



TOWN SQUARE PARK & AMPHITHEATER: AWARD OF LICENSE AGREEMENT AND AMENDMENT OF USAGE POLICY AND OPERATIONS FRAMEWORK

October 17, 2023
City Council Meeting
Agenda Item #7

Background

- Construction completed in 2021
- Ongoing discussions with City Council about future use possibilities
- Usage policy and operations framework approved in April 2023
- Direction to proceed with an RFP



Newman Hospitality Group

- Owners of the Temecula Stampede and Canyon Cowboy in Canyon Lake
- Old Town Music Festival in Temecula



Scope of Services

- Four events proposed for 2024:
 - April 20 – Jazz and Blues Festival
 - June 8-9 – Old Town Music Festival
 - August 17 – Country Music Concert
 - October 19 - Rocktoberfest
- NHG responsible for all aspects of the events, including cost
- Share with City up to 5% of net revenue



Modifications to Use Policy and Operations Framework

- Allow hard alcohol in VIP area with strict security protocols
- Allow canned seltzers/cocktails up to 13% ABV
- Premier-parking for VIP ticket holders
- Sponsorships related to alcohol



Next Steps

- Council to award License Agreement for two-year pilot period
- Bringing forth a user fee schedule soon for other allowed community groups that are able to host events at the Amphitheater



Conclusion

- Staff recommends Council:
 - Award of License Agreement to Newman Hospitality Group; and
 - Amendment of Usage Policy and Operations Framework

