

Menifee, California

Placemaking, Unique Identity, and Tourism Master Plan

September 2025



A Message from Armando Villa

FROM THE DESK OF THE MENIFEE CITY MANAGER

Dear Menifee Residents, Business Owners, and Regional Stakeholders,

I am proud to announce the release of the Menifee Placemaking, Unique Identity & Tourism Master Plan, a bold and forward-thinking roadmap designed to determine, define, and elevate what makes Menifee truly special. This plan reflects our city's collective voice and aspirations, capturing the vibrant energy, entrepreneurial spirit, and natural beauty that define Menifee.

This Master Plan is the product of in-depth research, community conversations, and strategic collaboration. It represents a shared vision for how Menifee can position itself as a distinctive destination, not only for visitors but for those of us who live, work, and build our lives here. With a focus on economic development, community events, and cultural and entertainment experiences, the plan outlines actionable steps to shape Menifee's future while preserving the qualities that make it unique.

At its core, this effort seeks to answer two key questions: Who is Menifee? And how do we share our story with the world? Through this process, we've identified opportunities to strengthen our identity, enhance the visitor experience, and foster pride among our residents.

Highlights of the Master Plan include:

- Defining Menifee's Unique Identity
- Entertainment and Lifestyle Experience Expansion
- Signature Community Events and Cultural Programming
- Placemaking and Beautification Strategies
- Tourism Infrastructure and Asset Development
- Economic Development Alignment with Visitor Engagement
- Marketing and Promotional Initiatives
- Regional Collaboration and Stakeholder Engagement

This plan is not simply a document, it is a call to action. The future of Menifee depends on all of us: residents, businesses, city leaders, and regional partners. Together, we have the opportunity to turn ideas into impactful initiatives that promote pride, economic vitality, and a strong sense of place.

We extend our sincere thanks to Hunden Partners & Westbound Communications for their instrumental work in helping us develop this strategy, and to every community member who shared their time, insights, and passion along the way.

Thank you for your continued commitment to the City of Menifee. With your support, we will bring this vision to life and create a community experience that is unforgettable and uniquely ours.

Sincerely,

Armando G. Villa

City Manager

City of Menifee

“This plan reflects our city’s collective voice and aspirations, capturing the vibrant energy, entrepreneurial spirit, and natural beauty that define Menifee.”



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Project Team

A special thank you to the Project Team for their dedicated efforts in developing this Placemaking, Unique Identity, and Tourism Master Plan. The collaboration between the listed entities as well as the stakeholder organizations in the City of Menifee has been instrumental in creating this plan, which is designed as a living document to continue providing value to the City of Menifee as a dynamic and actionable roadmap for the future.

CITY OF MENIFEE

Kayla Charters

Economic Development Manager

Mariana Mitchell

Community Services Director

Philip Southard

Public Information and Legislative Affairs Officer

Orlando Hernandez

Community Development Director



Project Goals & Objectives

This Placemaking, Unique Identity, and Tourism Master Plan aims to assess where the City of Menifee currently stands as a visitor destination and bedroom community, highlighting its strengths, challenges, and opportunities.



WHERE ARE YOU NOW

Hunden performed an assessment of the tourism assets within Menifee and the surrounding area, including the visitation induced, their attributes and quality, and overall performance.



WHAT ARE THE OPPORTUNITIES

Based on the assessment of where you are now, Hunden will identify areas that represent strong opportunities to elevate Menifee's tourism and resident offerings.



HOW WE GET THERE

What are the next steps based on the conclusions of this study? How do we execute and implement these opportunities?

OVERARCHING GOAL

Develop a strategic roadmap and action plan for advancing tourism offerings through an asset and event opportunity analysis, with the goal of establishing an authentic and unique identity for the City.

Executive Summary

Under the leadership of the City of Menifee, the city initiated the Placemaking, Unique Identity, and Tourism Master Plan (Placemaking Master Plan) to develop a strategic roadmap that enhances the City's visitor economy, strengthens community identity, and supports livability for residents. This plan came to fruition following the adoption of Menifee's 2023–2028 Strategic Plan, where key priorities were identified—one of them being the need to conduct a placemaking and tourism feasibility study as part of developing Menifee into a recognized destination city. This effort is more than a study—it is an action-oriented framework designed to guide Menifee's partners in leveraging the city's diverse assets, amplifying unique community identities, and creating an authentic sense of place for those who live in, work in, and visit Menifee.

+125K

Menifee Population

+50%

Population Growth since 2010

Menifee is a young, fast-growing city at the heart of Southern California’s Inland Empire. Since its incorporation in 2008, Menifee has evolved from a collection of distinct communities, including Sun City, Quail Valley, and Romoland, into a unified, dynamic city that has welcomed master-planned developments such as Menifee Lakes and Heritage Lake. These communities bring a wide range of identities, from age-restricted retirement neighborhoods to vibrant, family-centered areas with man-made lakes, parks, and active public spaces.

At the geographic and cultural heart of Menifee lies Mt. San Jacinto College (MSJC), which serves as the city’s educational and event hub. MSJC holds the only venue large enough to host regional, large-scale gatherings — concerts, festivals, academic symposiums, and sporting events — and thus is a critical partner in advancing Menifee’s tourism and community engagement objectives. Integrating MSJC into this Placemaking Master Plan unlocks key opportunities for joint programming, shared marketing, and expanded visitor services that leverage the College’s facilities, student population, and community reach.

With the estimated 2025 population exceeding 125,000, and a growth rate of more than 50 percent since 2010, Menifee has emerged as a major residential hub for families seeking affordability, safety, and accessibility, particularly among those relocating from higher-cost regions such as Los Angeles and San Diego. Once recognized primarily as a bedroom community, Menifee is now working to redefine its identity by enhancing its tourism offerings, lifestyle amenities, and cultural footprint. The city is also

home to a significant population of veterans and takes pride in fostering a strong, supportive environment for veterans and their families. This sustained population boom, coupled with a projected population of 132,862 by 2027, positions Menifee to become the largest city in Southwest Riverside County in both population and geographic size.

While this rapid growth has brought numerous benefits, it has also introduced challenges. Residential development has significantly outpaced commercial and recreational expansion, resulting in critical amenity gaps and substantial economic leakage, as residents frequently leave the city for entertainment, dining, and family-oriented activities. Currently, Menifee experiences a retail, dining, and amenity leakage exceeding an estimated \$2.2 billion annually.

The Placemaking Master Plan addresses these challenges and identifies high-impact opportunities to position Menifee as a compelling destination and a more complete community. Through a comprehensive asset and event opportunity analysis, this plan outlines how Menifee can activate underutilized spaces, celebrate its diverse neighborhoods, and create signature experiences that reinforce local pride while attracting regional visitors.

“From a bedroom community to a destination city—Menifee’s evolution is just beginning.”

Executive Summary

The priorities, strategies, and tactics within this plan provide a clear set of next steps for the City and its partners. At the same time, the process has revealed emerging questions and needs that will inform continued development throughout implementation. This is not the end, but the beginning of a focused effort to transform Menifee into a more vibrant, recognizable, and resilient place to live, work, and play.

MENIFEE'S UNIQUE IDENTITY

At the center of this transformation is Menifee's unique identity. Through extensive community input and strategic analysis, five pillars have emerged that define who Menifee is and where it is headed: Culture & Heritage, Adventure, Innovation, Community & Belonging, and Opportunity. These pillars provide the foundation for all the placemaking and investment strategies in this plan.

Importantly, the resident sentiment survey confirmed that these pillars reflect authentic community priorities. Responses consistently emphasized the need for more family-friendly events, cultural celebrations, park and trail improvements, and opportunities for local businesses — all of which tie directly back to these identity themes. By grounding the plan in community voice, Menifee ensures that its transformation is not only visionary but also resident-driven and widely supported.

Together, these pillars position Menifee as a city that honors its past while embracing a bold future — a place truly defined as “Where Heritage Meets Adventure.”

The following pages highlight the summarized priority areas of the Master Plan, each of which connects back to these identity pillars and advances Menifee's evolution from a bedroom community to a destination city.

MT. SAN JACINTO COLLEGE: A COMMUNITY ANCHOR

Mt. San Jacinto College (MSJC) is a cornerstone of Menifee's identity, often described as the “heartbeat of the city.” Beyond its role in education, MSJC serves as a cultural and civic anchor through facilities such as the 5,000-seat HCN Bank Stadium, opened in 2023 with Measure AA funding. The stadium is a one-of-a-kind venue in Menifee and represents a significant opportunity for city-college collaboration in hosting community events, festivals, and performances.

As Menifee's population grows, MSJC will play an increasingly vital role in student engagement, workforce development, and cultural programming. Aligning with the City's identity pillars, the College is positioned not only as an academic institution but as a long-term civic partner that strengthens innovation, community pride, and cultural opportunity.

ESTABLISH AN EPICENTER IN MENIFEE AND A KEY IDENTITY ANCHOR

Menifee currently lacks a defined downtown or singular gathering place, a sentiment consistently reflected in community feedback. While the

creation of a true downtown cannot happen overnight, it is critical to begin shaping a network of distinct epicenters along the I-215 corridor. These epicenters, envisioned as mixed-use districts, will combine retail, dining, entertainment, and civic spaces in a way that embodies Menifee’s unique character.

The plan calls for epicenters to integrate placemaking features such as shaded and walkable streetscapes, murals and public art, signature signage, family-friendly eatertainment anchors, and Privately-Owned Public Spaces (POPS). Eatertainment concepts — venues that blend dining with engaging experiences such as live music, arcades, sports, or interactive play — will be especially important for creating immersive destinations that encourage visitors to stay longer and return frequently.

FUNDING OF PLACEMAKING PROJECTS & INITIATIVES

To advance these initiatives, Menifee must establish a clear framework for funding and implementation. Many local organizations highlighted this as a key challenge. Destinations across the country have brought their organizations together and implemented legislation that provides sustainable resources for tourism-related projects that make the destination a better place to live, work, and visit. Menifee can adopt a similar approach by aligning City resources, private partnerships, and external funding streams to support its most ambitious projects.

Examples of potential strategies include sponsorships and naming rights tied to events and public venues, vendor fees and concessions revenue from festivals, philanthropy and donor campaigns for cultural and heritage initiatives, and reinvestment of hotel tax revenues through a Tourism Marketing District. Over the long term, enhanced financing mechanisms such as infrastructure or community facilities districts can also be explored to support large-scale public realm and placemaking improvements.

“Where Heritage Meets Adventure.”



Plan Engagement

Strong local engagement is a cornerstone of a Placemaking Master Plan. Hunden and Westbound Communications met with more than 60 stakeholders through a series of in-depth interviews, visioning sessions, and collaborative meetings. This engagement, conducted between February 2025 and May 2025, was aimed at identifying areas that the Master Plan needs to address through...

2

In-Person Working Group Meetings

3

-Day Familiarization Tour Visiting Key Attractions & Staff in Menifee

35

Virtual 30-Minute Stakeholder Interviews

1,065

Resident Responses to the Resident Sentiment Survey



City of Menifee Overview

“SMALL-TOWN” FEEL IN A RAPIDLY GROWING CITY

Menifee has evolved from a quiet bedroom community into one of the fastest-growing cities in the state now home to more than 125,000 residents in more than 40,000 housing units — 75 percent of which are owner-occupied. With nearly 70 percent of homes classified as family housing, Menifee remains deeply rooted in its reputation for safety, affordability, and a family-friendly lifestyle. In 2025, Menifee was named one of the top-20 safest cities in California. The city offers a blend of natural beauty, open space, and a small-town atmosphere — characteristics that residents consistently cherish and seek to preserve amid continued growth.

The city’s population is anchored by families and working-age adults, with steadily growing senior and youth demographics. Residents want spaces that foster connection — walkable public realms, event-friendly parks, and destinations that support intergenerational gathering. There is strong support for creating vibrant places to gather, play, and celebrate — infusing recreation with culture and local pride.





A COMMUNITY IN SEARCH OF AN IDENTITY

As a relatively young city, Menifee continues to seek a clear and unified identity. Unlike neighboring Temecula, which is firmly branded as Southern California’s Wine Country, Menifee has yet to establish a signature cultural or architectural narrative. With five distinct communities under its umbrella, city leaders have long grappled with defining a cohesive identity that resonates across demographics and neighborhoods.

The absence of a central, walkable downtown or civic heart contributes to an undefined sense of place. But there is a strong desire among residents to change that. This Placemaking Master Plan identifies the opportunities, both physical and cultural, to shape an identity rooted in Menifee’s natural surroundings, diverse population, and small-town heritage.

DESIGN MATTERS: FROM FUNCTIONAL TO MEMORABLE

Menifee’s physical form reflects its history of rapid suburban development — disconnected

neighborhoods, inconsistent architectural styles, and minimal public art or signage. Residents want more than functionality. They want character, beauty, and places that inspire civic pride. This plan elevates the importance of visual identity — through wayfinding, landscaping, architectural guidelines, and public art — to help Menifee become a place people remember.

REGIONAL DESTINATION WITH A LOCAL SOUL

While tourism is not a top priority for most residents, there is openness to Menifee becoming a regional destination — if done thoughtfully. The community supports enhancing local events, expanding recreation offerings, and investing in spaces that celebrate the city’s culture and history. There is consensus that growth is welcome, but it must remain rooted in community values.

Menifee can carve out a unique role in the region as a family-first, culturally rich alternative to larger destinations like Temecula and Murrieta. By focusing on its strengths — affordability, access, natural beauty, and authenticity — Menifee can become both a beloved hometown and a compelling place to visit.

Current Progress & Efforts

The Placemaking Master Plan aligns with several ongoing initiatives aimed at enhancing Menifee as a vibrant place to live, work, and visit. These projects are integral to the City's strategic growth and community development.

QUAIL VALLEY NATURE PARK

Status: In Planning

Planned as a 10.45-acre nature-themed park, this project will balance open space with active recreation. Improvements include a revitalized sports field, a small play area, and new parking. The project requires boundary map approval and will use grant funding from the California Department of Parks and Recreation.

VARIOUS HOTEL DEVELOPMENTS

Status: Planned

Menifee is experiencing significant growth in its hospitality sector, with several new hotels either planned or under construction. These developments will add more than 700 rooms across multiple properties, helping to accommodate visitors and support the city's growing tourism economy.

MENIFEE INNOVATION DISTRICT

Status: In Planning

The City is developing a Specific Plan for the Southern Gateway Area, that encompasses approximately 299 acres west of Interstate 215, east of Howard Way, south of Scott Road, and north of Keller Road. This initiative aims to diversify Menifee's economy, create employment opportunities, and establish a dynamic live-work-play environment.

CITY FACILITIES

Status: Planned

Plans are in place for several new city facilities, including a future City Hall, Police Station Headquarters, Public Works Maintenance and Operations Center, and a new Fire Station. These projects will provide permanent civic infrastructure to support Menifee's growing population and long-term service needs.

SUN CITY GREENSPACE

Status: In Design

This 1.87-acre project will add landscaping, benches, fountains, workout stations, and parking in Sun City. Designed by BMLA Landscape Architecture, the project is partially funded through the California Urban Greening Grant.

CENTRAL PARK AMPHITHEATER

Status: Under Construction

Currently under construction adjacent to Menifee Town Center, this amphitheater will provide a high-quality venue for live entertainment, music, and community gatherings. Once complete, the venue will become a cultural anchor for the city and a new destination for residents and visitors alike.

MENIFEE HILLS LAND ACQUISITION

Status: Complete

The City of Menifee has successfully closed escrow on 398 acres of land, known as Menifee Hills, located on the east side of the City. The land is designated for parks, trails, and recreational purposes. This strategic acquisition directly supports the City's adopted 2023 Parks Master Plan, which identifies land acquisition as a key strategy to meet long-term park and recreation needs.

MENIFEE COMMUNITY CENTER

Status: In Design

A 20,000-square-foot community center is planned at La Piedra and Menifee Road. It will include meeting rooms, recreation areas, computer stations, and office space.

LIBERTY BUSINESS PARK

Status: In Development

Located on 54.8 acres at the northwest corner of Scott Road and Haun Road, Liberty Business Park is envisioned as a vibrant mixed-use development. Plans include retail centers, restaurants, a hotel, and industrial buildings — positioning the site as a commercial hub and employment center.

These projects represent significant steps toward realizing Menifee's vision as a dynamic and inclusive community. Each initiative contributes to the city's goal of enhancing the quality of life for residents and creating a welcoming environment for visitors.

Resident Sentiment Survey

Hunden and the City of Menifee deployed a Resident Sentiment Survey February through May 2025. The goal of the survey was to understand how the local residents view tourism, the attractions in the community that induce visitors, and the overall dynamic of Menifee’s visitor economy. The survey received strong feedback with 1,065 total responses. The survey asked respondents which ZIP code they reside in, and results indicated responses from all five respective communities in Menifee.

WHAT ARE THE FIRST THREE WORDS OR PHRASES THAT COME TO MIND WHEN YOU THINK OF MENIFEE?

