

**TEMECULA COMMUNITY SERVICES DISTRICT
AGENDA REPORT**

TO: General Manager/Board of Directors

FROM: Erica Russo, Director of Community Services

DATE: October 22, 2024

SUBJECT: Approve Changes to New Year's Eve Grape Drop Event (At the Request of Subcommittee Members Alexander and Schwank)

PREPARED BY: Dawn Adamiak, Assistant Director of Community Services

RECOMMENDATION: That the Board of Directors approve the changes to the New Year's Eve Grape Drop event.

BACKGROUND: In 2011, The City held the first annual New Year's Eve Grape Drop. The event has traditionally been held from 6pm-12:30am and included live music on the steps of City Hall, activities for kids, special New Year's Eve skate session, and the East Coast countdown at 9pm and West Coast at midnight. Each countdown has included the signature Grape Drop descending from the City Hall bell tower.

After 13 years of a similar program, staff is recommending a refresh to this signature special event. The proposed changes include having live music and kids' activities from 6pm-10pm, and a very special East Coast countdown at 9pm. The Countdown will begin with Temecula's first ever drone show starting at 8:50pm. The 10-minute drone show will include images that represent Temecula's landscape and community, finishing with a numerical countdown culminating with the Grapes dropping. All events festivities will conclude at 10pm, with the New Year's Eve skate session continuing until 12:30am including a Temecula On Ice countdown at midnight.

These changes are supported by the Parks, Recreation, and Community Services Subcommittee in an effort to retain the family-friendly nature of the event and to focus resources on the 9pm drop, which typically has three to four times as many attendees as the midnight drop. Additionally, this allows the CORE and Metro teams to focus resources on Front Street during the hours when alcohol-related incidents are the greatest concern.

FISCAL IMPACT: The program changes will be absorbed within the current Fiscal Year 2024-2025 Annual Operating Budget.

ATTACHMENTS: None

