town Temecula

Mercedes St. Closed: 9:30AM – 12PM

Closures on OTFS: 6AM – 12PM

Avg. Attendance – 4,000

Budget – \$18,000

## National Night Out

TUE, AUG 5 – Civic Center Quad

Mercedes St. Closed: 12 – 10PM

Avg. Attendance – 300

Budget – \$1,500

*\*Propose relocating for 2025*



# Fall

## National Preparedness Fair

SAT, SEP 6 – Civic Center Quad

Mercedes St. Closed: 6AM – 4PM SAT

Avg. Attendance – 400

Budget – \$3,000

*\*Plan to combine with Health Fair*

## Cartoon-A Paloozah Art Festival

SAT, SEP 13 – Civic Center Quad

Mercedes St. Closed: 8AM FRI – 10PM SAT

Avg. Attendance – 3,500

Budget – \$20,000

*\*Can temporarily re-open Mercedes St. Friday evening*



# Fall

## Health & Community Resource Fair

SAT, SEP 27 – Civic Center Quad

Mercedes St. Closed: 8AM FRI – 7PM SAT

Avg. Attendance – 3,000

Budget – \$18,500

*\*Can temporarily re-open Mercedes St. Friday evening*

*\*Plan to combine with Preparedness Fair*

## Ride the Vines (Co-Sponsored Event)\*

\*Pending approval of Economic Development Subcommittee

SUN, OCT 19 – Civic Center Quad

Mercedes St. Closed: 6AM – 4PM



# Fall

## Halloween Carnival

FRI, OCT 24 – Civic Center Quad  
Mercedes St. Closed: 8AM – 10PM  
Avg. Attendance – 4,000  
Budget – \$16,000

## Patriotic Salute to Veterans

MON, NOV 11 – Civic Center Quad  
Mercedes St. Closed: 10AM – 10PM  
Avg. Attendance – 300  
Budget – \$24,000

*\*Propose relocating for 2025*

## Pu'éska Mountain Day (CMO Event)

SAT, NOV 15 – Civic Center Quad  
Mercedes St. Closed: 1 – 9 PM





# Winter

## Santa's Electric Light Parade

FRI, DEC 5 – Old Town Temecula

Mercedes St. Closed: 7 – 10PM

Old Town Front St. Closed: 6 – 11PM

Avg. Attendance – 30,000

Budget – \$160,000

## New Year's Eve Grape Drop

TUE, DEC 31 – Civic Center Quad

Mercedes St. Closed: 11AM – 12AM

Avg. Attendance – 5,000

Budget – \$60,000

*\*Closed in conjunction with Ice Rink*

## Temecula On Ice

DEC–JAN – Town Square Park

Mercedes St. Closed: Daily from DEC-JAN (~5 weeks)

Avg. Attendance – 12,000 total

Budget – \$78,000



# Year-Round

## Temecula Sunset Market

2<sup>nd</sup> & 4<sup>th</sup> Thursdays – Civic Center & Town Square Park

Seasonal Market – March – November

Mercedes St. Closed: 12 – 10PM



<b>Event</b>	<b>Current Closures</b>	<b>Consolidate/Relocate</b>	<b>Consolidate/Relocate/ No Ice Rink</b>
Community Services Expo	2	1.5	1.5
Rod Run*	2	2	2
CultureFest	1	1	1
Juneteenth Celebration	1		
Summer Concert Series	5		
4th of July Parade	1	1	1
National Night Out	1		
Preparedness Fair	1		
Cartoon-A Paloozah Art Fest	2	1.5	1.5
Health Fair (Combine with Prep Fair)	2	1.5	1.5
Halloween Carnival	1	1	1
Ride the Vines (Co-Sponsored Event)*	1	1	1
Patriotic Salute to Veterans	1		
Pu'éska Mountain Day	1	1	1
Santa's Electric Light Parade	1	1	1
Temecula On Ice	38	38	
NYE Grape Drop	1	1	1
Temecula Sunset Market	18	18	18
<b>Total Days Closed</b>	<b>78*</b>	<b>68.5</b>	<b>29.5</b>

# Feedback

## Community Services Commission – 2/10/25

- **General Commission Feedback: Supportive of staff recommendations to combine & relocate events**
- Use less traveled parks/facilities to drive traffic there
- Sunset Market: Reduce to once a month
- 4<sup>th</sup> of July Parade: Eliminate or relocate
- Patriotic Salute to Veterans: Relocate concert to Old Town Theater
- Temecula On Ice: Eliminate, relocate, or shorten duration of ice rink

# Feedback

## Old Town Local Advisory Committee – 2/27/25

- **General Committee Feedback: Supportive of staff recommendations to combine & relocate events to reduce the number of closures**
- Resident/Tenant feedback on events is divided
- Events help define Temecula, but parking and street closures are an issue
- If the Main St lots are accessible during the holiday season, the ice rink isn't that bad
- Recommend reconfiguring or relocating ice rink
- Patriotic Salute to Veterans: If relocated, continuing hosting as an outdoor symphony concert

# Special Events

## Discussion

