

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: March 11, 2025

SUBJECT: Receive Presentation Related to Old Town Events and Road Closures and Provide General Direction Regarding the Same

PREPARED BY: Tracy Tomines, Community Services Supervisor II

RECOMMENDATION: That the City Council receive a presentation 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. Over the years, the Civic Center Quad and Town Square Park have become a popular venue for multiple signature events. Due to the nature of the events and based on feedback from Public Works, CAL Fire, and Riverside Sherriff’s Office, road closures are required for the events as part of the safety plan for participants and staff. These road closures generally include a temporary closure of Mercedes Street from 3rd to 4th Streets and the Main Street ‘Y’. Staff is providing an overview of the events which includes the road closure duration, estimated budget, and average attendance, as well as proposals to combine or relocate some events.

Staff is recommending the City Council discuss the following events requiring road closures in Old Town and provide direction regarding same.

- Community Services Expo
- CultureFest
- Juneteenth Celebration
- Summer Concert Series
- 4th of July Parade
- National Night Out
- Preparedness Fair
- Cartoon-A-Paloozah Art Fest
- Ride the Vines (Co-Sponsored)
- Health Fair
- Halloween Carnival
- Pechanga Pu’éska Mountain Day
- Patriotic Salute to Veterans
- Santa’s Electric Light Parade
- Temecula On Ice
- New Year’s Eve Grape Drop
- Temecula Sunset Market

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: PowerPoint