POSITIVE



NEGATIVE





1,065

Total Survey
Responses Received

+60%

Rate tourism as important or very
important to the Menifee economy

Nearly **50%**

Rate the current attractions and
activities in Menifee for visitors (like
parks, events, or local businesses)
as poor or very poor

+55%

Feel it is very important or important
that tourism helps support Menifee's
local culture, businesses, and
community activities

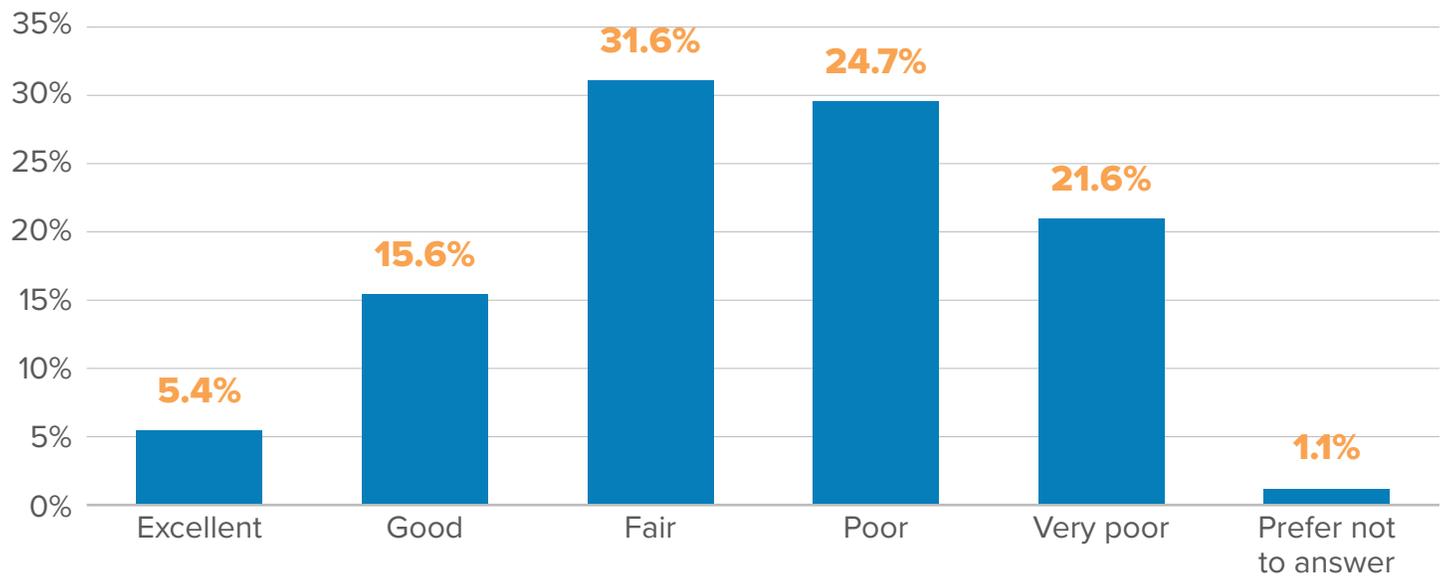
+47%

Strongly agree or agree that tourism
in Menifee helps create a positive
atmosphere and improves quality of life
for residents

Resident Sentiment Survey

To understand how residents view the quality of the Pillars of Place within Menifee, Hunden asked residents for their perspectives on the quality level of the attraction and activities in Menifee based on a scale of excellent, good, fair, poor, very poor. For details, see Pillars of Place Overview, p. 28.

Q1: How would you rate the current attractions and activities in Menifee for visitors (things like parks, events, or local businesses)?

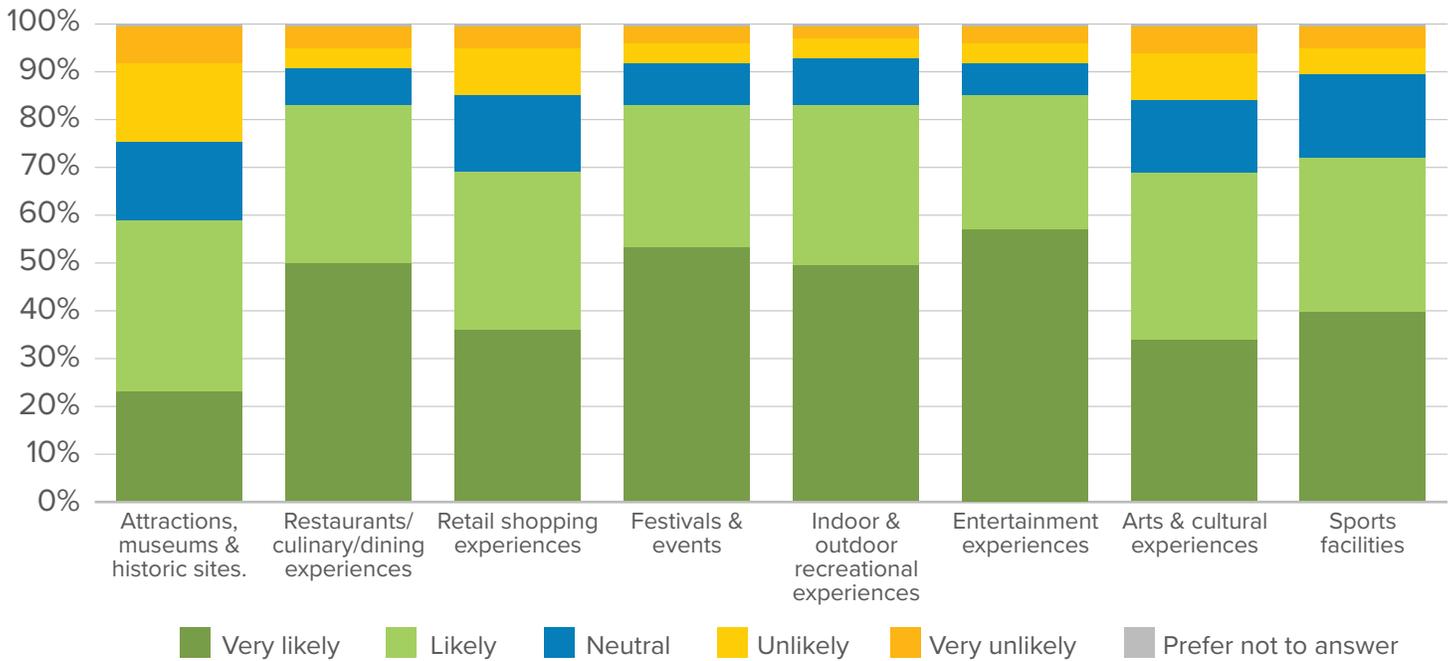


Nearly 50 percent of residents rated Menifee’s current attractions and activities as poor or very poor, underscoring the need for significant improvements in these areas. Enhancing local offerings will not only improve resident satisfaction but also help position Menifee as a more compelling and competitive visitor destination.

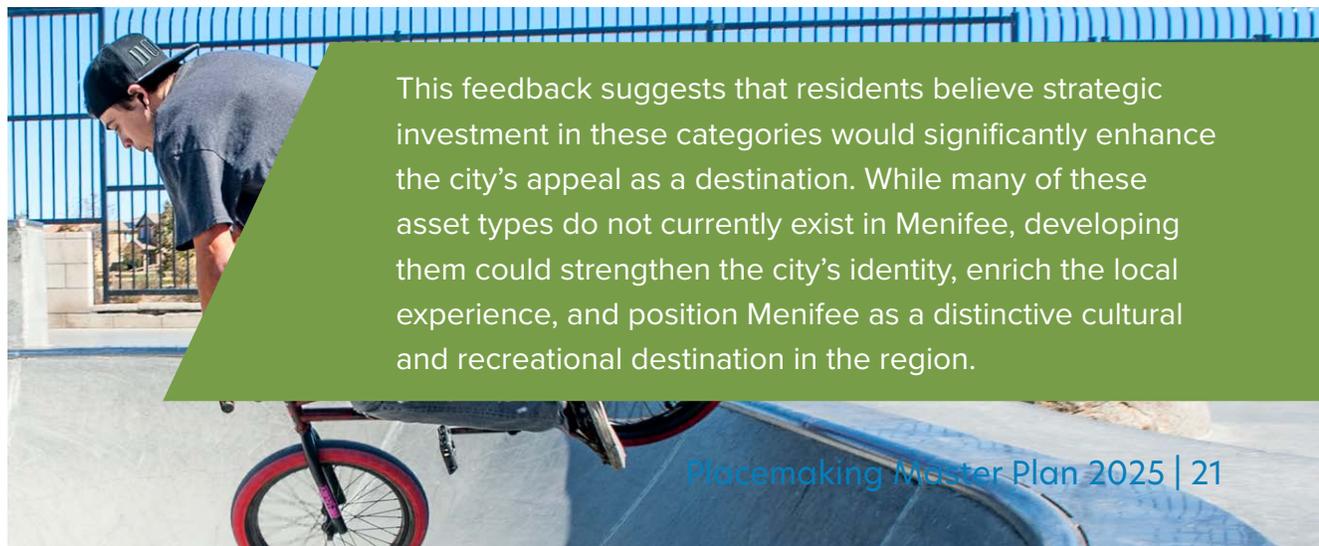




Q2: How likely is each of the following to attract tourists to Menifee?



Based on the survey results, attractions, museums, and historic sites were rated least likely to attract tourists to Menifee. Similarly, arts and cultural experiences ranked lower in their ability to draw visitors. In contrast, respondents identified restaurants, culinary and dining experiences, festivals and events, indoor and outdoor recreation, and entertainment experiences as the most likely asset types to attract tourists to Menifee.



This feedback suggests that residents believe strategic investment in these categories would significantly enhance the city's appeal as a destination. While many of these asset types do not currently exist in Menifee, developing them could strengthen the city's identity, enrich the local experience, and position Menifee as a distinctive cultural and recreational destination in the region.

Resident Sentiment Survey

FREE RESPONSE

SIGNATURE EVENT & IMPLEMENTATION IDEAS

Taste of Temecula Valley (Wine & Food Event), Own a Sport and host the finals, Convention Center.

Menifee Founder's Day — an annual event about the early settlers of Menifee, and how things were done during that time.

Taste of Menifee. Have different restaurants participate to give samplings of their food. Residents pay one price to attend.

Create vibrant downtown with all sorts of events (beer/wine festivals for adults), more things to do for adults and not just kids.



Interactive pop-up museums, summer concerts with beer garden, ice skating rinks during winter.

Brew & BBQ Fest | Painted Earth Art Walk — tie in local artists, creative workshops, and vendors.

Something like the Pantages Theater in Hollywood for Broadway plays and music concerts.

Music festival, golf tournament, pop-up museum experience, drive-in theater, fair/amusement rides/games, chili cook off, tailgates, resident tournaments, rodeo, ANYTHING

Try some activities like annual walks/runs, hikes, bike races, etc... they become iconic.

Music in the park, adult events and entertainment, cultural activities.

Visioning Session and Stakeholder Interviews

To identify opportunities and challenges for the city’s visitor economy, the project team gathered input from dozens of Menifee residents and stakeholders through two community visioning workshops and one-on-one interviews.

A GROWING CITY: RESIDENTIAL AND SAFE

Residents and various community representatives consistently describe Menifee as a **safe, friendly, traditional and residential community** with a strong sense of family and a “hometown feel.” There’s a clear recognition of Menifee as a “**growing**” city. Positives frequently mentioned an appreciation for the natural landscape, good education and a good place to raise kids. Most perceive the city as a “bedroom community” that is “boring” and “unknown” to outsiders and, most definitely, “not a tourism destination.” One resident, engaged in statewide tourism promotion, even admitted limited familiarity with her hometown of three years, reinforcing the perception of Menifee not being a primary visitor destination.

DESIRE FOR A DOWNTOWN

Residents are longing for a central, defining place in the city, and many referenced the need for a “walkable downtown” or “heartbeat of the city.” It was a prominent theme, especially in discussions about long-term opportunities and top priorities. They are looking for their city leaders to work with developers to shape a retail center (or similar) that would offer a de facto downtown feeling and a community gathering place.



DESIRE FOR A DEFINING ATTRACTION

The Motte Historical Car Museum could very well be an underutilized defining asset for Menifee. The authentic car museum is already a destination for classic car buffs, and an adjoining structure is already designated to be the new home of the Menifee History Museum. The multigenerational ranch owners are even interested in expansion to perhaps celebrate the city's rich agricultural history.

The concept of establishing locations within the city as “roadside attractions” was also proposed, highlighting a perceived need for unique, identifiable landmarks. Research from Visit California has shown that people will drive 30 minutes off their path to see a “roadside attraction.” The city has a strong connection to World War II hero and Western actor Audie Murphy (the namesake of the largest residential community in the city), and the Quail Valley region was once a luxury getaway to stars of the “Rat Pack” in the 1950s. Commemorative statues and plaques, alongside fun existing city features like “Eagle Rock,” could be promoted as attractions that could drive interest in a day trip.

INTEREST IN LIVE EVENTS AND CULTURAL FESTIVALS

Residents expressed a keen interest in expanding the city's offerings of live events and cultural festivals to draw more people and enrich community life. Music festivals were frequently suggested as events that would attract visitors, as well as art or cultural festivals. Community leaders pointed to the future amphitheater as a venue with much potential, tempered with concerns about traffic and parking. A reputation for live music could perhaps drive the opening of a small, indoor live music venue (like the Coach House in San Juan Capistrano). Finally, the idea of developing a “conference/banquet center” was even put forth as a top priority for the master plan, indicating a desire for large-scale, recurring events.



Visioning Session and Stakeholder Interviews

SHARED CHALLENGES

A recurring theme across the workshops and interviews revolved around existing challenges that need to be addressed for Menifee to evolve.

Traffic and Infrastructure:

“Traffic” was the most frequently cited concern, with specific mention of “traffic on Newport.” Residents noted that “streets are too big and too fast” and that many streets don’t feel safe for pedestrians. Freeway congestion was also highlighted as a challenge. Concerns over traffic and parking were often specifically linked to proposed large-scale community projects.

Lack of Entertainment and Retail:

A significant concern was the perceived “lack of entertainment” and general lack of enough retailers, restaurants and entertainment destinations, particularly “date night locations” and “non-chain restaurants.” The desire for “family fun centers” was strong alongside a sentiment that “there are very few things for young people to do ... other than sports.”

Growth Management and Identity:

“Growth management” was identified as a challenge, with a strong sentiment toward balanced growth and maintaining a small-town feel. There is a sense of an “identity crisis” among residents who appreciate the effort to define what Menifee should be known for. There was a collective desire to be “known for more than just building houses.”

NEED FOR MORE FAMILY AND RECREATION ACTIVITIES

Menifee residents were clear and consistent in their call for expanded recreational and entertainment options, particularly catering to families. There was no shortage of suggestions for new events and experiences to attract both residents and visitors, including music and art festivals, theater and live music venues, car shows, health and fitness events, and active (outdoor) lifestyle events. The strong desire for “family-fun centers” such as bowling alleys, arcades, movie theaters, and trampoline parks was almost universally shared.

TAKE ADVANTAGE OF MT. SAN JACINTO COLLEGE

The local college was frequently mentioned, underscoring its significant, although perhaps underutilized, role in the community’s identity and future. Residents cited it as a place for events that would attract more visitors. Already a recognized community asset, there was consensus around the desire for it to play an even more central and defining role in the city’s future identity and offerings. Future discussions might investigate whether the college might be renamed Menifee College for more local identification.

EMBRACE A REPUTATION FOR OUTDOOR ACTIVITIES

Council members and others spoke strongly about the need for the city to acquire available land for hiking and biking, adding more trails, and working with entities to establish more sanctioned tournaments and sporting events. The city is already on its way to becoming a destination for sanctioned high school and club team tournaments, specifically for softball, cross country and action sports events at the Gale Webb Action Sports Park.

BRANDING THE CITY IDENTITY

Some residents acknowledged that, at the least, the city could have a consistent “brand” that can be used to “feed marketing throughout the community.” Part of this branding could be “visible, small identifiers” that would visually share the city name with travelers in the region. Examples might include unique City signage on I-215 (e.g., murals, painted hillside lettering or a permanent city electronic billboard), as well as trail signage.



