

**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 Bike Temecula Valley for the Ride the Vines, Halloween Bike Ride and Holiday Bike Ride (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 Bike Temecula Valley for in-kind City support valued at \$6,000, promotional services of \$11,415 and \$2,000 Economic Development funding.

BACKGROUND: Staff received a sponsorship request from Bike Temecula Valley to provide support for Ride the Vines to be held on October 19, 2025; Halloween Bike Ride to be held in late October; and Holiday Bike Ride to be held in December. 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.

Bike Temecula Valley's vision is for a safe, easy, and convenient cycling network that connects where people live, work and play. The bicycle coalition supports SAFE infrastructure and bike routes. They are able to educate, inspire, and activate the Temecula Valley community to create a world-class network of SAFE recreational and active transportation infrastructure for all ages and abilities. BTV is dedicated to all levels of riders, from recreational to highly competitive.

Ride the Vines is a cycling event on Sunday, October 19, 2025, that includes three ride distances, 18, 30, 50 miles and a Family Fun Roll & Stroll, and a vendor fair. A goodie bag is included for all rides, and a Ride the Vines Bike Kit will be available upon registration. The Halloween and Holiday Bike Rides will be showcasing some of the homes that are included on the map of the Community Services Departments Halloween and Holiday Home Decorating Displays.

FISCAL IMPACT: The City support costs of \$6,000, promotional services of \$11,415 and \$2,000 in Economic Development Funding are included in the Fiscal Year 2025-26 Operating Budget of the various support departments.

ATTACHMENTS: Agreement