



**FOR IMMEDIATE RELEASE**  
**November 1, 2023**

**City of Murrieta Partners with Newman Hospitality Group to Provide  
Music Festival Programming at Murrieta’s Town Square Park and Amphitheater**

**Murrieta, CA**—The City of Murrieta is pleased to announce the selection of Newman Hospitality Group for an exclusive license agreement for special event management services at Murrieta Town Square Park Amphitheater.

“City Council’s action on Tuesday represents the culmination of several years of discussion about activating the amphitheater space for gatherings to increase vitality and enhance community spirit in Murrieta. The future is bright for this space and our community,” expressed Murrieta Mayor Lisa DeForest.

“Murrieta’s amphitheater is a hub of engagement and community connection, and both the Council sub-committee and staff took the responsibility of creating this partnership very seriously. We are incredibly excited about the opportunities that this venture offers Murrieta. We can’t wait to show off our amphitheater on a broader level,” shared Murrieta City Council sub-committee members Ron Holliday and Cindy Warren.

Newman Hospitality Group brings many years of successful large-scale event production in this region, including ownership of the Stampede in Temecula and the Canyon Cowboy in Canyon Lake and production of the annual Old Town Music Festival in Temecula.

Looking ahead to 2024, Newman Hospitality Group is planning four events at the amphitheater, including:

- April 20 – 21 – Jazz and Blues Festival
- June 22-23 – Old Town Music Festival
- August 17 – Large-scale country music concert
- October 19 – Rocktoberfest

Under the terms of the agreement, Newman Hospitality Group will be responsible for all costs associated with the events, with a five-percent share of net revenues going to the City of Murrieta.

“Newman Hospitality Group is looking forward to bringing quality entertainment to Town Square Park Amphitheater,” shared Brandie Newman, co-owner of the company.

The Town Square Park Amphitheater, located in Historic Downtown Murrieta, features tiered seating and is surrounded by a 4.2-acre grassy park that can hold 5,000 guests. The Murrieta Town Square Park

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Amphitheater officially opened to the community in June of 2021 and has welcomed thousands of visitors during its first two years open to the public. The amphitheater hosts many City-sponsored events and signature events in partnership with community groups throughout the year.

More information on events and ticketing will be available at [www.MurrietaAmphitheater.com](http://www.MurrietaAmphitheater.com).

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**About Murrieta ([www.murrietaca.gov](http://www.murrietaca.gov))**

Murrieta's more than 115,000 residents live in one of the safest cities in the U.S., with top-ranked schools, 53 parks, and a dynamic business environment. Central to all of Southern California, Murrieta is truly the gem of the valley. With a median age of 36 and an average household income of \$136,000, Murrieta boasts a well-educated population and a strong labor force. Ranked the fiscally healthiest full-service city (with more than 100,000 residents) in Los Angeles, Orange, Riverside, San Bernardino, and San Diego counties, Murrieta's future is undoubtedly bright.