Pillars of Place Overview

From a data and analytics perspective, the Pillars of Place assessment — Hunden’s proprietary framework — offers a detailed analysis of visitor behavior across key destination categories, including attractions, events, shopping, and dining, as well as additional asset areas outlined here. These Pillars are central to cultivating a destination where people want to live, work, play, and visit. As part of this study, Hunden evaluated Menifee’s current and potential tourism assets, developed in collaboration with the Client, to uncover opportunities for enhanced asset activation and value creation. Given the current limited inventory of tourism assets within Menifee, the assessment also extended to regional destinations to analyze visitor patterns and identify how Menifee can attract and retain regional visitation through strategic development. Hunden benchmarked Menifee and surrounding cities across each of the following Pillar categories:





Concerts and Entertainment Facilities



Sports Facilities and Outdoor Recreation



Retail and Dining Nodes



Convention and Meetings Facilities/Districts



Agricultural/Exposition/Fairgrounds



Winery, Brewery, Distillery and Food Halls



Hotels



Attractions, Water Parks and Theme Parks



Parks, Trails and Outdoor Space



Signature Festivals and Events

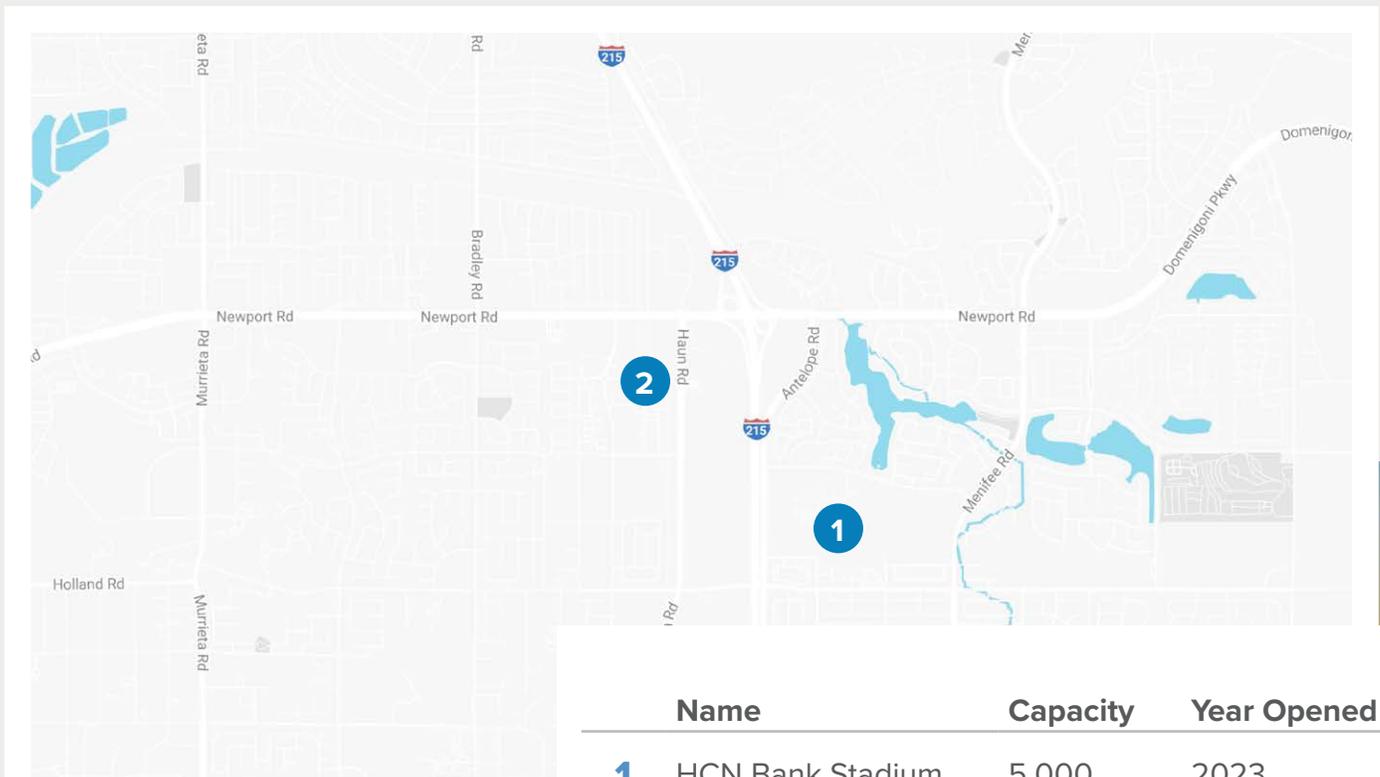


Concerts and Entertainment Facilities

OVERVIEW

The under-construction Central Park Amphitheater will be an impactful addition to Menifee’s limited supply of live entertainment venues when it opens. Additionally, there is significant unmet demand for indoor entertainment space to host live concerts, performances, and other events. As a result, many Menifee residents spend on entertainment in neighboring cities, representing a missed opportunity to retain local spending and capture additional tax revenue.

SUPPLY AND PIPELINE



MAP ANALYSIS

The amphitheater will be located in Central Park next to the Fairfield Inn & Suites and the Menifee Justice Center. HCN Bank Stadium sits on the Mt. San Jacinto College campus.





Concerts and Entertainment Facilities

FEEDBACK

- Once complete, the new Central Park Amphitheater will host regular events and concerts. The City is pursuing public-private partnerships to enhance year-round programming and elevate the quality of entertainment available to Menifee residents.
- Due to the lack of local outdoor and indoor entertainment venues, residents spend on concerts and performances in neighboring cities such as Temecula and Riverside.
- Currently, there are no consistent live entertainment options in Menifee. HCN Bank Stadium occasionally hosts an event, but residents would like to utilize outdoor and indoor venues for concerts, comedy shows, performing arts, and other entertainment year-round. There is excitement for the new amphitheater to be a key community space and entertainment option.





RECOMMENDATIONS & DESTINATION STRATEGY

Maximize the Role of the Central Park Amphitheater

Position the new amphitheater as a central community hub by regularly hosting events and festivals that enhance local vibrancy. Encourage public-private partnerships to broaden programming and secure sponsorship support.

Expand Year-Round Live Entertainment Offerings

Make long-term plans to build or incentivize the development of an indoor entertainment venue, such as a performing arts center or flexible event space.



Sports Facilities and Outdoor Recreation

OVERVIEW

Menifee is home to many outdoor recreation and sports parks. With Menifee's strong identity among young families, the City has invested significantly in community parks and youth sports parks. That being said, the City's Parks Master Plan identifies an ongoing need, as the city does not currently meet the recommended park acreage requirements for its population. The most notable of these are Heritage Lake Sports Park, Lago Vista Sports Park, and Wheatfield Park, which account for the majority of the city's baseball/softball and multipurpose fields. These parks are maintained by the Valley-Wide Recreation and Park District. Another place of note is the Gale Webb Action Sports Park, the largest mountain bike and pump track of its kind in Southern California.

Due to a lack of overall field count, Menifee does not have an outdoor sports facility that has the ability to attract regional youth sports tournaments. Cities such as Perris, Murrieta, and Temecula have facilities that are able to attract these tournament opportunities and are then able to generate significant economic impact for the City.





SPORTS AND OUTDOOR RECREATION SUPPLY | MENIFEE, CA & GREATER SURROUNDING AREA

Venue	Location	Type	Miles from City Hall	2024 Visits	% Visits 50+ Miles	% Visits 100+ Miles	Diamonds	Multipurpose Fields	Basketball Courts	
1	Lyle Marsh Park	Menifee, CA	Community Park	1.3	28,500	--	--	--	1	--
2	Lazy Creek Park	Menifee, CA	Community Park	1.7	16,400	--	--	--	--	1
3	Quartz Ranch Park	Menifee, CA	Community Park	1.9	121,200	2.6%	1.7%	--	1	1
4	Wheatfield Park	Menifee, CA	Community Park	2.3	127,500	2.5%	1.1%	6	--	1
5	E.L. Pete Petersen park	Menifee, CA	Community Park	2.4	47,900	3.5%	--	--	1	2
6	Aldergate Park	Menifee, CA	Community Park	2.5	45,800	--	--	1	--	--
7	Lago Vista Sports Park	Menifee, CA	Sports Park	2.5	87,600	7.8%	2.2%	3	1	1
8	Spirit Park	Menifee, CA	Community Park	2.5	123,800	4.8%	1.3%	--	--	2
9	Gale Webb Action Sports Park*	Menifee, CA	Action Sports Park	2.8	40,000	8.0%	2.8%	--	--	--
10	Silver Star Park	Menifee, CA	Community Park	3.1	23,800	--	--	--	--	1
11	Audie Murphy Sports Park	Menifee, CA	Sports Park	3.2	84,000	6.4%	1.4%	1	1	1
12	Hidden Hills Park	Menifee, CA	Community Park	3.2	50,400	--	--	--	1	1
13	El Dorado Park	Menifee, CA	Community Park	3.2	8,600	--	--	1	--	--
14	Centennial Park	Menifee, CA	Sports Park	3.3	108,000	2.9%	0.0%	2	1	2
15	John V. Denver	Menifee, CA	Community Park	3.3	11,500	--	--	--	--	1
16	La Ladera Park	Menifee, CA	Community Park	3.4	82,000	5.9%	2.9%	1	1	1
17	Mahogany Creek Park	Menifee, CA	Community Park	3.5	2,200	--	--	--	--	--
18	Sunrise Park	Menifee, CA	Community Park	3.8	31,600	--	--	1	--	1
19	Discovery Park	Menifee, CA	Community Park	3.9	43,700	--	--	1	--	--
20	Heritage Park	Menifee, CA	Community Park	4.5	40,700	5.2%	--	1	--	1
21	McCall Canyon Park	Menifee, CA	Community Park	4.7	5,100	--	--	--	--	1
22	Heritage Lake Sports Park	Menifee, CA	Community Park	4.9	117,200	3.2%	1.5%	--	6	3
23	Underwood Park	Menifee, CA	Community Park	4.9	63,300	3.8%	--	--	1	1.5
24	Veteran's Park	Menifee, CA	Sports Park	5.2	45,400	--	--	2	1	2
25	Nova Park	Menifee, CA	Community Park	5.4	10,900	--	--	--	1	--
26	Mira Park	Menifee, CA	Community Park	5.4	12,200	--	--	1	--	1
27	Eller Park	Menifee, CA	Community Park	6.4	--	--	--	1	--	--
28	Winchester-Domenigoni Community Park	Winchester, CA	Community Park	6.5	54,500	1.7%	0.7%	3	2	1
29	Big League Dreams Perris	Perris, CA	Baseball Complex	6.6	485,000	23.2%	8.8%	6	1	--
30	Marion V. Ashley Park and Community Center	Menifee, CA	Community Park	6.9	176,500	3.7%	0.8%	2	--	--
31	Spencer's Crossing Sports Park	Murrieta, CA	Sports Park	8.4	61,400	3.6%	1.2%	2	3	1
32	Los Alamos Hills Sports Park	Murrieta, CA	Sports Park	8.4	480,900	3.9%	1.0%	4	9	--
33	Abelia Sports Park	Winchester, CA	Sports Park	8.9	84,900	5.5%	--	2	1	--
34	Brookfield Park	Winchester, CA	Community Park	8.9	46,500	--	--	1	--	--
35	California Oaks Sports Park	Murrieta, CA	Sports Park	9.3	285,600	3.0%	1.5%	3	1	2
36	Enchanted Hills Park	Perris, CA	Community Park	11.4	122,500	2.7%	1.1%	--	2	2
37	Sommers Bend Sports Park	Temecula, CA	Sports Park	15.1	243,500	9.1%	1.8%	2	2	2
38	Ronald Reagan Sports Park	Temecula, CA	Sports Park	15.6	277,400	5.1%	2.0%	4	1	1
39	Regional Park	San Jacinto, CA	Sports Park	16.6	451,600	2.0%	0.8%	3	3	1
40	Patricia H. Birdsall Sports Park	Temecula, CA	Sports Park	19.0	554,500	8.5%	2.0%	4	4	4
41	Louis M. Jackson Park	Hemet, CA	Community Park	20.3	91,000	1.3%	0.5%	3	2	--
42	Soboba Sports Complex	San Jacinto, CA	Sports Park	22.2	23,800	9.7%	3.8%	2	2	1
43	Galway Downs Soccer Complex	Temecula, CA	Soccer Complex	23.0	579,500	45.9%	11.8%	--	19	--
Average/Total			--	7	128,533	6.9%	2.3%	63	69	41

* includes BMX/Skate Park

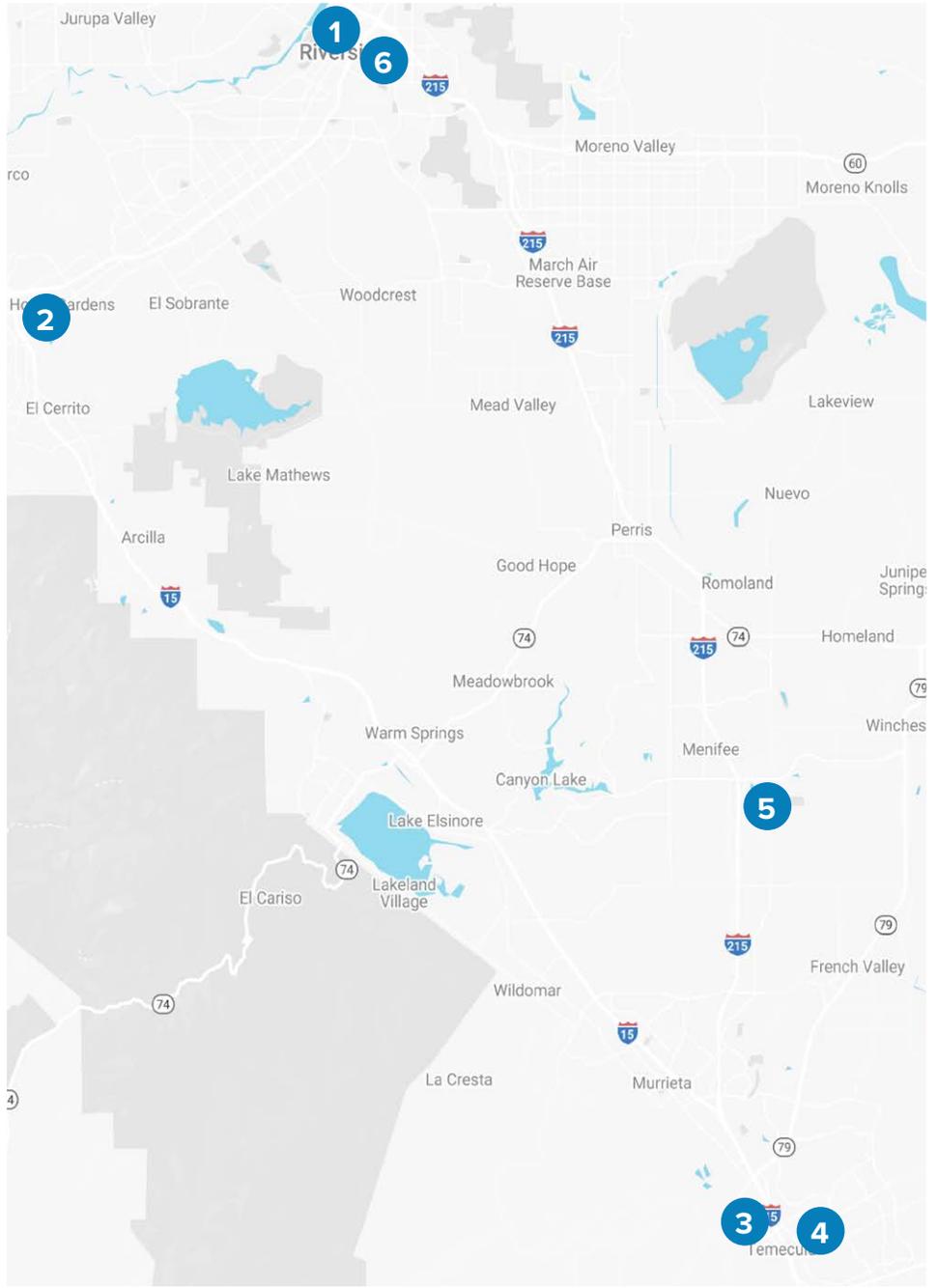
"--" denotes insufficient visitation data from Placer.ai or information withheld due to proximity to a school.

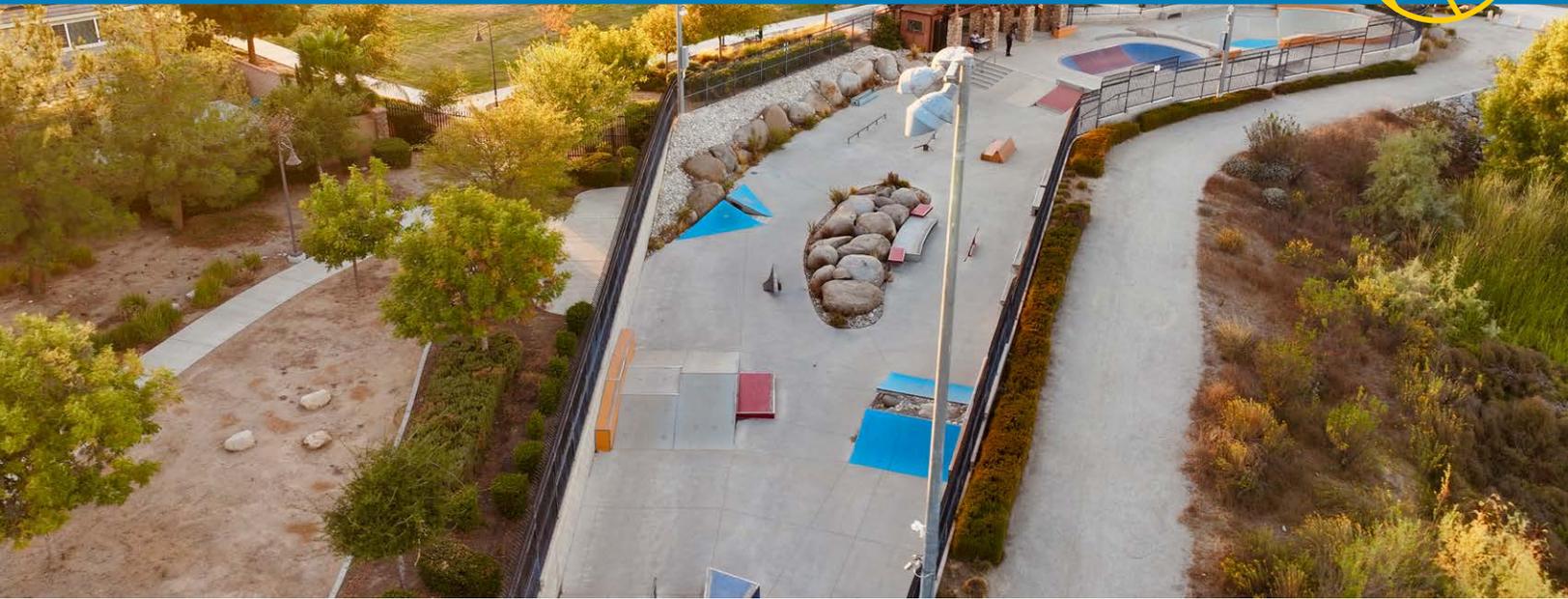
Source: Placer.ai, Various

Sports Facilities and Outdoor Recreation

Utilization of city parks is almost entirely generated by local residents and the proximate regional area. Big League Dreams Perris is the closest regional sports facility, generating 23 percent of its 485,000 visits from beyond 50 miles and nine percent from beyond 100 miles. The most visited facility is Galway Downs Soccer Complex in Temecula, with nearly 580,000 visits and 46 percent of visitation from more than 50 miles away and 12 percent of visitation from more than 100 miles away.

