

Proposed Fees for Town Square Park & Amphitheater



The Space

Town Square Park Amphitheater

- Tiered seating for 750
- Park capacity of 5,000 attendees
- Restrooms, dressing room, and storage

The Vision

A space to host major
community-oriented events.



Framework

Primary Users:

- CSD Sponsored Events
- Third-party Vendor Agreement
 - Newman Hospitality Group
- Community based non-profit events

Key Points:

- This is a 2-year pilot program
- Not for private parties, organized sports, or for-profit organizations
- One event per year, per organization

Authorized Users Include:

- City of Murrieta and all associated special districts, departments, advisory committees, labor groups, etc.
- City-affiliated nonprofits, such as the Chamber of Commerce, Friends of the Library, and Animal Friends of the Valley
- “Signature Events”
- Local public agencies
- Civic-focused Murrieta-based nonprofit organizations and/or economic and cultural organizations serving Murrieta
- Any City-contracted special event management firms or vendors

The Process

Citywide User Fees

- User Fees adopted March 2023, effective July 2023
- Town Square Park and Amphitheater fees were on preliminary drafts
- Current Fiscal Year increase (Ordinance 603-24) effective August 3, 2024, when adopted



Town Square Park & Amphitheater Fees

Laws and Regulations

- Municipal Code Section 3.32 allows full cost recovery of services
- Government Code 66013 and 66014 restrict fees charged for services from exceeding the reasonable cost of providing the service

How Did We Get Here?

- A unique amenity provided in Southwest Riverside County
- Cost burden of the City considered: staffing, repairs, utilities, cleaning fees, refuse fees, and indirect costs



Town Square Park and Amphitheater

COST RECOVERY FEE SCHEDULE

What is included in your reservation?

- *Park open grass space and Amphitheater (stage only; dressing room access not included)
- *Amphitheater/stage electricity
- *Event parking
- *Limited WiFi for sales and concessions
- *Public restroom access
- *Readily stocked restroom at start of rental period



APPLICATION FEE

| | |
|-----------------|-------|
| Application Fee | \$695 |
|-----------------|-------|

DEPOSITS

| | |
|----------------------|-----------------------------------|
| Reservation Deposit* | \$1,500 min - \$5,000 max / event |
|----------------------|-----------------------------------|

| | |
|----------------------------|---------|
| Base Deposit - 1 day event | \$1,500 |
| 2nd Additional Day | \$1,500 |
| 3rd Additional Day | \$1,500 |
| Dressing Room Deposit | \$500 |
| Staking for Large Tents | \$500 |
| Alcohol | \$1,500 |
| Carnival-type Attractions | \$1,500 |

Up to a maximum of \$5,000



| RESERVATIONS FEES - ** Set-up/breakdown charge is calculated at 12 hours** | |
|--|---------------|
| Vacant lots (non-parking purposes) | \$100/day/lot |
| Electricity/Utilities | \$200/day |
| High-powered park lighting | \$75/hour |
| Dressing Room | \$35/hour |
| Dressing Room Cleaning | Actual Costs |
| Stage Storage Room | \$50/day |
| Restocking Supply Fee | \$50/day |

| HOURLY RATES | |
|----------------------------------|-------|
| Monday-Thursday (2-Hour Minimum) | \$250 |
| Friday-Sunday (4-Hour Minimum) | \$350 |



STAFFING (two hour minimum) - **See fee schedule for additional applicable hourly rates**

| Staff | Regular Rate | Overtime Rate |
|--------------------------------|--------------|---------------|
| Maintenance Worker I | \$93/hour | \$139/hour |
| Maintenance Worker II | \$124/hour | \$186/hour |
| Senior Maintenance Worker | \$147/hour | \$220/hour |
| Recreation Leader | \$30/hour | \$45/hour |
| Recreation Coordinator | \$105/hour | \$157/hour |
| Special Events Supervisor | \$165/hour | \$247/hour |
| MPD Officer | \$134/hour | \$201/hour |
| Building Inspector | \$90/hour | \$135/hour |
| Fire Marshall | \$244/hour | \$366/hour |
| Traffic Engineering Consultant | Actual Cost | Actual Cost |
| Landscape Repair Contractor | Actual Cost | Actual Cost |



| LATE FEES | |
|---|----------------|
| Reservation Deposit | \$100/day |
| Traffic Control Plan <i>(if applicable)</i> | \$100/day |
| Noise Ordinance Violation | \$1,000/minute |

| STAGE, SOUND, AND LIGHTING |
|---|
| The Event Organizer must contact one of the pre-approved contractors to supply sound and lighting for stage events. No other vendor may be used other than the ones already vetted by the City. City staff can provide the approved vendor list if interested. All costs associated with stage, sound, and lighting are payable directly to the contractor. |

| NOTES |
|---|
| Should approval be given for an event to take place on a holiday, staffing hourly rates for holidays would be applicable. |
| If applicant cancels the event 0 to 4 days in advance of the reservation, 50 percent of the deposit is forfeited. |
| If applicant cancels the event 5 to 10 days in advance of the reservation, 25 percent of the deposit is forfeited. |



What's Next

- First reading, today, June 4
- Second reading, July 2
- Effective August 31, 60 days from adoption

RECOMMENDATIONS

1. Conduct a Public Hearing, waive full reading, and introduce Ordinance No. 604-24, Adopting the Town Square Park and Amphitheater User Fees
2. Find that said actions are exempt from the California Environmental Quality Act (CEQA) under Section 15061 (b)(3)



Event Example

The below example is for an event lasting 9 hours utilizing the Amphitheater and park space.

| Fee Type | Fees | Hours | Total |
|-----------------------------|-------------------|-------|----------------|
| Application fee | \$695 | - | \$695 |
| Amphitheater reservation | \$350/hr | 9 | \$3,150 |
| Dressing room usage | \$35/hr | 9 | \$315 |
| Dressing Room cleaning cost | \$224/actual cost | - | \$224 |
| Non-stage Electricity | \$200/day | - | \$200 |
| Event Staff | \$165/hr | 9 | \$1,485 |
| Maintenance Staff | \$93/hr | 9 | \$837 |
| Grand Total | | | \$6,906 |

