

	City of Murrieta Administrative Policy	
	TOWN SQUARE PARK & AMPHITHEATER AND SIGNATURE EVENT POLICY	
	POLICY NO.:	DATE:

PURPOSE

Town Square Park & Amphitheater serves as a vibrant community hub designed to bring residents together through shared experiences. This dynamic public space provides a welcoming environment that strengthens community vitality and enriches quality of life. By hosting concerts, family-friendly gatherings, and cultural events, the park fosters a strong sense of connection and contributes to a thriving, connected Murrieta.

DEFINITIONS

- A. A **“City Event”** is an event organized and operated by City of Murrieta staff.
- B. An event in which the City is a **“Presenting Sponsor”** is a special event within Murrieta coordinated by an approved non-profit, outside government agency, or for-profit business. The City provides in-kind support (such as use of a facility or park). The event must benefit the Murrieta community.
- C. A **“Large Event”** is one that anticipates significant community impact and requires extended lead time for planning and review. Large events include those with expected attendance of over 1,000 attendees, more than 25 vendors, alcohol service or sales, and/or any event requiring a Traffic Control Plan as determined based on the event scope as part of the Special Events Permit Application Permitted reservations for large events must be made no less than six months and no more than one year in advance.
- D. A **“Small Event”** is one that is confined to the park boundaries, anticipates fewer than 1,000 attendees, and includes fewer than 25 vendors. Small events may not use the amphitheater stage. Permitted reservations for small events must be made no less than four months and no more than six months in advance.
- E. A **“Business Negotiated Event”** is an event organized by a private, for-profit entity for revenue-generating purposes. The City may negotiate usage fees and/or revenue-sharing agreements for such events.
- F. A **“Community Event”** is generally an event organized by non-profit or civic organizations that benefits Murrieta residents by celebrating culture, bringing people together, and fostering belonging.
- G. A **“Signature Event”** is a recurring community event organized by nonprofit organizations, designated by the City Council, and recognized by the City for its cultural or economic significance and sustained success.

INTENDED USE

Town Square Park and Amphitheater is designed primarily for large-scale productions and events that serve substantial crowds. While the venue can accommodate a range of activities, its use should align with its role as a regional gathering place and performing space. The facility is not available for private social events; all events must be open and accessible to the broader Murrieta community. Events may be ticketed, provided that tickets are available for purchase by the general public.

Public and Informal Use

When the Amphitheater is not otherwise reserved, non-coordinated activities with 25 or fewer people that are not business or for-profit in nature do not require a Special Event Permit. All informal users must comply with general public park rules; however, no organized sports practices, games, or fee/donation-based athletic classes, practices, or training are permitted. To avoid scheduling conflicts, users are encouraged to check the City's online event calendar before planning their visit.

POLICY

Application Timeline

Large events must be submitted no less than six months and no more than one year in advance of the event start date. Small events must be submitted no less than four months and no more than six months in advance.

Application Requirements

Special Event Applications must be completed in full and submitted for consideration. Applications will not be reviewed unless accompanied by the required Special Event Application fee check at the time of submission.

Review and Approval

Applications will be reviewed by City staff and, as applicable, must also receive approval from the appropriate departments, including Building & Safety, Economic Development, Municipal Services, Murrieta Police Department, Murrieta Fire & Rescue, Planning, Public Works, and Risk Management.

Approval will be based on compliance with City codes, public safety, alignment with the facility purpose stated in this policy, potential impacts to the community, and the applicant's ability to successfully execute the event.

Event Frequency

Community Events taking place at Town Square Park & Amphitheater are limited to one event per organization per year. However, the Murrieta Valley Unified School District may hold up to four events per year. Any additional events for any organization require approval by the City Manager or his/her designee under any extraordinary circumstances.