INDOOR SUPPLY MAP





INDOOR SPORTS SUPPLY | MENIFEE, CA & GREATER SURROUNDING AREA

Venue	Location	Miles from City Hall	2024 Visits	% Visits 50+ Miles	% Visits 100+ Miles	Basketball	Volleyball
1 Riverside Convention Center*	Riverside, CA	27.7	347,800	20%	12%	-	-
2 The Draft Sports Complex	Corona, CA	29.8	317,200	17%	6%	9	9
3 Rancho Sports Center	Temecula, CA	14.8	298,700	5%	2%	5	5
4 Temecula Community Recreation Center	Temecula, CA	15.9	38,000	3%	1%	1	2
5 Valley-Wide Menifee Gymnasium	Menifee, CA	2.1	69,900	1%	1%	1	2
6 Bobby Bonds Park Cesar Chavez Center	Riverside, CA	26.0	17,100	1%	0%	1	1
Average/Total	--	19	181,450	8%	4%	17	19

* dictates facility is used for multiple purposes, some of which are indoor sports
 Source: Placer.ai, Various

The only facility that Menifee has for indoor recreation is the Valley-Wide Menifee Gymnasium, which only has one basketball court that is convertible into two volleyball courts. In the greater region, Rancho Sports Center and The Draft Sports Complex are the only two sport-specific facilities of note that could be utilized for tournaments. However, for residents of Menifee, these facilities require significant travel time with more than 30 minutes to drive to the Rancho Sports Center in Temecula and a drive exceeding 45 minutes to The Draft Sports Complex in Corona.

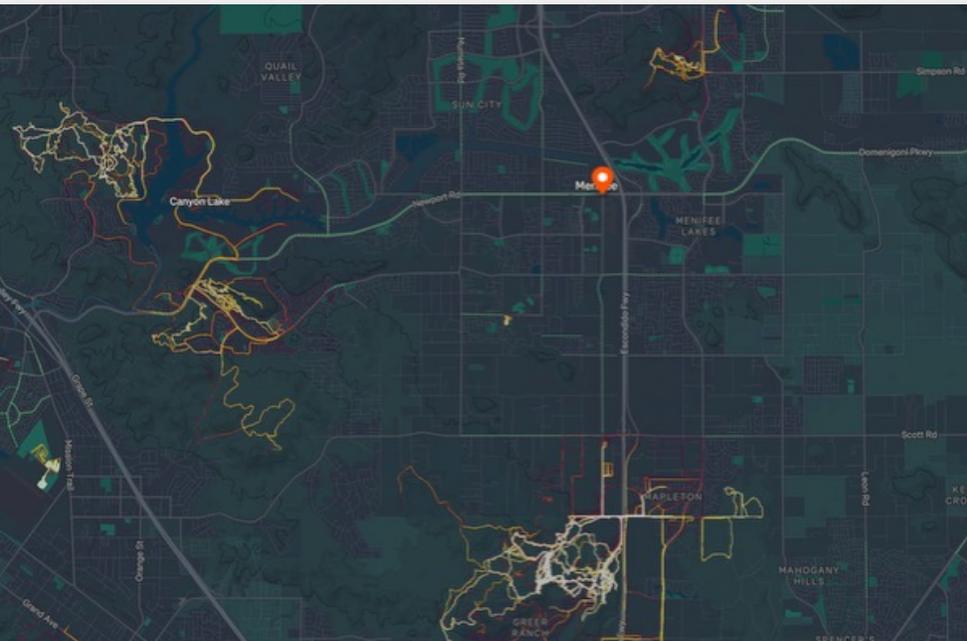
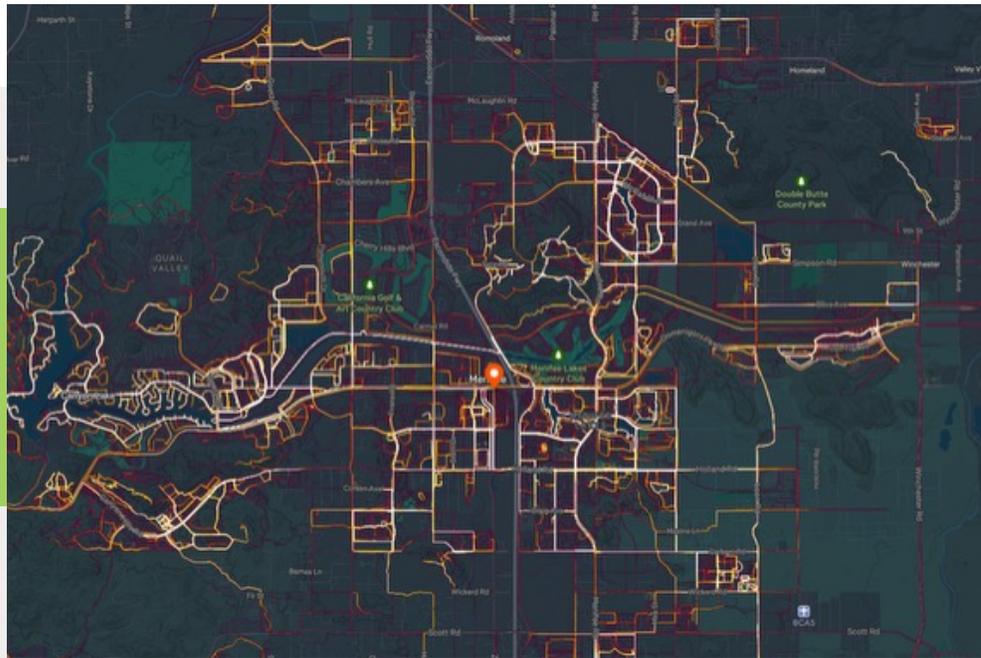
As it stands, Menifee residents spend a great deal of time in transit to and from youth sports practices and tournaments due to an overall lack of outdoor and indoor tournament-size facilities in Menifee. In turn, the lack of a youth sports facility results in a significant leakage in consumer spending as residents and potential visitors are drawn away from Menifee.

Sports Facilities and Outdoor Recreation

OUTDOOR RECREATION

The area surrounding Menifee offers an array of outdoor foot sports. AllTrails is a user-generated database of trails and may not represent an official listing of all designated trail spaces. According to AllTrails, there are approximately 40 trails for hiking, running/walking, and mountain biking within a 10-mile radius of Menifee. Beyond the greater Menifee area, there are more than 100 trails within driving distance for the residents of Menifee to utilize. The availability of these trails, both within the city and in dedicated hiking areas, increases the variety of outdoor recreation for residents and can potentially be used as an attractor from regional residents to be drawn to Menifee for the day.

The heat map to the right highlights the most popular locations for residents and visitors to utilize for all foot sports such as running, walking, and hiking.



The heat map to the left outlines the most popular trails in the greater Menifee area that are utilized by mountain bikers. The cities that these trails lay within are Menifee, Canyon Lake, and Murrieta.

*Brighter, warmer colors on the Strava Heat Map indicate higher levels of foot traffic and activity, while cooler, darker colors represent areas with lower usage.



FEEDBACK

Outdoor Youth Sports Tournament Facility

- Build a facility with at least eight outdoor multipurpose fields
- An outdoor youth sports facility would allow for Menifee to pull from the Southern California region to generate room nights and additional spending at local restaurants and retails

Indoor Youth Sports and Multipurpose Facility

- Sports and multi-use facility utilized for basketball, volleyball, and pickleball specifically for youth in the community
- The City of Menifee is in need of an Aquatics Center as well
- Parks and Recreation leaders have reported waitlists and over-capacity for current indoor sports programs



RECOMMENDATIONS & DESTINATION STRATEGY

Invest in 398-Acre Outdoor Recreation District

Adventure Park, Trails, Mountain Biking Infrastructure

Regional Sports Park (8+ fields and/or courts) for soccer, softball, baseball, cricket, or pickleball

Enables Menifee to host regional youth sports tournaments

Indoor Sports Complex/Multipurpose Center

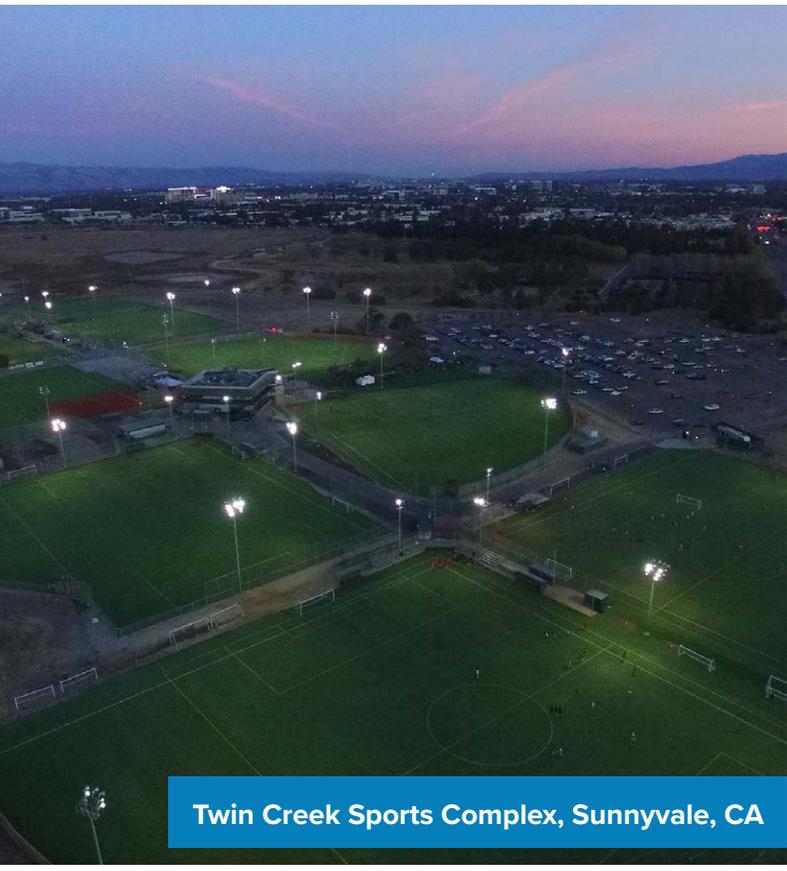
Capture year-round demand for basketball, volleyball, and pickleball

Sports Facilities and Outdoor Recreation

OUTDOOR SPORTS COMPLEX INSPIRATION



Morgan Hill Outdoor Sports Center, Morgan Hill, CA



Twin Creek Sports Complex, Sunnyvale, CA



Silver Lakes Sports Complex, Norco, CA





OUTDOOR ADVENTURE PARK INSPIRATION



Woolly's Adventure Summit, Mammoth Lakes, CA



Mountain Bikes



Ropes Course



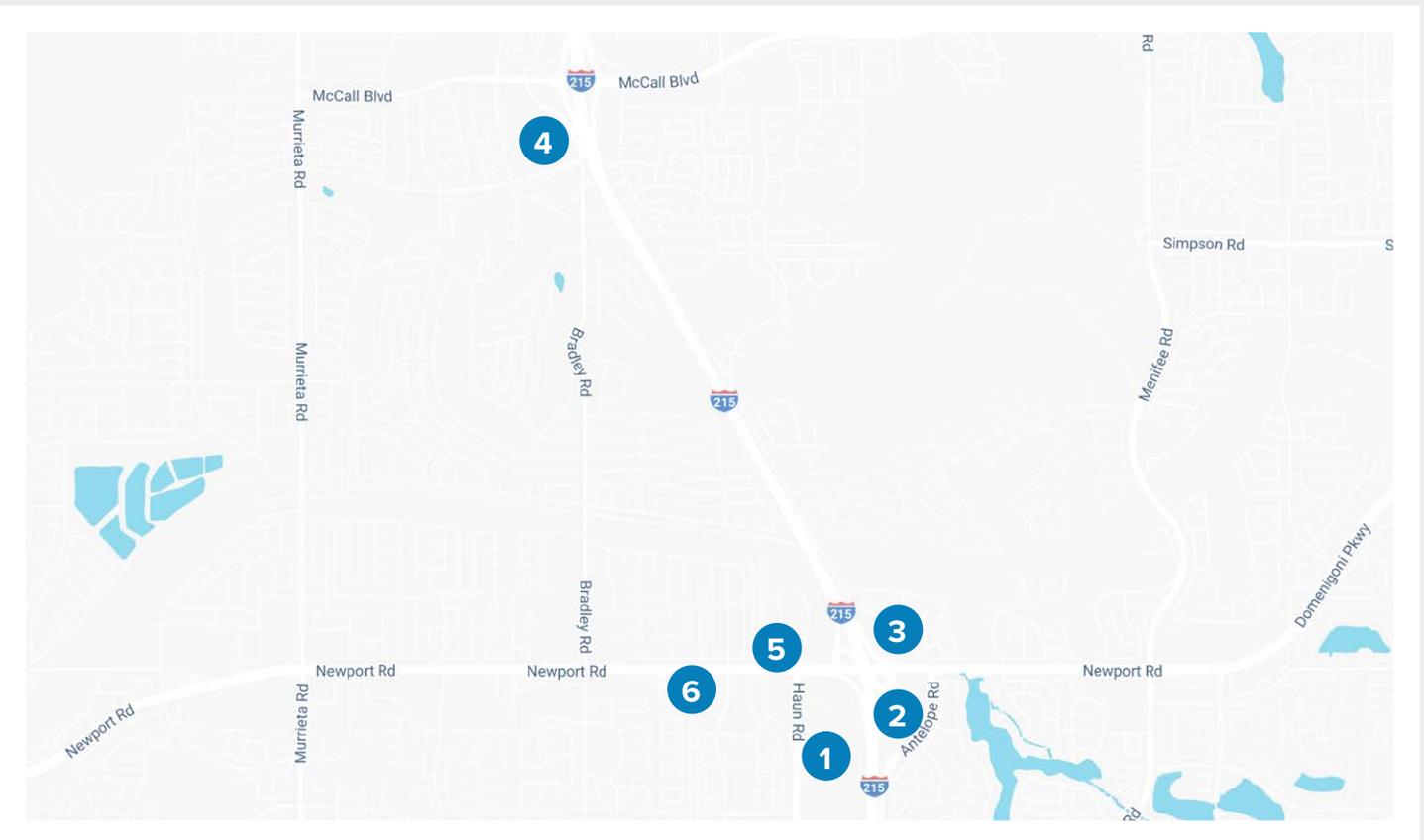
Bungee Trampoline

Retail and Dining Nodes

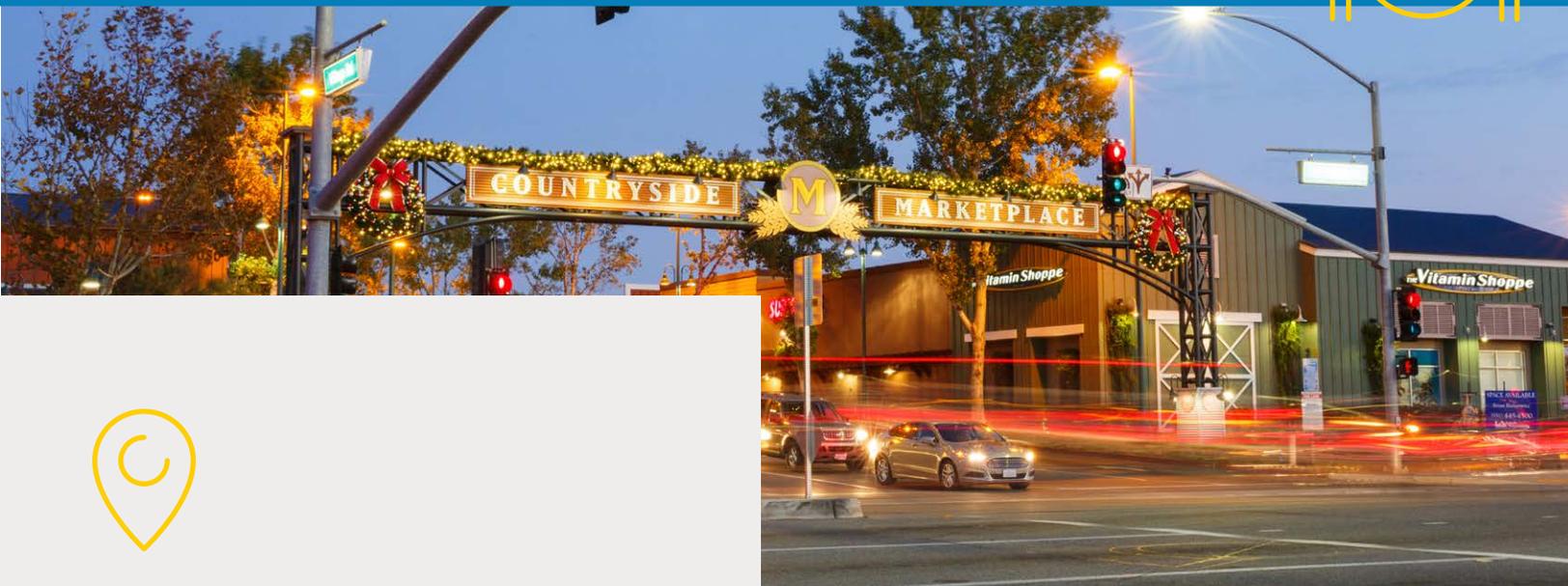
OVERVIEW

Menifee has many shopping centers and retail strips with a diverse set of tenants, providing convenient access for residents. However, the city lacks a walkable shopping environment and high-end dining options.

