

**TEMECULA COMMUNITY SERVICES DISTRICT
AGENDA REPORT**

TO: General Manager/Board of Directors

FROM: Kevin Hawkins, Director of Community Services

DATE: May 11, 2021

SUBJECT: Consider Update Regarding Summer Events and Limitations on Events, Including Memorial Day Observance, Concerts, Movies in the Park, Art & Street Painting Festival and 4th of July Festivities, and Provide General Direction Regarding the Same

PREPARED BY: Dawn Adamiak, Community Services Manager

RECOMMENDATION: That the Board of Directors receive an update regarding Summer Events and Limitations on Events, including Memorial Day Observance, Concerts, Movies in the Park, Art & Street Painting Festival and 4th of July Festivities, and provide general direction regarding the same.

BACKGROUND: As a result of the COVID-19 pandemic, the State of California continues to operate under various executive orders issued by the Governor. Although the City of Temecula also remains under a local emergency declaration, the Community Services Department has maintained a combination of virtual and permitted events and activities throughout the pandemic. From senior meal programs to aquatics to playground reopenings and a variety of other creative and innovative offerings, Community Services has remained committed to safely “finding a way to Yes” in providing quality parks, recreation, community and human services throughout the past COVID-impacted 14 months. However, nothing signifies a return to normalcy and the essence of life here in Temecula as much as the return of our signature special events.

As pandemic restrictions are loosening and the Summer event season is approaching, Staff is recommending a combination of virtual, hybrid, and, to the fullest extent permitted, in-person events. The events proposed below are based on current guidelines with the understanding that Riverside County could move into the Yellow Tier as we approach summer. Signature events take months of planning behind the scenes, and the Events team has been monitoring State and County guidelines as they evolve. Given all of these considerations, Staff recommends the following events:

Virtual Memorial Day Observance: This event traditionally includes a concert from the Temecula Valley Symphony on the steps of City Hall with approximately 400 people in attendance. For 2021, Temecula Valley Symphony’s Winds, Brass, and Percussion will be

performing an Old-Fashioned Concert that will be recorded in the Theater courtyard and premiered on Facebook on Saturday, May 29th.

Art & Street Painting Festival (hybrid event): This two-day event, which historically draws a crowd of over 5,000 people, has traditionally featured 46 Art Exhibitor booths and 30 Chalk Artists in front of City Hall and in Town Square Park. This year staff is proposing a hybrid event, where Art Exhibitors would be featured on our “online marketplace” with links to purchase directly from the artists, and 15 chalk artists would create their pavement masterpieces live around the Main Street ‘Y.’

Summer Concert Series: Bands can perform to a live audience this summer on Thursdays beginning June 10th and ending August 19th in the Temecula Amphitheater. The audience would be reduced according to current State guidelines, which limit attendance to 33% of the venue’s normal capacity. This would mean a maximum of 167 spectators in the amphitheater. Guidelines also require that attendees pre-register and be seated in socially distanced “pods”. Concerts would also be recorded to show on Facebook for those who want to enjoy our concerts from home. Last year we premiered seven summer concerts and averaged 1,000 views per concert. We are proposing an expanded concert series (from seven to eleven concerts) this year, as audience space would be limited and this would give more people an opportunity to enjoy a concert in person. In order to comply with the pre-registration requirement, tickets would be made available for \$5 per pod of up to eight people.

Movies in the Park: Families can gather in the Temecula Amphitheater this year for a movie under the stars. The audience would be limited and pre-registration would be required in the same manner described above for concerts. Each movie night would also feature games and a craft to go along with the movie. Movie recommendations and craft tutorials would be available on Facebook for those watching from home.

Fourth of July Festivities: The State’s Beyond the Blueprint for a Safer Economy guidelines released April 6, 2021 state that “large-scale conventions with a capacity exceeding 5,000 will not be allowed to operate without proof of vaccine or a negative COVID-19 test for attendees until October”, and applies this to outdoor gatherings. This is impacting large-scale gatherings statewide, including Coachella Music Festival and daily parades and fireworks at Disneyland. As a result, the City’s Fourth of July festivities would need to be modified this year, and Staff has discussed a number of options with CAL Fire staff, who have concurred with this assessment. With the popularity of the Fourth of July Parade, crowds typically exceed 6,000 spectators, and it would not be possible to limit attendance at an open venue like the parade route. Fortunately, the fireworks show at the Ronald Reagan Sports Park can be launched as usual at 9pm with a musical simulcast on KATY. For the safety of staff and spectators, Ronald Reagan Sports Park perimeter would have to be fenced off, as in-person spectators would not be allowed inside the park, as our usual crowd is over 25,000. Unfortunately, Ronald Reagan Sports Park does not lend itself to drive-in fireworks viewing, as there are only 729 total parking spaces at the park, and the majority of them have obstructed viewing for the fireworks due to trees. The traditional launch site on

Pauba Road is centrally located and allows viewing of the fireworks throughout the City. There are only two other launch sites approved by the Fire Department, Patricia H. Birdsall Sports Park and Chaparral High School, but neither of these are ideal locations as they are located at either the south or north end of town and have reduced visibility. When selecting launch sites a number of factors are considered including traffic impacts and the fall-out zone, which eliminates many other potential options such as Harveston Lake Park or the Promenade Mall.

In conclusion, Staff shares the community's excitement a return to pre-Covid "normal," and believes that the modifications above would maximize the City's ability to safely resume our famous signature special events.

FISCAL IMPACT: None

ATTACHMENTS: None