Event Types:

Business Negotiated Events

Business Negotiated Events are generally organized by private entities for revenue-generating purposes. These events must be available to the public, ticketed or non-ticketed events, and benefit the Murrieta community by bringing people together. The City places a strong priority on performance-based events that activate the amphitheater, enhance cultural offerings, and draw visitors to the area. The City may negotiate usage fees and/or revenue-sharing agreements for such events. Approval requires review by both the Community Services Department and the Economic Development Department, with final determination based on the event's overall economic, community, or cultural benefit to the City. Generally, Business-Negotiated Events are intended to be full-cost recovery for the City, subject to the fee schedule adopted by the City Council. A reduced rate may be negotiated based on estimated economic benefits of the event, including but not limited to increased tourism and patrons for local businesses and restaurants, hotels, and sales tax revenue.

Community Events

Community Events benefit Murrieta residents by celebrating culture, fostering a sense of belonging, and bringing people together. These events may include programs generally organized by public or government agencies when their primary purpose is educational, cultural, or civic in nature. Community Events are limited to one event per organization per year and must align with the intended use of the park. Approval is based on compliance with City codes, public safety, and potential community impact. The user fee rate structure for "Community Events" will generally be reduced from the full-cost recovery rates to help stimulate local events. Community Events are strongly encouraged to establish a sustainable model for their event to pay the rates according to the fee schedule adopted by the City Council.

Presenting Sponsor

Presenting Sponsor Events are those in which the City of Murrieta is formally recognized as the "Presenting Sponsor" for an event organized by an external entity. These events must provide a clear community benefit, be open and accessible to the public, and align with the intended use of the park. In return for in-kind support, such as facility access, staffing, or production resources, the City must be prominently acknowledged on all event marketing, advertising, social media, signage, and program materials. Approval requires review by both the Community Services Department and the Economic Development Department or City Council, with final determination based on community impact and alignment with City priorities. The value of in-kind support will be determined on a case-by-case basis and may offset a portion of the event's user fees, subject to the current fee schedule.

Signature Events

An event may be considered for Signature Event status after five consecutive years of successful operation, during which it must demonstrate financial self-sufficiency. Official designation may begin in year six of the event if approved by the City Council. Signature Events are organized by nonprofit organizations and must demonstrate a clear cultural or economic benefit to the Murrieta community and are subject to annual performance evaluations and must identify the City of Murrieta as a sponsor on all marketing, promotional materials, and event signage. The City may

provide up to \$10,000 of in-kind support per year; any additional costs are the responsibility of the event organizer.

Seed to Succeed

The Seed to Succeed Program provides limited in-kind support for new community-focused events organized by nonprofit organizations during years two through five, following a successful first year. Eligible events may receive up to \$2,500 in City support per year with additional costs being the responsibility of the organizer. Participation requires review and approval by the Community Services and Economic Development departments and adherence to established performance metrics. Full program details, eligibility requirements, and application instructions are posted on the City's Special Event website.

Facility Rental Time Blocks

Town Square Park & Amphitheater rentals are available in designated time blocks. All rental hours must include both setup and clean-up time.

- Half Day (6 hours), for example, the following hours:
 - Morning: 8:00 a.m.-2:00 p.m.
 - Evening: 4:00 p.m.-10:00 p.m.
- Full Day (14 hours): 8:00 a.m.-10:00 p.m.
 - *Full-day rentals allow 14 hours of access but are charged at a 12-hour rate.*
- Hourly Rate: Additional hours beyond scheduled blocks may be approved based on availability and subject to applicable hourly fees.

Hours

1. No special events are allowed before 7:00 am or after 10:00 pm. Event setup not involving amplified sound may be allowed before 7:00 am.
2. Special events and all noise-generating activity must end by 10:00 pm, with clean-up starting promptly at 10:00 pm. The high-powered park lighting must be shut off by 11:00 pm per Murrieta Municipal Code Chapter 16.18.110.
3. Multi-day events wherein the event host wants to keep elements set up overnight are at the permittee's risk and require overnight security provided by and at the expense of the event host.
4. Events proposing to use fencing must receive prior approval as part of the Special Event Application process and must limit the closure of the park to no more than seventy-two (72) hours, exceptions may be granted with prior approval by the City Manager.