LOCAL MAJOR RETAIL NODES



	Name	2024 Visits	% Visits 25+ Miles	Location	Key Tenants
1	Countryside Marketplace	9,800,000	50%	Haun Rd. & Newport Rd.	Lowe's, Target, Best Buy, Aldi, Kohl's, HomeGoods
2	Menifee Town Center	3,600,000	50%	Antelope Rd. & Newport Rd.	Ross, Living Spaces, Ralphs, AutoZone
3	Menifee Lakes Plaza	2,700,000	48%	Antelope Rd. & Balsa Rd.	Baron's Market, LA Fitness, Raising Canes
4	Cherry Hills Plaza	2,600,000	8%	Cherry Hills Blvd. & Sun City Blvd.	Stater Bros. Markets, Vons, Walgreens
5	Newport Towne Square	1,900,000	11%	Haun Rd. & Newport Rd.	Chick-fil-A, Applebee's
6	Center Pointe	1,500,000	9%	Calle Tomas & Newport Rd.	Olive Garden, Sprouts Farmers Market, Luna Grill
	Total/Average	19,500,000	34%		



MAP ANALYSIS

Retail and restaurants are clustered near the intersection of Menifee's most trafficked arteries, Newport Road and I-215. As the city's largest concentration of commercial assets, this area's central location and proximity to both Central Park and City buildings position it as a prime location for walkable infill development to meet local demand.



CHART ANALYSIS

Included above are the most prominent retail nodes in Menifee, which generated 19.5 million visits in 2024. Menifee Town Center, Menifee Lakes Plaza, and Countryside Marketplace attracted about half of their visits from more than 25 miles away. This is due to their destination retail tenants such as grocery stores and department stores.



Retail and Dining Nodes

FEEDBACK

- There is immense resident demand for a walkable shopping and dining experience, which does not currently exist in Menifee.
- Menifee has a large number of fast food and chain restaurants; however, it lacks high-end dining and date night options. There is a need for authentic, locally owned, high-quality restaurants, along with walkable access and inviting outdoor dining experiences.





RECOMMENDATIONS & DESTINATION STRATEGY

Develop a Walkable Retail and Dining District

- Incentivize the creation of a mixed-use, pedestrian-oriented retail and restaurant hub through targeted planning efforts and public-private partnerships.
- Identify and activate a central site, such as near the Economic Development Corridor along Haun Road, that can accommodate outdoor dining, local businesses, and community gathering spaces.

Attract High-Quality, Locally Owned Restaurants

- Work with local restaurateurs and regional operators to bring authentic, chef-driven concepts to Menifee by offering incentives, streamlined permitting, or development support.
- Promote zoning and design guidelines that encourage patio dining, attractive storefronts, and a cohesive visitor experience.



Retail and Dining Nodes

MIXED-USE INSPIRATION



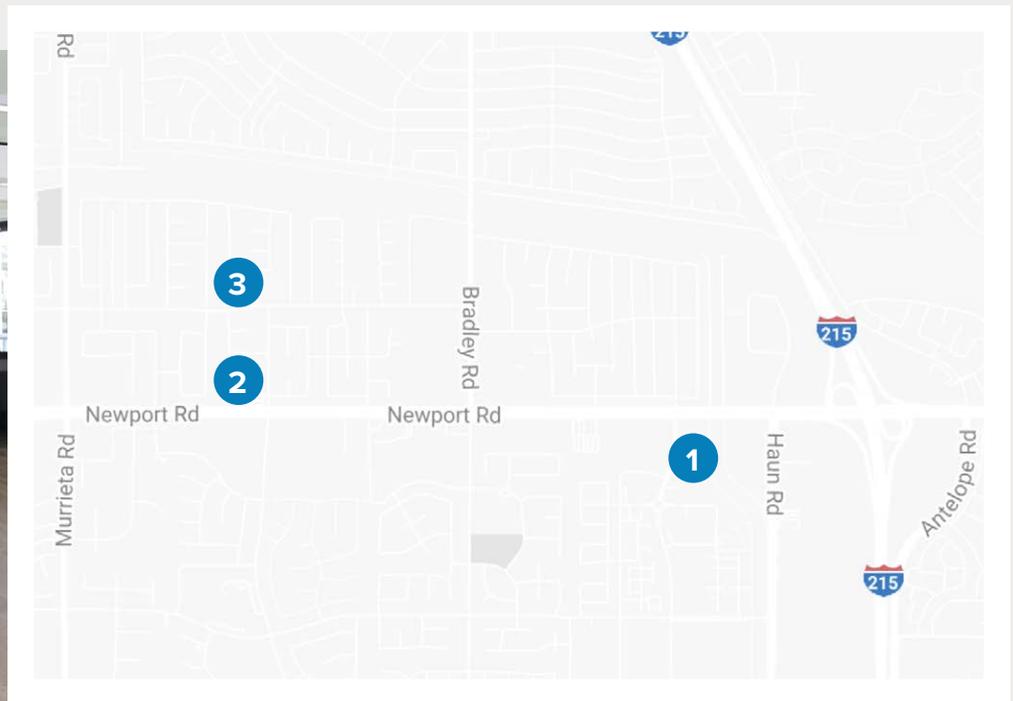


Convention and Meetings Facilities/Districts

OVERVIEW

Due to the shortage of corporate offices in Menifee, there has not been a focus on the development of convention and meeting space to host corporate events and conventions. There are, however, three locations largely utilized by the local population for events and meetings: the Fairfield Inn & Suites Menifee, Kay Cenicerros Senior Center, and Lazy Creek Recreation Center.

LOCAL MEETING SPACE



MAP ANALYSIS

Menifee, as aforementioned, only has three meeting facilities: Fairfield Inn & Suites Menifee, Kay Cenicerros Senior Center, and Lazy Creek Recreation Center. Fairfield Inn & Suites Menifee is the largest function event space in Menifee with approximately 5,600 square feet spread across one grand ballroom, three additional spaces, and one boardroom. The grand ballroom has 4,085 square feet with a maximum capacity of 375 and the next largest space is 2,424 square feet with a maximum capacity of approximately 270. The boardroom is purposefully built as an intimate space of 377 square feet and has a capacity of 16. The other two facilities are local community centers that can be utilized for events (the square footage breakdown was unavailable).



EVENT AND MEETING SPACE | MENIFEE, CA & GREATER SURROUNDING AREA

Venue	Location	Type	Miles from City Hall	Total Function Space	2024 Visits	% Visits 50+ Miles	% Visits 100+ Miles
Palm Springs Convention Center	Palm Springs, CA	Convention Center	56.0	163,523	264,800	80%	54%
1 Fairfield Inn & Suites Menifee	Menifee, CA	Hotel	0.6	5,593	107,800	52%	38%
Galway Downs Event Center	Temecula, CA	Wedding Venue	22.3	--	43,200	51%	20%
South Coast Winery Resort & Spa	Temecula, CA	Winery	19.5	--	320,900	43%	16%
Callaway Winery	Temecula, CA	Winery	17.0	4,800	130,400	41%	16%
Avensole Winery	Temecula, CA	Wedding Venue	19.7	--	76,600	37%	13%
Temecula Creek Inn	Temecula, CA	Wedding Venue	17.2	8,000	259,400	32%	15%
Ontario Convention Center	Ontario, CA	Convention Center	43.3	115,380	503,100	30%	20%
Riverside Convention Center	Riverside, CA	Convention Center	27.4	49,864	321,600	20%	11%
Marinaj Banquets & Events	Moreno Valley, CA	Banquet Hall	19.0	--	78,800	15%	5%
Riverside Municipal Auditorium	Riverside, CA	Auditorium	27.1	6,547	190,700	15%	4%
Beverly Banquets	Ontario, CA	Banquet Hall	45.0	--	51,400	3%	2%
2 Kay Cenicerros Senior Center	Menifee, CA	Community Center	1.5	--	30,400	--	--
3 Lazy Creek Recreational Center	Menifee, CA	Community Center	1.7	--	13,600	--	--
Dove Canyon Courtyard	Trabuco Canyon, CA	Wedding Venue	55.5	--	16,300	--	--
Average	--	--	24.9	50,530	160,600	35%	18%

"--" Insufficient data
Source: Placer.ai

CHART ANALYSIS

The Fairfield Inn & Suites Menifee is the largest function space in Menifee at nearly 5,600 square feet. Its largest ballroom has an area of approximately 4,100 square feet with a capacity of up to 375 attendees. As the newest and most spacious event space in the city, it is highly utilized by residents for galas, socials, banquets, and weddings as well as local businesses for a variety of meetings and events.

Convention and Meetings Facilities/Districts

The closest dedicated convention and event facility is the Riverside Convention Center at approximately 50,000 square feet. The Riverside Convention Center generates 20 percent of its visitors from greater than 50 miles, meaning it primarily serves the extended local population. In contrast, the Palm Springs Convention Center has more than 160,000 square feet of total function space and generates 80 percent of its visitors from greater than 50 miles. This facility serves as a destination event center and generates regional- and long-distance travelers from across California and the country.

With an overall lack of concentrated corporate offices and support amenities, Menifee is likely to be unable to support a convention center facility. Still, the local residents could greatly benefit from a multipurpose event space that could be utilized for a variety of community events and functions.



FEEDBACK

Lack of Sufficient Hotel Accommodations

- Menifee does not have enough hotel rooms or support amenities currently to effectively host a large convention or support active corporate business travel and events.

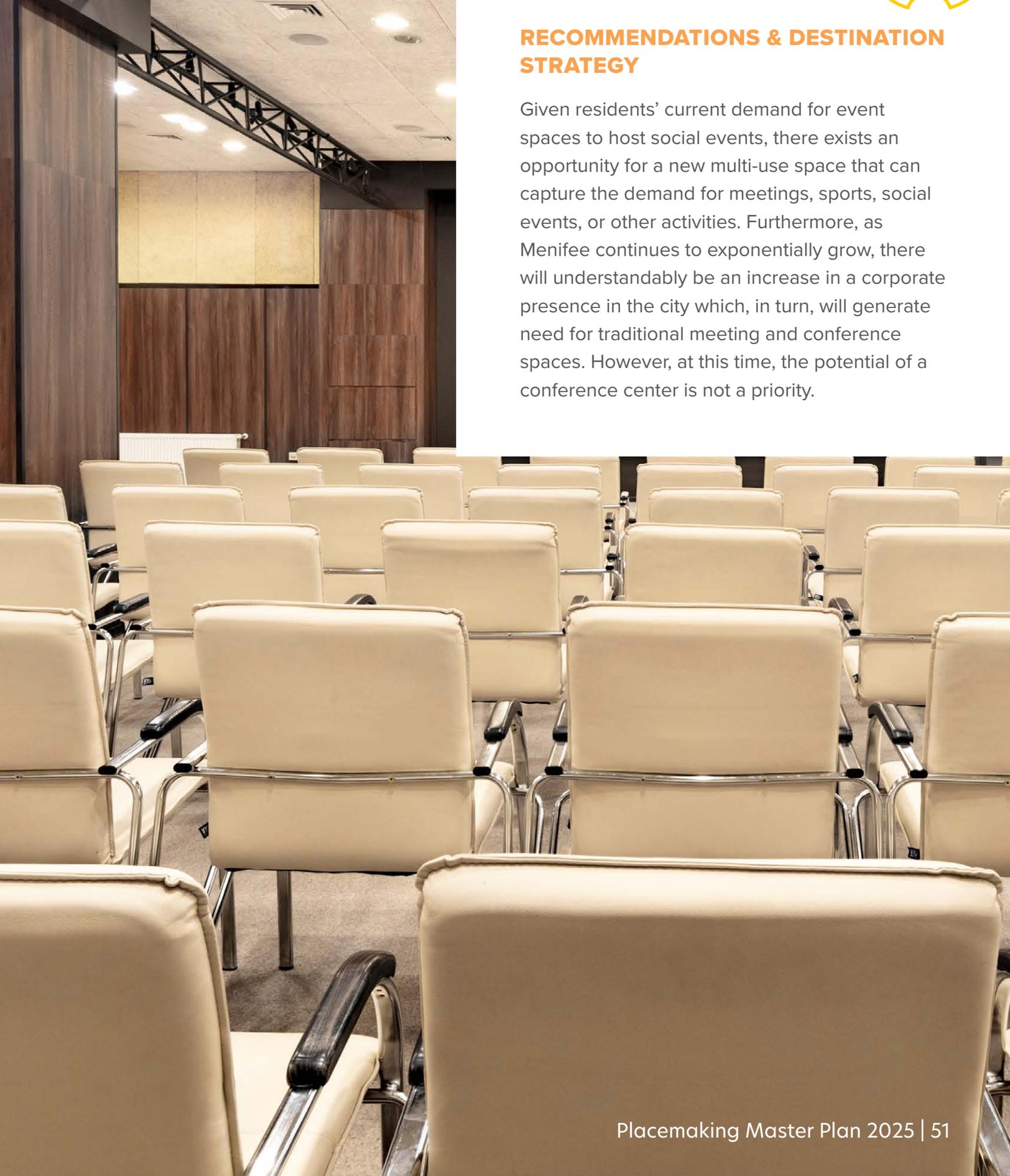
Existing Demand

- Current demand primarily exists from social and localized events, not corporate demand. At the Fairfield Inn & Suites in Menifee, their event space is utilized largely on the weekends but the venue lacks overall weekday demand.
- Menifee struggles to compete for venues with Temecula Valley.
- Opportunity exists within Menifee's local event space and overall community for a multi-use space to capture a variety of events, including meetings, corporate and social events, sports, and other activities.



RECOMMENDATIONS & DESTINATION STRATEGY

Given residents' current demand for event spaces to host social events, there exists an opportunity for a new multi-use space that can capture the demand for meetings, sports, social events, or other activities. Furthermore, as Menifee continues to exponentially grow, there will understandably be an increase in a corporate presence in the city which, in turn, will generate need for traditional meeting and conference spaces. However, at this time, the potential of a conference center is not a priority.

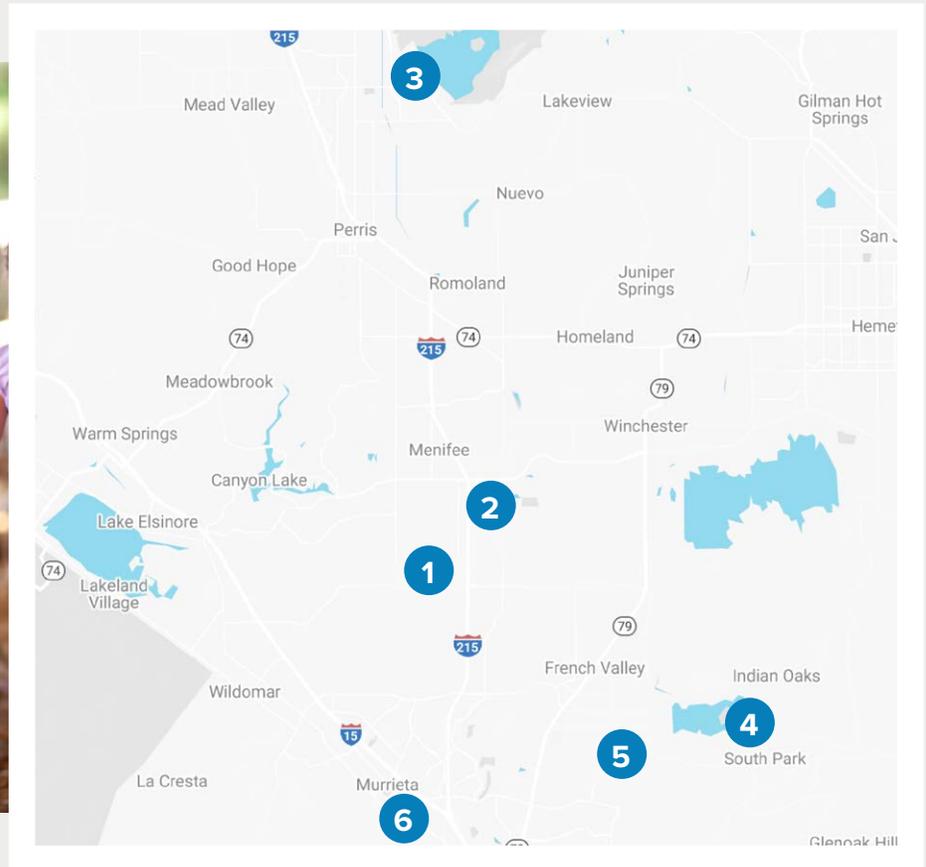


Agricultural/Exposition/Fairgrounds

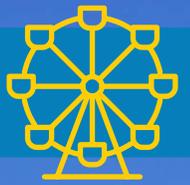
OVERVIEW

Menifee is rooted in agricultural tradition but has few assets to support major agriculture-focused events or experiences. Larger fairgrounds and winery destinations are located outside the city, in Perris and Temecula.

