



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Johnathan Oliver Skinner, Director Of Community Services

Date: August 27, 2024

Subject: Road Closures for Fall 2024 Events

Recommendation

Approve temporary road closures for Historic Downtown and neighboring roads for Fall 2024 events as identified in the attached traffic plans.

Background

The City, in partnership with the Downtown Merchants Association (DMA) and Studio 395, is excited to host numerous fall 2024 events.

Starting August 31, 2024, the DMA will host the nostalgic LE Street Scene. This event is designed as an homage to the LA Street Scene of the 1980s but with a focus on showcasing local merchants, artists, and culinary offerings. Additionally, the event will feature an all-eras car show. The LE Street Scene will include three distinct performance areas: one in Gediman Square, another behind the Wreck, and a DJ area at the corner of Graham and Main. These diverse performance spaces will create a vibrant and engaging atmosphere for all visitors. Temporary road closures for the LE Street Scene are scheduled from 1:00 PM to 11:00 PM.

Next, the City of Lake Elsinore is excited to host its popular Trunk or Treat on October 12, 2024. The event attracts thousands of Lake Elsinore residents to host and participate in a festive, family-friendly event highlighting residents, local businesses, and Halloween fanfare. Participants host themed experiences out of the “trunks” of their cars, passing out flyers, candy, and crafts. Temporary road closures for the Trunk or Treat are scheduled from 11:30 AM – 9:30 PM.

Soon after, on November 2, 2024, the DMA, Studio 395, and the City will together host the annual Dia de los Muertos event featuring a vibrant car show, captivating performances, and beautifully crafted altars. Visitors are encouraged to visit downtown to immerse themselves in culture, lively dance, and an array of vendors. Temporary road closures for the Dia de los Muertos event are scheduled from 1:00 PM to 10:30 PM.

Finally, to wrap up the Fall 2024 events, the City hosts its renowned Winterfest Event and Parade. Winterfest has become a signature event with multiple generations kicking off the holiday season with food, vendors, a magical night parade, the famous sled runs, and the most beautiful holiday light experience in Southwest Riverside County. Temporary road closures for Winterfest are scheduled from 1:00 PM – 9:00 PM for the parade route and 1:00 PM – 11:00 PM for the Main Street and Gediman Square event area.

Discussion

Building on the success of previous events hosted on Historic Main Street, the Downtown Merchants Association (DMA), Studio 395, and the Community Services Department are confident that the community will respond positively to the unique attractions of the LE Street Scene, Trunk or Treat, Dia de los Muertos, and Winterfest. For public safety, road closures are being brought before the City Council for approval. Specific road closure maps and details are found in the supporting attachments.

The Riverside County Sheriff's Department—Lake Elsinore, along with the Public Works Department and Community Services Department, will coordinate resources to ensure that the Events continue safely and in accordance with the attached road closure plan. To ensure the utmost safety of participants, staff recommends enforcing the street closures identified in the Attachments, with a combination of City staff and law enforcement.

Fiscal Impact

Costs for staffing the road closures are budgeted in the Fiscal Year 2024-25 Operating Budget.

Attachments

- Attachment 1 – LE Street Scene Road Closure Traffic Plan
- Attachment 2 – Trunk or Treat Road Closure Traffic Plan
- Attachment 3 – Dia de Los Muertos Road Closure Traffic Plan
- Attachment 4 – Winterfest Event and Parade Road Closure Traffic Plan

Community Services