

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Erica Russo, Director of Community Services

DATE: July 22, 2025

SUBJECT: Approve Sponsorship Agreement with Valley of the Mist Quilters Guild for the Old Town Temecula Outdoor Quilt Show (At the Request of Subcommittee Members Alexander and Kalfus)

PREPARED BY: Dawn Adamiak, Assistant Director of Community Services

RECOMMENDATION: That the City Council approve a sponsorship agreement with Valley of the Mist Quilters Guild for in-kind City support valued at \$1,500, promotional services of \$11,415 and \$1,600 Economic Development funding.

BACKGROUND: Staff received a sponsorship request from Valley of the Mist Quilters Guild to provide support for the annual Old Town Temecula Outdoor Quilt Show to be held on October 4, 2025. The Economic Development Committee of the City Council (Mayor Kalfus and Mayor Pro Tem Alexander) met on March 11, 2025, to review the budget on this special event and recommend support at the levels indicated below.

Formed in 1909, Valley of the Mist Quilters Guild is a non-profit charitable, educational and social organization. They promote the knowledge of, and appreciation for, all aspects of quilting and fiber arts with an active philanthropy program. Throughout the year, the members give of their time, effort, skill and talent to hundreds of individuals throughout the Temecula Valley.

The 26th annual Old Town Temecula Outdoor Quilt Show will serve as a fundraiser for Valley of the Mist Quilters Guild. The Quilt Show will be held on Saturday, October 4, 2025, from 10:00am-4:00pm. Stroll through Old Town and see the colorful and brilliantly handcrafted quilts hung on balconies and eaves of local businesses and then stop by the quilter's boutique and live auction in the Old Town Temecula Theater courtyard. Approximately half the profits from the Quilt Auction and Boutique are returned to the community through donations to local charities. The four recipient charities in 2024 were: 4Paws4Patriots (veteran service dog charity); EQUU8 (therapeutic equestrian program); Hospice of the Valleys; and NAMI (National Alliance on Mental Illness).

FISCAL IMPACT: The City support costs of \$1,500, promotional services of \$11,415 and \$1,600 in Economic Development Funding are included in the Fiscal Year 2025-26 Operating Budget of the various support departments.

ATTACHMENTS: Agreement