LOCAL AND REGIONAL AGRICULTURAL, EXPO, AND FAIRGROUNDS ASSETS



Local Asset	Type	City	Miles from Menifee
1 Wickerd Farm	Agriculture Venue	Menifee, CA	--
2 Mt. San Jacinto College	Fairgrounds	Menifee, CA	--
Regional Asset	Type	City	Miles from Menifee
3 Southern California Fair	Fairgrounds	Perris, CA	15
4 Temecula Valley Balloon & Wine Festival	Fairgrounds	Temecula, CA	21
5 Temecula Valley Wine Country	Agricultural Venues	Temecula, CA	23
6 Primal Pastures	Agriculture Venue	Murrieta, CA	13



MAP ANALYSIS

North of Menifee, the Southern California Fairgrounds serve as a major regional agritourism anchor, driven by livestock shows and amusement rides. To the south, Temecula Valley Wine Country spans approximately 33,000 acres and features 47 wineries, making it one of the region's premier tourism draws.

CHART ANALYSIS

Mt. San Jacinto College provides green space and facilities for events like the Multicultural Festival and Fall Festival. Nearby, Temecula Valley Wine Country serves as a major regional agritourism driver, presenting an opportunity for Menifee to better align and tap into its visitor base.



Agricultural/Exposition/Fairgrounds

FEEDBACK

- Menifee’s history as an agrarian community is an important part of its ongoing identity for residents. New agritourism experiences, whether it be festivals, events, or a permanent asset, would be welcomed and fit in with its culture.
- The proximity of Menifee to Temecula Valley Wine Country is an advantage that could be better leveraged.





RECOMMENDATIONS & DESTINATION STRATEGY

Leverage Proximity to Temecula Valley Wine Country

- Align local event calendars with Temecula's peak seasons to capture spillover tourism, such as offering harvest-themed festivals or wine-pairing dinners timed with major wine events.
- Develop cross-marketing partnerships with Temecula wineries, tour operators, and hospitality businesses to create joint packages and promotions that include Menifee stops.



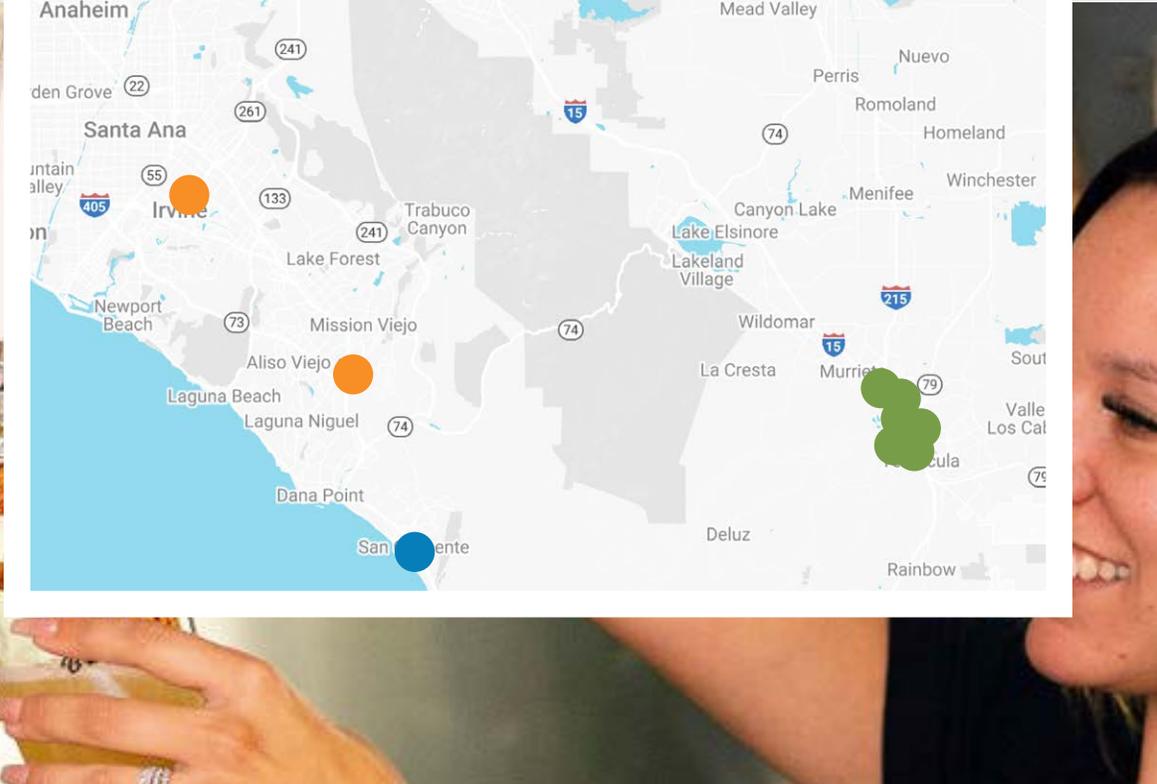
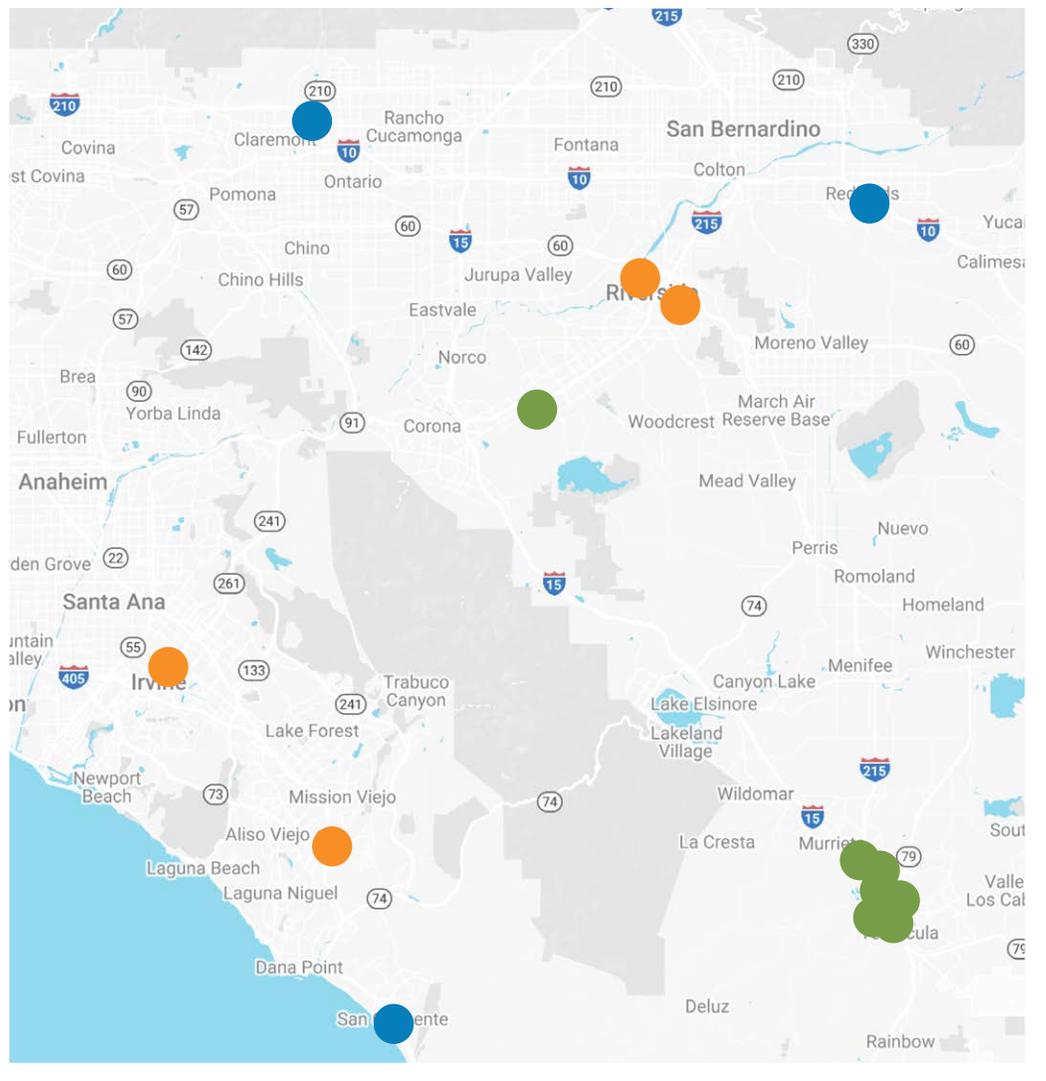
Winery, Brewery, Distillery and Food Halls

OVERVIEW

Menifee’s visitors and residents are limited in the total amount of options they have to patronize a winery, brewery, or distillery within city limits. While the current supply of restaurant and drink options comes through large national chains such as BJ’s Restaurant & Brewhouse, Buffalo Wild Wings, and Applebee’s, there are a few local food and drink options such as Bushfire Kitchen, Tacos & Tequila – Grill & Cantina, Pitstop Pub Sports Bar & Grill, and Savage Chef Bar & Grill. These locally-owned options create a livelier food and drink environment for the local population beyond what is observed among the multitude of national chains offered in the city.

SUPPLY MAP

- Food Hall
- Breweries
- Distilleries





WINERY

Temecula Valley, known as Southern California's Wine Country, sits centric between Los Angeles, Orange County, and San Diego, the three major metropolitan areas of Southern California. With approximately 50 wineries, Temecula Valley offers a variety of boutique and full-service resorts and hotels, wine tasting experiences, vineyards, live entertainment and event venues, and restaurants. All these cultivate a unique and serene experience for all visitors. Menifee has the potential to tap into this market with its connectivity to the Temecula Wine Country through a back-door entrance via Scott Road. This route would allow easy access for visitors to spend a day of wine tasting and experiencing the different wineries while staying in Menifee, a central location near the greater Riverside County area.

BREWERY

The only brewery in Menifee is Grey Iron Brewing Company which, according to Placer.ai, generated approximately 13,500 visits in 2024. In the surrounding region, there are six additional breweries which are all primarily concentrated in the Murrieta and Temecula area. These locations are depicted on the map.

DISTILLERY

Menifee and the surrounding region lack distilleries. There are only three distilleries of note located within the greater surrounding Menifee region. These are J. Riley Distillery in Redlands, Drift Distillery in San Clemente, and Evolve Distilling in Claremont.

FOOD HALL

Food halls are another experiential concept that Menifee can utilize to diversify its food & beverage offering and invigorate the city beyond its current offerings. Curating a food hall experience that taps into the cultures of the residents of Menifee and Southern California can create a unique culinary experience for Menifee's citizens and visitors. Food halls also provide a unique opportunity to work in tandem as an entertainment facility posing as a place for groups and families to congregate for activities or to potentially be utilized for live entertainment/music to serve all ages with the diversified food and drink offerings. The closest traditional food hall, Riverside Food Lab, is approximately 30 miles away. The Farm House Collective has curated a similar experience with a mix of retail and restaurants but is not dedicated solely to food.

Winery, Brewery, Distillery and Food Halls

FEEDBACK

- Temecula’s hotels are often overbooked, overpriced, or overbooked and overpriced. Menifee can capture potential visitors who are looking for a weekend away and want to visit Temecula/Murrieta/etc., but need additional support amenities to “stay and play”.
- A shuttle or charter service could provide hotel-to-winery services, in partnership with Temecula wineries and/or Pechanga Resort Casino.
- There is potential for upscale restaurants, rooftop bars, cocktail lounges, and evening activities to capture tourists from all the different regions.
- Open a brewery/distillery, with tasting room-style environments, live music, food trucks, or cultural events.





RECOMMENDATIONS & DESTINATION STRATEGY

Leverage Scenic Scott Road to Strengthen Menifee's Role as a Regional Stay-and-Play Destination

Utilize and promote Scott Rd. as the back way into the Temecula Wine Country, allowing visitors to Menifee easy access to Temecula's wineries and encouraging Menifee as a secondary location to stay for visits to wineries.

Foster Regional Collaboration to Boost Culinary Tourism

Develop formal partnerships with Menifee hotel operators to create bundled experiences that highlight Temecula Wine Country. These packages could include tasting passes, behind-the-scenes tours, or curated food & beverage itineraries paired with hotel accommodations. Position Menifee as an emerging culinary destination and a key stop on the broader Wine Country circuit.

Upscale Restaurants and Bars

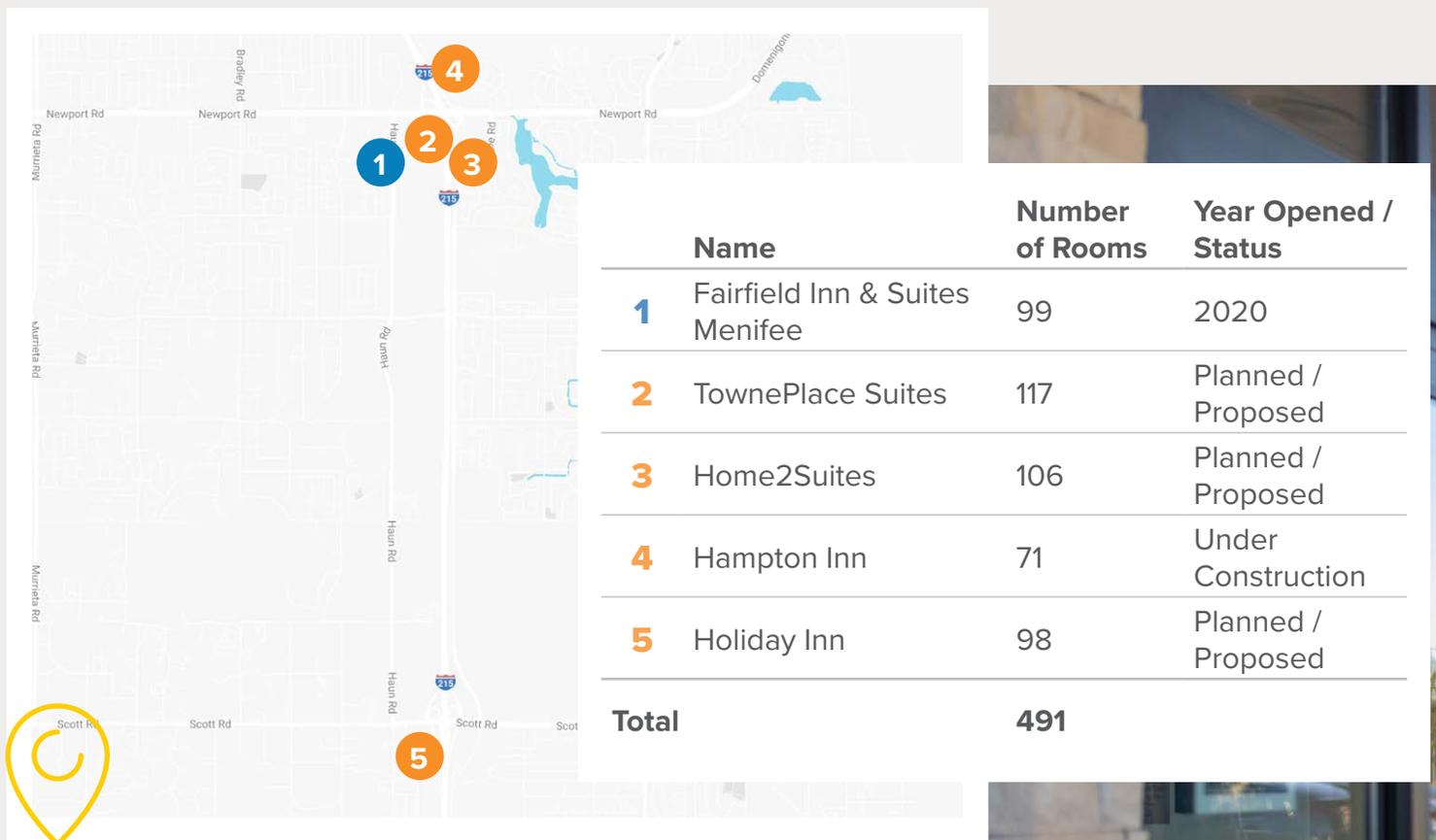
- Menifee needs upscale restaurants, cocktail lounges or bars, and breweries/distilleries to capture both local demand and regional visitors looking for something to do while in the city.
- Utilize the natural beauty of the landscape with a rooftop bar that becomes an attractor for people looking for a beautiful, high-quality experience.

Hotels

OVERVIEW

Menifee is experiencing a boom in hotel development, with four new properties totaling 392 rooms in the pipeline. These additions will expand the city's capacity to host visitors attending local meetings, events, and nearby attractions like Temecula Valley Wine Country. The growing hotel base will strengthen Menifee's position as a regional destination and support continued tourism growth.

SUPPLY AND PIPELINE



MAP ANALYSIS

The Fairfield Inn & Suites, along with three of the four planned hotels, are centrally located near the Economic Development Corridor. This emerging cluster of hospitality options will help anchor a denser city center and support a broader mix of uses, encouraging consistent visitation throughout the day.



