



## Staff Report

**TO:** City Council  
**FROM:** Doug Story, Community Services Director  
**DATE:** April 1, 2025  
**SUBJECT:** Beaumont Nights at Towncenter 2025 Season Update and Program Considerations

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**Description** Beaumont Nights at Towncenter 2025 Season Update.

### **Background and Analysis:**

On June 13, 2024, the City of Beaumont launched Beaumont Nights at Towncenter. This vibrant community event, set along Beaumont Avenue between 6th and 8th Street, showcased local vendors, artisans, and food delights, while providing a lively atmosphere in the heart of the City. A vibrant lineup of live music, featuring a variety of tribute bands, combined with family-friendly activities like rock climbing and bouncers, provided entertainment for all ages. Beaumont Nights at Towncenter continued for seven Thursdays, and staff estimates the weekly attendance for the program was between 1,500 – 2,000 people. Subsequently, the City organized an individual winter Beaumont Night on December 16, 2024.

### **Market Night Schedule and Concerts**

The following dates and tentative concert themes are scheduled for the 2025 Beaumont Nights at Towncenter:

April 17: DJ Performer

April 24: 60'S Night

May 1: 70'S Night

May 8: DJ Performer

May 15: Jazz Night

May 22: DJ Performer

*May 29: There will be NO Beaumont Nights due to the Cherry Festival*

*June 5: There will be NO Beaumont Nights due to BHS Graduation Ceremony*

June 12: 80'S Night

June 19: 90'S Night

June 26: Country Night

July 4 (Friday): Freedom Festival

July 10: Latin Night  
July 17: Pop Night  
July 24: Rock Night  
July 31: DJ Performer (National Night Out - Touch A Truck)  
August 7: DJ Performer

### **Vendor Classification and Selection System:**

On March 10, 2025, staff opened vendor registration for an expanded Beaumont Nights season, and as of March 24, a total of 98 vendor applications have been received. To ensure priority placement for local businesses and organizations, staff has organized a vendor categorization system, which classifies and prioritizes vendors as outlined below.

1. Downtown Brick-and-Mortar Businesses – Businesses with a physical storefront on Beaumont Avenue or Sixth Street within the downtown area OR out of town businesses with interest in leasing in the downtown area (must show active location searching and/or lease negotiations).
2. Local Businesses – Businesses operating within the city of Beaumont.
3. Beaumont-Based Nonprofits – Nonprofit organizations based within the city of Beaumont.
4. Non-Local Businesses and Nonprofits – Businesses and organizations located outside of the Beaumont/Cherry Valley zip code (with no interest in relocation or expansion to Beaumont).

Of the 98 vendor applications received:

- 3 are classified as Category 1 (Downtown Brick-and-Mortar Businesses)
- 29 are classified as Category 2 (Local Businesses)
- 2 are classified as Category 3 (Beaumont-Based Nonprofits)
- 64 are classified as Category 4 (Non-Local Businesses and Nonprofits)

During registration, vendors had the opportunity to sign up for all fifteen market nights. To maintain diversity and variety in offerings, staff will limit similar vendor types to no more than 2-4 of the same type per night. The vendor category system will be used to prioritize approvals, with Category 1 receiving priority preference, Categories 2-3 receiving secondary preference. It is expected that Category 4 vendors will be rotated weekly based on availability and event needs.

### **Recreation Zone**

The Recreation Zone will be centrally located on 7th Street, serving as a dedicated space for family-friendly activities and community engagement. This area will feature a

variety of rotating interactive games designed to encourage family participation and cater to a broad age range.

Key components of the Recreation Zone include:

- Parks & Recreation Information Booth – City staff will provide details on upcoming events, programs, and community initiatives while distributing free City-branded giveaways.
- Inflatable & Interactive Games – A selection of engaging attractions that will be rotated weekly to keep activities fresh and exciting for returning visitors.

### **Vendor Registration Fees**

The 2024 Beaumont Nights event provided free registration to vendors securing booth space. However, several vendors were no-shows throughout the season, leaving gaps in the lineup of booths. This detracted from the ambience that the City strived for with the event.

To ensure vendor commitment and reduce the frequency of no-shows, staff recommends the implementation of a weekly vendor registration fee of \$25 per booth per night OR a one-time \$100 deposit which will be forfeited if the vendor no-shows to the event. Should the vendor comply with attending as scheduled, the deposit will be returned at the conclusion of the season.

Establishing a nominal fee or requiring a deposit will encourage follow-through from vendors and allow for better event planning. Should City Council agree with the recommended fee implementation, an amendment to the City's fee schedule will be brought to a future Council meeting for a public hearing and adoption.

### **Alcohol Sales and Service**

The City has received interest from a business that is working on opening a new taproom in Beaumont (Category 1 above) and in an effort to begin to create local community interest is seeking to sell alcohol at Beaumont Nights. Due to the nature of the event and to ensure compliance with all applicable regulations, this vendor will be required to meet the following minimum requirements for consideration:

- ABC Licensing: Vendors must obtain and provide an approved Alcoholic Beverage Control (ABC) license prior to the event date(s).
- Private Property Approval: Vendors must secure a designated area on private property and provide written permission from the property owner.
- Enclosed Designated Area: Alcohol service areas must be fully enclosed with a fence at least four feet in height, with a designated entrance and exit.
- Consumption Restrictions: Alcohol must be consumed within the designated area only. Beverages may not be taken outside the enclosed space or passed over the fence.

- Age Verification: A staffed ID check station must be located at the entrance to ensure all patrons are 21 years or older before entering.
- Restricted Access: No one under 21 years of age shall be permitted inside the designated alcohol service area.
- Occupancy Limits: The Building & Safety Department will determine capacity limits based on the proposed designated space.
- Container Requirements: No glass bottles will be permitted. All beverages must be served in plastic cups or cans.
- Security Requirements: Vendors must provide a minimum of two licensed security officers to enforce compliance with city regulations and ABC requirements.

These requirements are not exhaustive and will be reviewed on a case-by-case basis depending on the nature of the vendor application. If this vendor is unable to meet these requirements, the City will encourage their participation in other local events, such as the Hispanic Heritage Celebration, Día de Los Muertos, and various other special events at the Community Recreation Center, which may allow for temporary pop-up alcohol sales under different conditions. Staff is currently working alongside this vendor to complete all requirements and permits.

**Fiscal Impact:**

Provided as Attachment B, the 2025 Market Night Cost Estimate outlines the projected expenses associated with organizing and executing the program. Non-Personnel Operating Expenses made up the bulk of the costs, totaling \$305,106. Key operational expenses include \$174,125 for staging, sound, lights, and concerts and \$55,750 for the rental of generators. Additional costs include services such as portable toilets, recreation rentals, health permits, set-up/supplies and advertising. Personnel costs account for \$202,995, which include both regular wages and overtime pay. Expenditures have been included in the operating budget for Fiscal Year 2024/25 as well as the Budget Request for Fiscal Year 2025/26.

Legal has determined that the performers fall within the General Services agreement category; therefore, the City Manager is authorized to execute individual agreements with the performers under her contract signing authority per the Beaumont Municipal Code 3.01.040.

The estimated cost to prepare this staff report is \$280.

**Recommended Action:**

Staff recommends that City Council give direction to publish a notice of public hearing to establish a nominal fee or a deposit-based system for vendor registration; and,

Allow alcohol sales in accordance with ABC licensing.

**Attachments:**

- A. Market Night Flyer
- B. 2025 Market Night Cost Estimate