Fees and Deposits

Event organizers are responsible for all applicable City fees, deposits, and charges for services. This may include, but is not limited to, staff time, police and fire services, traffic control, waste management, and facility usage fees. Deposits may be retained if an event fails to comply with permit conditions or causes damage to City property. For events that include alcohol sales, the City applies an Alcohol Event Cost Recovery Fee, based on the City Council-adopted fee schedule.

Rate Structure and Associated Fee Documents

Rates for use of the facility are established in the City's current fee schedule are available at: <https://www.murrietaca.gov/1264/Comprehensive-Fees>. Additional materials that include fee-related information, such as the Alcohol Event Cost Recovery Fee, the Public Safety Matrices, and the Seeds to Succeed program, are available on the City's website: <https://www.murrietaca.gov/849/Special-Events/events>. These documents provide further detail on how specific fees are calculated and applied. The City Council adopts all fee amounts in the City's fee schedule. Guidance documents, such as matrices and program materials, may be updated administratively to reflect current practices and cost drivers; however, any change to a fee amount requires City Council action through the adoption of the fee schedule.

Amenities

1. Stage electricity, event parking, limited Wi-Fi access, and large park lighting are amenities included with all reservations.
2. Use of facility restrooms may require a restroom restocking fee paid for by the event organizer, in accordance with the City's Fee Schedule.
3. Use of the dressing room building must be stipulated in the Special Events Permit Application. An additional fee will apply for the use of this building as established by the City Council-adopted fee schedule

Monument Area Reservations

Reservation of the monument areas only (Veterans Memorials, 9/11 Memorial, "Murrieta Through Time" display, and the Missing in Action [MIA] monument) is considered a standalone reservation. These reservations are limited to Wednesdays and may be scheduled during the following time blocks, subject to availability:

- Morning: 9:00 a.m.-11:00 a.m.
- Afternoon: 3:00 p.m.-5:00 p.m.

Reservations may be made no more than 30 days in advance, and the fee for each reservation will be based on the City Council-adopted fee schedule.

Date Restrictions

City of Murrieta events take scheduling priority at Town Square Park & Amphitheater. Outside applications will not be considered on dates that conflict with City-produced events, City-recognized holidays, or when City resources are otherwise unavailable. The City's Special Event Website provides the current list of restricted dates. Specifically, the following dates are unavailable:

- City-recognized holidays
- Saturday before Easter
- Saturday before Father's Day
- Weekend before July 4th
- Weekend before Halloween
- Week of and including Veterans Day
- First weekend in December
- December 24 through January 1

Park Preservation

Usage will be limited to preserve the turf throughout the park to allow appropriate turf rest and repair. Event organizers are responsible for all cleanup and restoration and will be charged for any damages or excessive maintenance.

PROCEDURES

Events with Alcohol and Food

1. The request to sell or serve alcohol must be included in the Special Events Permit Application at the time of original submission.
2. Only beer and wine may be sold or served, unless an exception is granted by the City Manager, which must be done in accordance with County of Riverside and State of California requirements.
3. Alcohol, where permitted, requires authorized signatures from the Murrieta Police Department and City Manager's Office on the Alcohol Beverage Control (ABC) special permit application by the required deadlines. The event organizer is responsible for completing the ABC application, and any associated permit fees are the organizer's responsibility.
4. All catering, food service, and food vendor activities must pull necessary permits, provide insurance, and follow County of Riverside Health Department requirements.
5. When alcohol is sold/served at an event at Town Square Park & Amphitheater, the City applies an Alcohol Event Cost Recovery Fee to cover the additional maintenance and restricted capital reserve for perimeter fencing/shade structure replacement to support events with alcohol. This fee is based on a flat rate per attendee and is separate from Public Safety charges and facility rental fees. Event organizers shall provide an estimated attendance prior to the event and a final attendance count within three (3) days following the event. The City will reconcile the fee based on final attendance within ten (10) days following receipt of the data from the event organizer. Amounts collected for the capital reserve component shall be accounted for and used solely for the identified replacements and shall be periodically reviewed and adjusted to avoid over- or under-collection.