FEEDBACK

- There has been a major lack of hotel rooms in Menifee. The Fairfield Inn & Suites opening in 2020 has helped, but there is still immense unmet demand. The robust hotel pipeline will be crucial to supporting Menifee's growing population along with new local events, entertainment, and meetings.
- Menifee does not leverage its proximity to Temecula Valley Wine Country, which attracts millions of people annually. Solidifying Menifee's role as a gateway to wine country could support local businesses and generate significant hotel tax revenue.
- There is a lack of function space to host conferences and meetings at local hotels.



RECOMMENDATIONS & DESTINATION STRATEGY

Create Partnerships to Drive Wine Country Tourism

Develop a formal partnership with local hotel operators to create packages that promote tourism to Temecula Valley Wine Country, such as bundling hotel stays with guided wine tours, tasting room passes, or exclusive shuttle services. This will position Menifee hotels as the most convenient and cost-effective home base for wine region visitors.

Attract Greater Meetings and Events with Increased Function Space

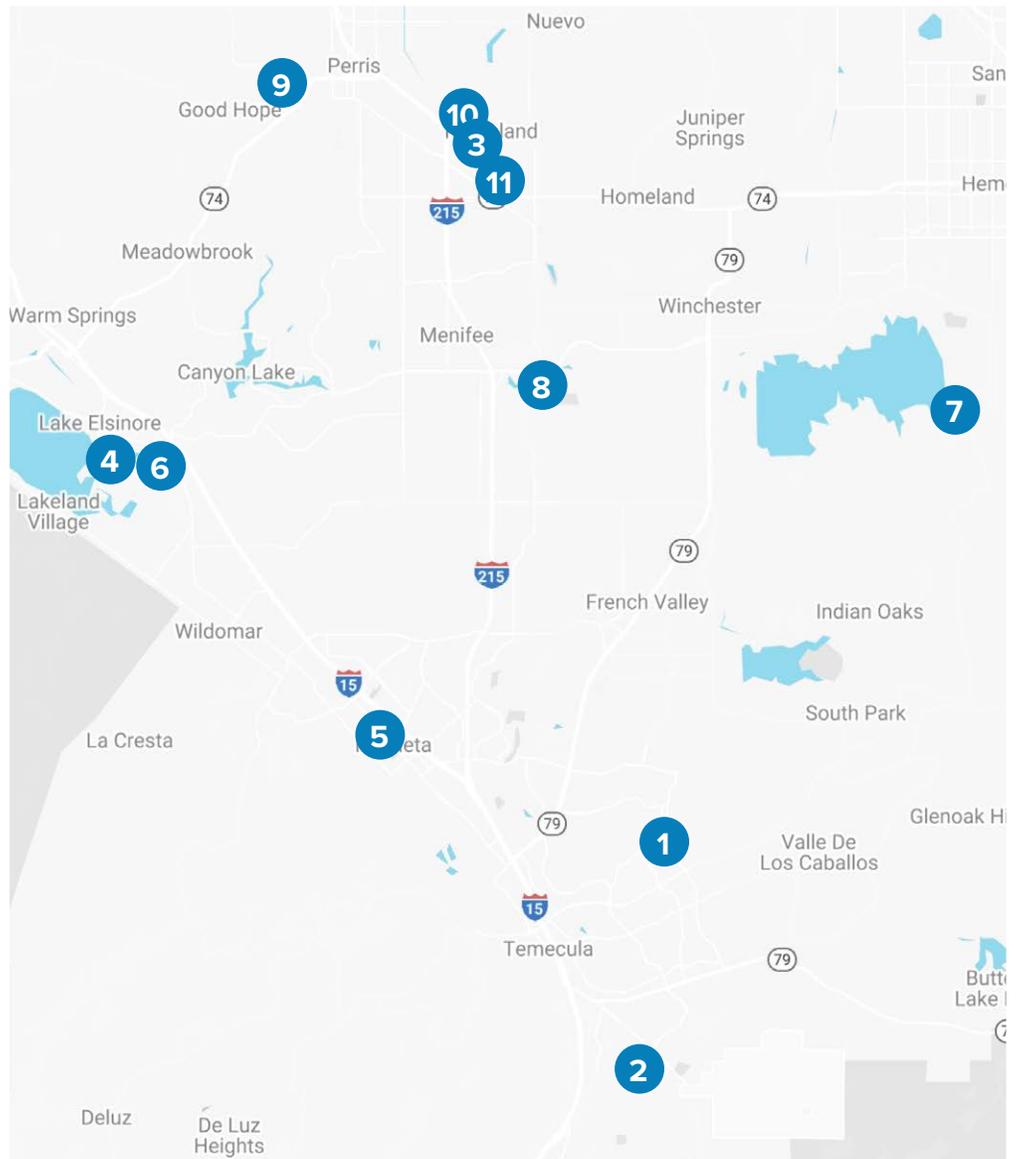
Through the development review process, encourage new hotel projects to include flexible meeting and event space that supports small conferences, social events, and city events. This expanded function space will help capture additional overnight demand and support local business and civic activities.

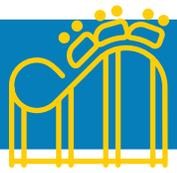
Attractions, Water Parks, and Theme Parks

OVERVIEW

Overall, Menifee has a lack of general entertainment and attraction assets within the city limits. Many of the attractions are located in other cities such as Murrieta, Temecula, Lake Elsinore, and Perris. Three of Menifee's main assets are the Menifee Community Center, the new stadium at Mt. San Jacinto College, and the soon to be opened Central Park Amphitheater. Other attractions in Menifee include Motte Historical Car Museum, Menifee History Museum, and Wheatfield Park.

ATTRACTIONS





ATTRACTIONS | MENIFEE, CA & GREATER SURROUNDING AREA

	Name	Location	Attraction Type	Miles from City Hall	2024 Visits	% Out-of-County Visits	% Out-of-State Visits
1	Callaway Vineyard & Winery	Temecula, CA	Winery	17.5	130,400	59%	13%
2	Pechanga Resort Casino	Temecula, CA	Casino	20.8	4,600,000	58%	4%
3	Big League Dreams Perris	Perris, CA	Sports Facility	6.9	484,600	42%	4%
4	Diamond Stadium of Lake Elsinore	Lake Elsinore, CA	Stadium	9.0	240,800	23%	3%
5	Mulligan Family Fun Center	Murrieta, CA	Family Entertainment	11.2	124,800	21%	5%
6	Pins N Pockets	Lake Elsinore, CA	Family Entertainment	8.9	322,700	12%	2%
7	Western Science Center*	Hemet, CA	Museum	11.8	133,700	--	--
8	Wheatfield Park	Menifee, CA	Sports Facility	2.2	127,800	--	--
9	Perris Raceway	Perris, CA	Motorpark	11.0	70,200	--	--
10	Drop Zone Waterpark	Perris, CA	Water Park	7.1	59,800	--	--
11	Motte Historical Museum	Menifee, CA	Museum	6.9	12,200	--	--
	Average	--	--	10.3	573,364	36%	5%

*-- Insufficient data
Source: Placer.ai

SUPPLY TABLE ANALYSIS AND ADDITIONAL INFORMATION

Beyond what is listed in the table above that outlines eleven of the most visited attractions in the greater Menifee area, there are additional attractions that serve the region as well. These include the K1 Circuit – Outdoor Go Kart Track and Event Venue in Winchester, UpTown Jungle Fun Park and Reading Cinemas at Cal Oaks Plaza in Murrieta, and the UEC Diamond 8 Theater in Lake Elsinore.

There are four water parks in proximity to Menifee, the DropZone Waterpark in Perris, the Mulligan Family Fun Center in Murrieta, the Diamond Valley Lake Aquatic Center in Hemet, and the Donald J. Parks Community Recreation Center in Temecula.

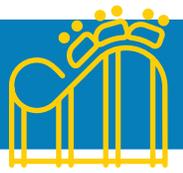
Southern California is home to a number of theme parks, most notably Disneyland. However, these facilities are not proximate to Menifee. The closest facility to Menifee is Castle Park in Riverside. Castle Park is a family entertainment destination that features a water park and rides, mini golf, carnival games, and an arcade. Additional family entertainment destinations/theme parks in the region include Fiesta Village Family Fun Park, Disneyland, Knott’s Berry Farm, Legoland, and Six Flags Magic Mountain.

Attractions, Water Parks, and Theme Parks

FEEDBACK

- Menifee would benefit from an expanded range of entertainment options designed to bring families together. Potential additions could include bowling alleys, movie theaters, arcades (e.g., Dave & Buster's-style venues), mini golf courses, or a combination of these amenities.
- There is a strong need for a walkable, synergistic downtown district that integrates entertainment venues, retail shops, restaurants, and bars. A thoughtfully curated downtown could serve as a vibrant gathering place for residents and attract regional visitors. This district could be strategically anchored by local attractions such as the Motte Historical Car Museum or other key elements of Menifee's history.
- Menifee's bicycle trail network is internationally recognized. Greater promotion and integration of nearby mountains and hiking trails could further position Menifee as an outdoor recreation destination.





RECOMMENDATIONS & DESTINATION STRATEGY

Leverage Historical Museum Assets

- Menifee should prioritize the enhancement and activation of its historical museum assets. Through targeted renovations, strategic marketing campaigns, and new investment, these museums can be elevated as signature attractions.
- By showcasing Menifee's unique history and cultural heritage, the museums have the potential to engage a broader regional audience and foster community pride.

Expand Family Entertainment Offerings

- Menifee should invest in the development of family-friendly entertainment options aimed at serving the youth and young families within the community. Recommended amenities include bowling alleys, movie theaters, arcades, mini golf, or hybrid entertainment complexes combining several of these activities.
- At present, many families travel to Temecula to access similar entertainment experiences. Establishing these offerings locally would enhance quality of life, drive economic activity, and retain visitor spending within Menifee.



Attractions, Water Parks, and Theme Parks

OUTDOOR ADVENTURE PARK INSPIRATION

Woolly's Adventure Summit, Mammoth Lakes, CA





Parks, Trails, and Outdoor Space

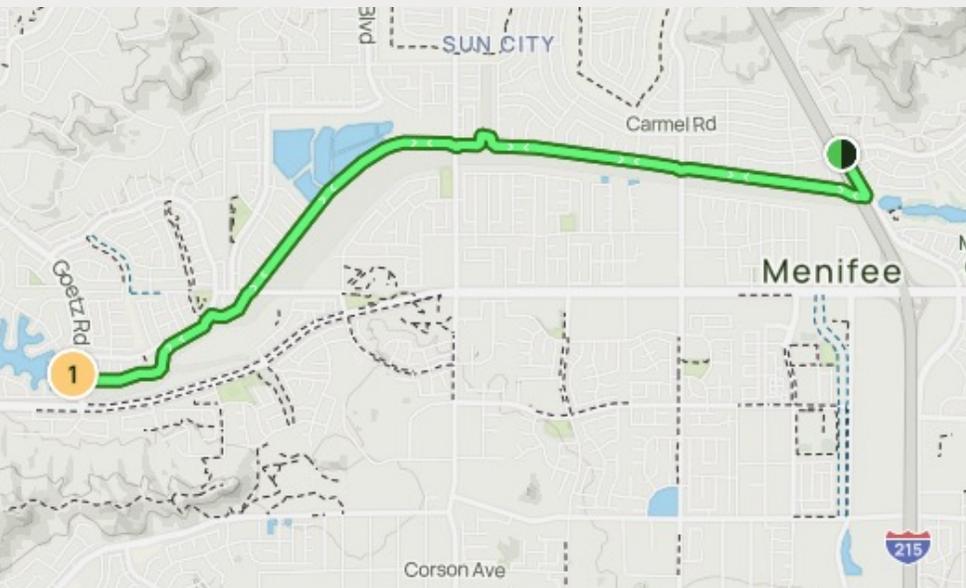
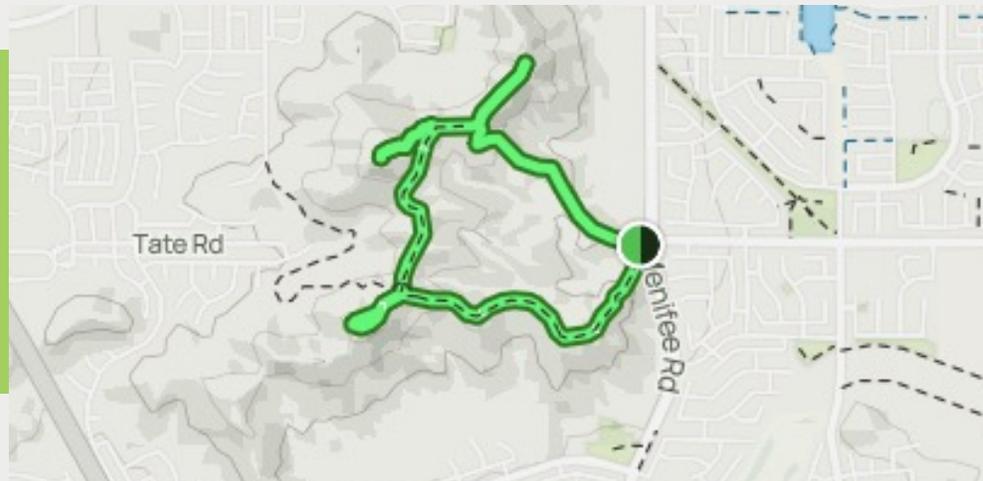
OVERVIEW

Parks and trails are not typically viewed as major tourism drivers, yet destinations that design, maintain, and promote unique park experiences can attract both new and returning visitors. With 22 city-owned and 24 Valley-Wide parks, Menifee offers an abundant supply of green space – yet there is untapped potential to elevate these assets into regional draws and enhance their everyday use by residents. Central Park is envisioned as the city’s primary gathering place, while Gale Webb serves as a signature park attraction. It is important to note that some existing user-created trails are located on private property, which presents both opportunities and challenges for future trail connectivity and user amenities.

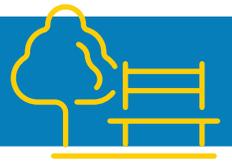
Central Park is envisioned as the city’s primary gathering place, while Gale Webb serves as a signature park attraction.

KEY TRAILHEADS

Shown above is the route for the most popular trail in Menifee according to AllTrails, Three Peaks Loop. The 3.2-mile path has an elevation gain of 971 feet, offering scenic views.



Above is the route for Salt Creek Trail in Menifee, which follows alongside Salt Creek, hence the name. The 8.5-mile trail is one of the longest in the region, and its relatively flat terrain makes it ideal for runners, walkers, and cyclists alike.



FEEDBACK

- While Menifee has numerous green spaces and parks, it does not have a signature park that serves as a central meeting space for residents.
- Residents enjoy Menifee’s existing trails including the Salt Creek Trail, Simpson Trail at Aldergate Park, Three Peaks Loop, and Menifee Cross Trail.
- Salt Creek Trail could be utilized for events such as a signature cycling race.



RECOMMENDATIONS & DESTINATION STRATEGY

Invest in 398-Acre Outdoor Recreation District

Adventure Park, Trails, Mountain Biking Infrastructure.

Expand Trail Connectivity and User Amenities

Complete key trail segments including extending the Salt Creek Trail east – west and expanding the Paloma Wash Trail both north – south and toward the Innovation District. Leverage utility corridor trails and washes to strengthen neighborhood connections, while adding wayfinding, signage, shade trees, and rest amenities to enhance accessibility and comfort.

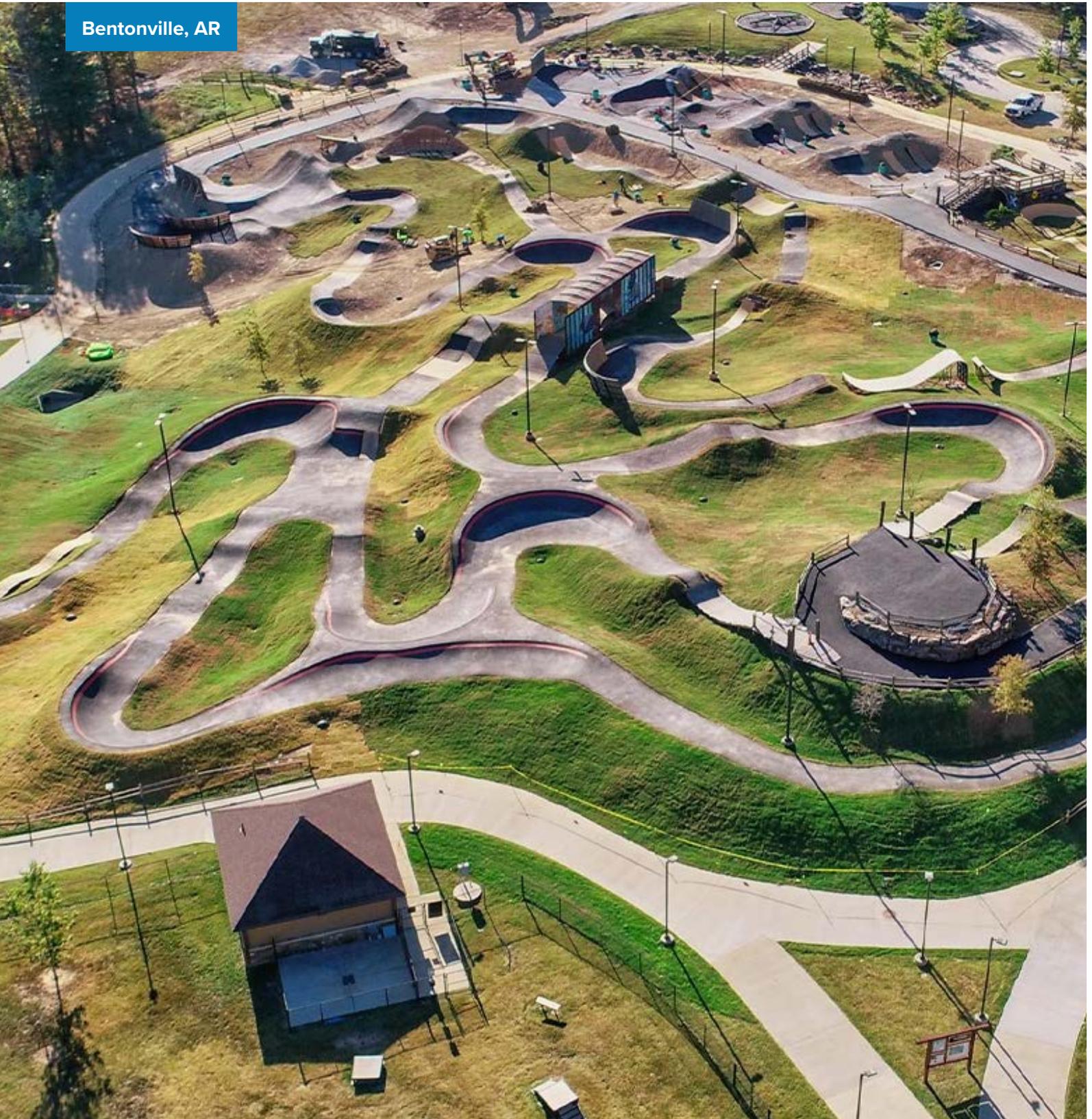
Activate Central Park as a Year-Round Community Hub

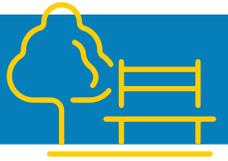
Establish a consistent calendar of diverse outdoor programming, such as fitness classes, seasonal markets, movie nights, and food trucks.

