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Item No. 7 - Staff Presentation



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

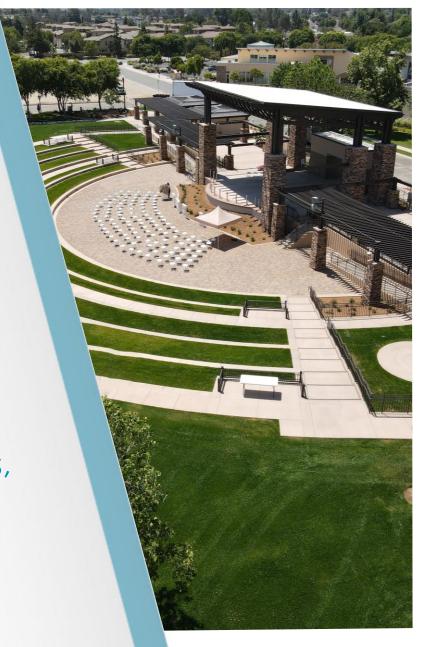
 Owners of the Temecula Stampede and Canyon Cowboy in Canyon Lake

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

