



Staff Report

TO: City Council
FROM: Doug Story, Community Services Director
DATE: September 2, 2025
SUBJECT: Beaumont Nights at Towncenter Season Report

Description: Recap of the 2025 Beaumont Nights at Towncenter Season.

Background and Analysis:

For 15 weeks, from April 17th to August 7th, 2025, Beaumont Nights lit up the City's downtown with live music, themed entertainment, food and crafts vendors, community organizations for a family fun-filled experience, pausing only for high school graduations and the annual Cherry Festival. Beaumont Avenue between 8th and 6th Streets transformed into a lively market night filled with live performances, delicious eats, unique shopping, and activities for all ages. The series not only drew residents and visitors into the heart of the City but also boosted small businesses and showcased the vibrant spirit that makes Beaumont such a special place to live, work, and play.

Key Takeaways From the 2025 Beaumont Nights Season

- **Vendor Participation:** Averaged 75 vendors weekly, representing a balanced mix of food trucks, local artisans, and merchandise vendors. Some vendors occupied multiple spaces.
- **Attendance:** Averaged 2,800 visitors per week, representing a **50% increase over non-market nights** in the area.
- **Entertainment:** Weekly themed entertainment, including tribute bands, DJs, and local studio performances from 6:30–8:30 p.m.

Entertainment Schedule:

- Apr 17 – DJ Ronald
- Apr 24 – 60's Night | Beatles Tribute Band
- May 1 – 70's/Disco Night | ABBA LA
- May 8 – DJ Ronald + Modern Dance Studio
- May 15 – Jazz Night | Speakeasy Jazz Band
- May 22 – DJ Ronald + Dance Spectrum
- Jun 12 – 80's Night | The Cheez Whiz Band

- Jun 19 – 90’s Night | Saved by the 90’s
- Jun 26 – Country Night | Eric Church & Jason Aldean Tributes
- Jul 10 – Latin Night | Como La Flor (Selena Tribute)
- Jul 17 – Pop Night | It’s Britney, Beep! (Britney Spears Tribute)
- Jul 24 – Rock Night | ThundHerStruck (All-Women AC/DC Tribute)
- Jul 31 – Touch-A-Truck | DJ Gary
- Aug 7 – Finale | DJ Gary + Dance Spectrum

Amenities & Activities:

- Restrooms on north/south ends of the market and near the stage, with handwashing stations and trash receptacles located throughout the event.
- ADA Parking located at 7th Street and Magnolia Avenue.
- City & Parks and Recreation booth in the Kids Zone (7th Street) offering thousands of giveaways and event information.
- Weekly inflatable games and activities for children.
- Popular with pets (including a visiting pygmy goat) and families who brought chairs and picnic setups.
- Peak attendance time: 6:30–9:00 p.m.

Local Business Participation:

- Participating Towncenter businesses included Tacos El Cheko, Tuscanos Pizza, Dance Spectrum, Beaumont Chamber, Red Dragon Karate, Beaumont Music Center, and The Craft Lounge.
- Plaza Liquor Market contributed with themed balloon arches and capitalized on increased foot traffic.
- Most popular nights: National Night Out (Touch-a-Truck), Latin Night and Country Night.

Recommendations for 2026

To enhance the event’s efficiency, comfort, and growth potential, staff proposes:

1. Event Structure

- Organize into three 4-week sessions (12 weeks total):
 - April 30 – May 21
 - June 11 – July 2
 - July 9 – July 30 (Final market coinciding with *National Night Out – Touch-a-Truck*)
- Adjust event hours to 6:00–9:30 p.m. to improve comfort during summer heat.

2. Entertainment

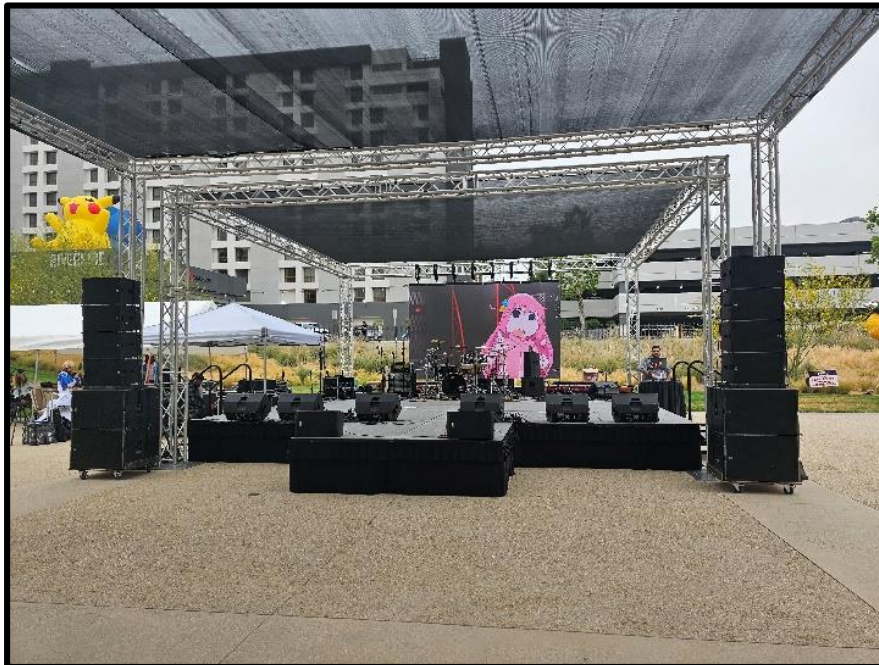
- Schedule two bands each week, similar to the 4th of July format, for a fuller entertainment experience.

3. Vendor & Space Management

- Maintain current 104 vendor spaces, but expand capacity by:
 - Relocating Kids Zone and City Booths to adjacent parking lots (improved visitor communication and safety).
 - Adding vendors along 7th Street.
 - Creating a dedicated food court in the Beaumont Music Center parking lot.
 - Removing a few vendor spaces on Beaumont Ave near 7th Street to create more visitor seating areas and picnic tables to sit and eat at.

4. Shade & Sound Enhancements

- Install a stage shade structure in the summer months extending across the southbound lanes for audience comfort, with structural supports doubling as mounts for additional speakers to improve sound coverage.



5. Vendor Operations

- Establish multiple vendor check-in points for faster setup.
- Continue road closures at 1:00 p.m.; vendor check-in to shift later if event hours change.
- Implement the recently adopted vendor registration fee to reduce vendor no-shows.

Conclusion:

Beaumont Nights at Towncenter has continued to be a highly successful and growing community event, drawing thousands of visitors each week and strengthening the local economy. With the proposed adjustments for 2026, the event can further expand vendor capacity, improve attendee comfort, and enhance the overall visitor experience.

Fiscal Impact:

The budget for Beaumont Nights is included in the approved Parks and Recreation budget for Fiscal Years 2024/2025 and 2025/2026. The estimated cost to provide the 15-week Market Night season is \$366,525.

The cost to prepare this staff report is estimated to be \$380.

Recommended Action:

Discuss and provide direction on any proposed changes for Beaumont Nights 2026.

Attachments:

- A. Market Night Cost Summary