Public Safety and Security

1. Requirements for event security and emergency medical response will be established by the City's Police and Fire Departments based on the event scope and scale. Please refer to the Special Event website for each department's respective matrix.
2. The cost for public safety staffing, event security, and emergency response will be at the expense of the event host.
3. Depending on the scope and scale of the proposed event, the Police Department may require additional security measures, which will be determined during the Special Event Permit application process.

Insurance and Liability

1. Certificate of (liability) Insurance and Endorsement, naming the City of Murrieta as

additionally insured with the coverage amounts required by the Risk Manager, must be submitted to the Community Services Department a minimum of fourteen (14) days prior to the event. Events with alcohol may have additional insurance requirements.

2. The City of Murrieta's Special Events Permit Application has additional information regarding insurance requirements.

Trash and Recycling

1. Keeping Town Square Park beautiful and trash-free for all to enjoy is a high priority for the City. For events considered larger than "normal park operations" that would generate trash exceeding normal park operations, for example, those with food and beverage and/or vendors, the event host will be responsible for providing additional solid waste receptacles and servicing them.
2. The City of Murrieta has an exclusive Franchise Agreement with Waste Management for solid waste and recycling services.
3. As required of the City of Murrieta by State law, event hosts must provide and service three types of waste receptacles – trash, recycling, and organics/compost.
4. Other than City-hosted events, City personnel are not available during special events to service waste receptacles.

Noise and Music:

1. All activities on the site require compliance with Murrieta Municipal Code Chapter 16.30.
2. No amplified music shall be allowed before 7:00 am (unless previously approved by the City Manager or his/her designee through the Special Event Permit application process) or after 10:00 pm.
3. In the interest of being a good neighbor, depending on the event scope, as determined by City Staff, event hosts may be required (at their expense) to place and monitor sound decibel monitors at the property line for the park to ensure compliance with the City's noise ordinance.
4. Event hosts that do not adhere to the City's noise ordinance will forfeit their deposit and will not be allowed to host future events at the facility for one to three years, subject to City Council consideration.

Lighting

1. Event lighting must comply with Murrieta Municipal Code Chapter 16.18.110.
2. Any non-compliant lighting (including but not limited to stage lighting, large floodlights, portable lights in parking lots) must be shut off between 11:00 pm and daybreak.

Parking and Traffic

1. For maximum safety and to minimize the event's impact on surrounding neighborhoods, a traffic control and parking plan may be required based on the event's scope, submitted as part of the Special Event Permit Application. If required, a traffic control plan must be prepared and stamped by a California-registered traffic engineer and approved by the City Engineer.
2. All costs for the implementation of the traffic control plan and traffic control personnel will be paid for by the event host.

3. Charging for parking in City parking lots is generally not permitted. Special permission may be granted by the City Manager.
4. For any event involving street closures, organizers are required to mail resident and business notifications two to four weeks prior to the event date.

Public Notification

Scheduled special events will be noticed on the City's online community calendar and, once constructed, on the electronic notification message sign at the corner of Jefferson Avenue and Kalmia Street. Certain events may also be promoted on the City's social media. Interested parties can subscribe to the calendar to receive updates and be automatically notified of scheduled events.

Miscellaneous

1. In any case where authority is granted to the City Manager or where an adjustment to the policy is recommended based on certain circumstances, he/she retains the right to refer the matter to the City Council.
2. All stage equipment requiring rigging, including, but not limited to, audio/visual, lighting, speakers, microphones, and similar production elements, must be rented through a business on the vetted City of Murrieta vendor list to ensure compatibility with the City's systems.
3. Any event organizer that has not fulfilled their previous obligations with the City and/or is not in good standing will not be eligible to hold an event on City property for one to three years, subject to City Council consideration.

HISTORY

Adopted

Justin Clifton
City Manager

Attached: