

**TEMECULA COMMUNITY SERVICES DISTRICT
AGENDA REPORT**

TO: General Manager/Board of Directors

FROM: Erica Russo, Director of Community Services

DATE: May 13, 2025

SUBJECT: Receive Presentation Regarding Options for Limited Reserved Parking at Fourth of July Extravaganza and Provide General Direction Regarding the Same (At the Request of Subcommittee Members Schwank and Stewart)

PREPARED BY: Mike Wooten, Community Services Manager

RECOMMENDATION: That the Board of Directors receive a presentation regarding options for limited reserved parking at Fourth of July Extravaganza and provide general direction regarding the same.

BACKGROUND: The City of Temecula hosts many events throughout the year at its facilities and parks. The signature Fourth of July Extravaganza, held at the Ronald Reagan Sports Park, started in 1993 and continues to attract over 25,000 spectators every year. This annual event includes live music, food vendors, a fun zone for kids, and concludes with the fireworks show. On March 25, 2025, at the request of the Parks, Recreation and Community Services Subcommittee (ZS/JS), staff were directed to brainstorm possible cost recovery opportunities and bring back to Subcommittee for review. On April 22, 2025, the Parks, Recreation and Community Services Subcommittee met to review the cost recovery recommendations provided by staff. Subcommittee members recommend charging a fee for motorhome parking on Rancho Vista Road and using a portion of the parking lot inside the park for paid, reserved parking.

FISCAL IMPACT: Pending the final count of motorhome and reserved parking, staff estimates generating approximately \$12,000 in revenue.

ATTACHMENTS: PowerPoint