

**TEMECULA COMMUNITY SERVICES DISTRICT
AGENDA REPORT**

TO: General Manager/Board of Directors

FROM: Erica Russo, Director of Community Services

DATE: September 23, 2025

SUBJECT: Receive Recommendations Related to Temecula Sunset Market and Provide General Direction Regarding the Same (At the Request of Council Members Schwank and Stewart)

PREPARED BY: Dawn Adamiak, Assistant Director of Community Services

RECOMMENDATION: That the Board of Directors receive recommendations related to the Temecula Sunset Market and provide general direction regarding the same.

BACKGROUND: The Temecula Sunset Market launched in July 2023 after an RFP (Request for Proposal) process was conducted. The original agreement was for one year with the option to extend for an additional two-year term, with an annual stipend of \$20,000 intended to help the market get off the ground, which was approved in May 2024. The first year the market was scheduled for the 2nd and 4th Wednesday of every month, but was changed to Thursdays due to low attendance on Wednesdays, with no market during December and January. After the initial year, the agreement was amended to change the market dates to March through November, with a special holiday market on Shop Small Business Saturday (in November). For 2026, staff originally recommended the market be hosted May-October when the weather is most conducive to an outdoor evening event. However, with the Temecula Sunset Market agreement expiring June 30, 2026 (i.e., midway through the market season), the Parks, Recreation, and Community Services Subcommittee met on August 12, 2025, and received an update from staff on possible direction of the market.

Staff recommends that the City discontinue the current Temecula Sunset Market as of Fall 2025, then expand the Summer Concert Series for 2026 to include 8 concerts, with staff securing food and artisan vendors during the Summer Concert Series only. There is a large increase in attendance when the market and concert fall on the same night. This option would reduce road closures from approximately 16 in 2025 to eight in 2026.

FISCAL IMPACT: Adequate funds for the 2025 summer concerts and road closures are available in FY 25-26 annual operating budget, while funds for future fiscal years will be requested as part of the Annual Operating Budget process. Potential revenue would be generated coming from vendor fees and sponsorships for the concert series.

ATTACHMENTS: None