Parks, Trails, and Outdoor Space

MOUNTAIN BIKING INSPIRATION

Bentonville, AR





Signature Festivals and Events

OVERVIEW

Menifee hosts a variety of events throughout the course of the year that work to draw in regional visitors as well as engage the local community. These include, but are not limited to, holiday celebrations, expos, festivals, farmers markets, and movie nights. The most prominent of these events are the Tree Lighting and Holiday Bazaar in December, the Fall Festival in October, the Independence Celebration in July, and the Multicultural Festival in April.

2024 EVENTS | MENIFEE, CA & SURROUNDING AREA

Event Name	Location	2024 Date	Estimated Attendance	% Visits from > 30 Miles	% Visits from > 50 Miles
Temecula Valley Balloon & Wine Festival	Temecula, CA	June 20-22, 2024	17,400	43.4%	24.7%
Festival of Lights	Riverside, CA	November 23, 2024	25,800	27.3%	12.4%
Storm Championship Game	Lake Elsinore, CA	Sept. 15, 2024	1,700	19.0%	9.6%
Storm Baseball Events	Lake Elsinore, CA	April 5-7, 2024	8,700	12.8%	7.5%
Tree Lighting + Holiday Bazaar	Menifee, CA	Dec. 7, 2024	4,100	11.5%	4.7%
Southern California Fair	Perris, CA	Oct. 10-13, 2024	35,200	8.0%	3.3%
Murrieta Birthday Bash	Murrieta, CA	June 29, 2024	14,500	6.2%	3.8%
Fall Festival	Menifee, CA	Oct. 19, 2024	5,800	4.6%	3.0%
Independence Celebration	Menifee, CA	June 29, 2024	7,800	4.1%	3.4%
Multicultural Festival	Menifee, CA	April 13, 2024	1,000	--	--
Average			12,200	15%	8%

Source: Placer.ai, Various

SUPPLY CHART ANALYSIS

Outside of Menifee, other major events include the Temecula Valley Balloon & Wine Festival, which generates more than 30,000 visits each year with many of the visitors originating from more than 50 miles away, the Murrieta Birthday Bash, Storm Baseball Opening Weekend in Lake Elsinore, and the Southern California Fair hosted in Perris. These events are iconic to each region and often generate overnight visitors in their respective area.





FEEDBACK

Cultural events and festivals are a great way for Menifee to connect as a community, bringing together the immense diversity of the five incorporated communities. It is a way for young families and professionals to engage with the retiree communities, to connect on a personal level over shared holidays or cultural events. While Menifee already hosts a variety of events, the incorporation of a larger, grander event can attract regional visitation from surrounding communities and potentially visitors to generate hotel room nights.

Menifee currently has the potential opportunity to relocate the Family Fun Fest, also known as the Riverside County Fair, to the Mt. San Jacinto College campus in Menifee. In 2025, the fair is estimating approximately 40,000 attendees across seven days at its event location in Lake Elsinore, California.



RECOMMENDATIONS & DESTINATION STRATEGY

Capitalize on Family Fun Fest

Generates significant visitation to boost positive economic impact through sales and hotel tax.

Opportunity to Host Festival

Menifee has the potential to create a signature event, such as a celebration of the city's rich agricultural history. This has the potential to engage the local community, connect residents to one another, and generate potential regional visitation from Temecula and Murrieta. It is imperative that the City bolster its resources dedicated to funding and marketing a signature event.

Signature Festivals and Events

SIGNATURE EVENTS AND FESTIVALS INSPIRATION

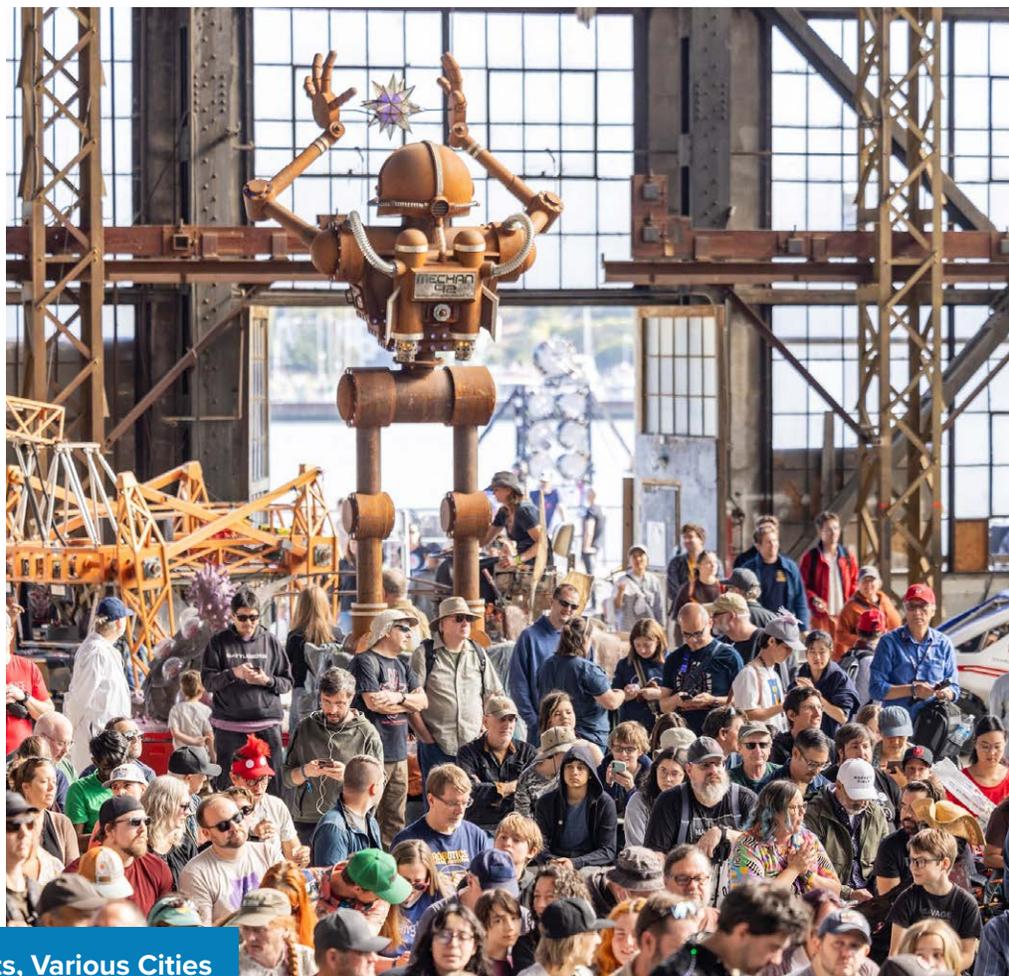


Boulder Creek Festival, Boulder, CO
Outdoor recreation, yoga in the park,
and live music.

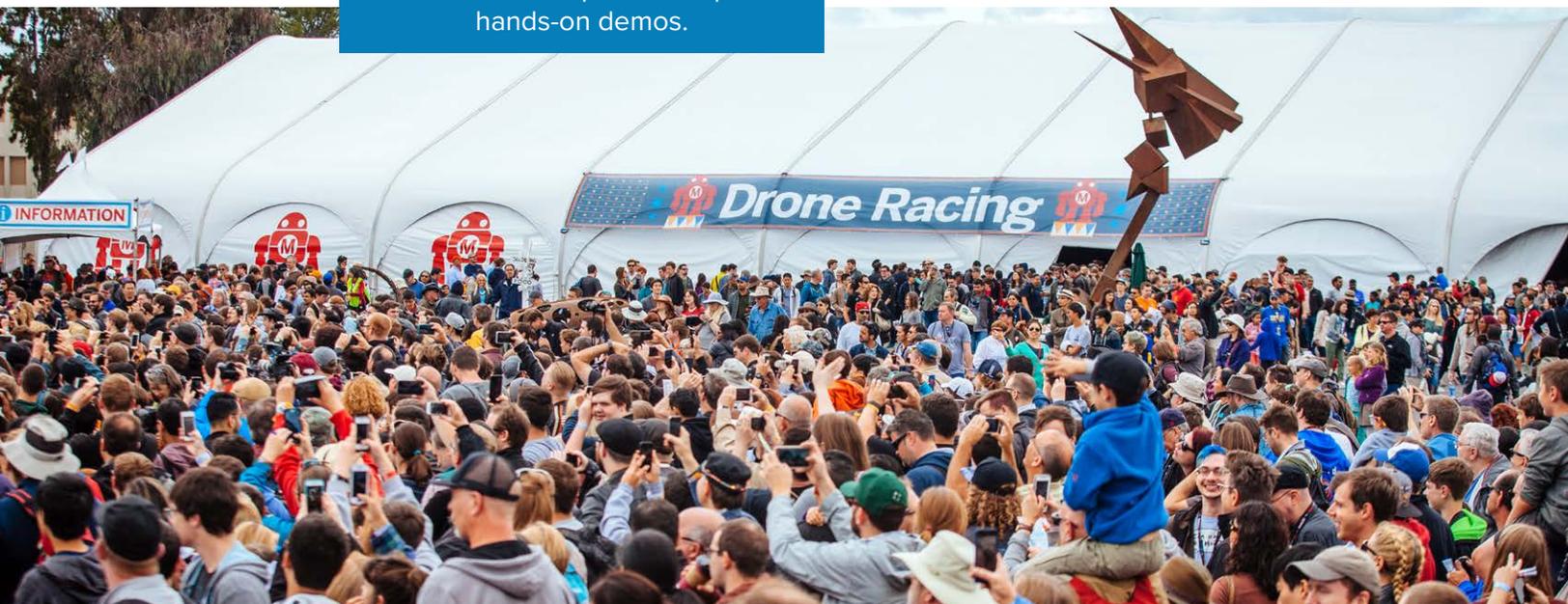


San Juan Capistrano Swallows Day Parade, San Juan Capistrano, CA
Celebrates history and cultural heritage.





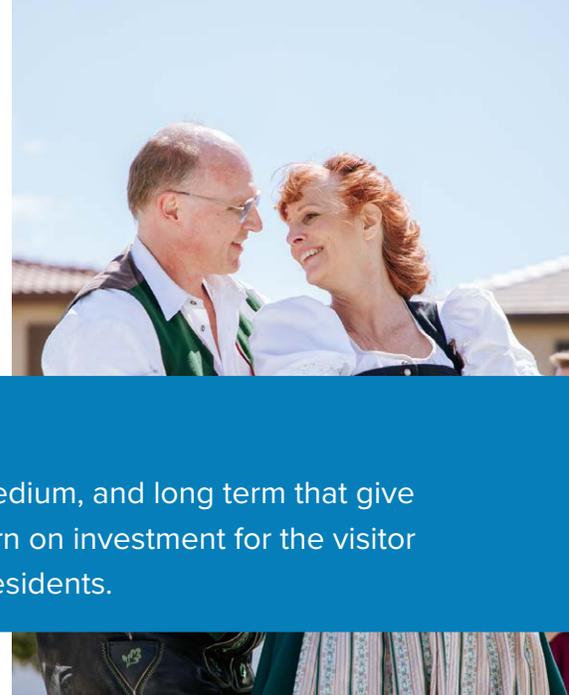
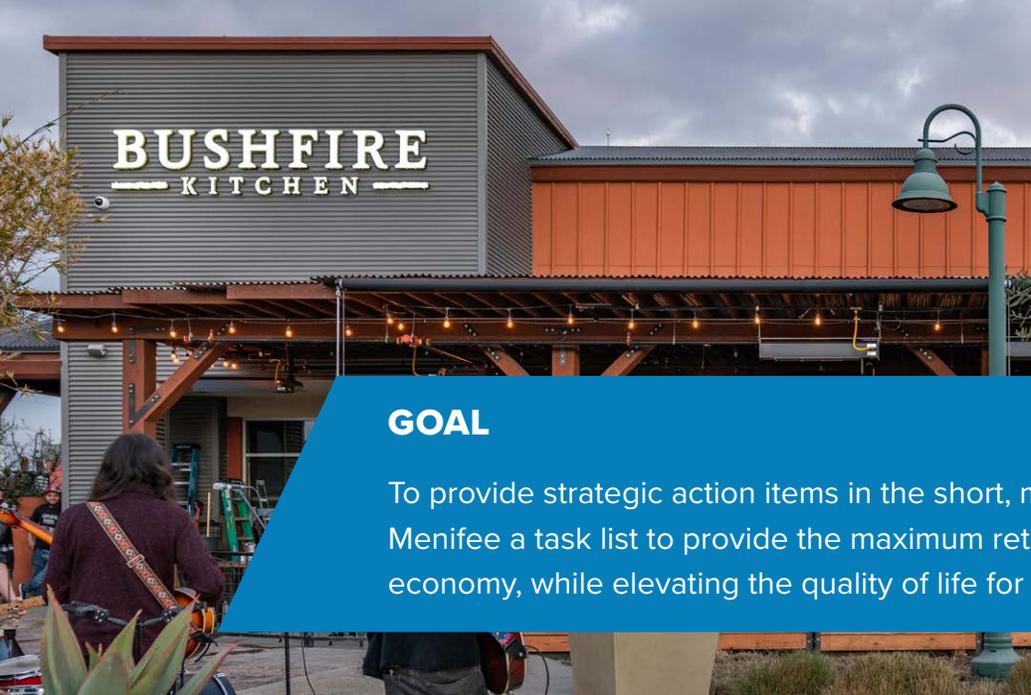
Maker Faire Events, Various Cities
Innovation, entrepreneurship, and hands-on demos.



Summary Opportunity Matrix

Hunden’s detailed assessment of the Pillars of Place resulted in the following key opportunities for Menifee. The framework shown identifies the level of opportunity within each category based on Hunden’s experience working in more than 1,000 different communities as well as an assessment of the quantity, performance, quality, visitation, visitor perception, and accessibility, among many other variables of the assets that fall into the Pillars of Place categories.

	 Concerts and Entertainment Facilities	 Sports Facilities and Outdoor Recreation	 Retail and Dining Nodes	 Convention and Meetings Facilities/ Districts	 Agricultural/ Exposition/ Fairgrounds	
OPPORTUNITY	Strong	Strong	Strong	Moderate	Good	
PRIORITY LEVEL						
1 Short Term (1-5 Years)	Launch Central Park Amphitheater programming; pilot seasonal “Menifee Music & Arts Festival” at Central Park; integrate community survey feedback by featuring family-oriented performances and multicultural programming.	Design regional sports park with 8+ fields; begin aquatics center planning; market Gale Webb Action Sports Park as regional destination & host events. Initiate planning & early activation of the Menifee Hills Recreation District.	Incentivize chef-driven, local restaurants; plan walkable mixed-use core.	Maximize Fairfield Inn event space; assess demand for community venue; explore conference space within future City Hall development plans.	Host harvest/farm-themed events; align with Wine Country peak season.	
2 Medium Term (5-10 Years)	Evaluate Performing Arts Center feasibility with MSJC or school district partnerships; host year-round entertainment utilizing HCN Bank Stadium.	Pursue private investment in a regional tournament sports complex (soccer, baseball, multi-sport); develop Menifee Adventure Loop trail segments connecting key parks and destinations.	Launch food hall and restaurant row; host outdoor dining events.	Build multipurpose community event center (social, sports, business).	Relocate Family Fun Fest to MSJC; develop new Menifee agriculture festival.	
3 Long Term (10-20 Years)	Build a performing arts center or flexible theater for community and regional use.	Develop aquatics and equestrian center for tournaments, rodeos, and recreation; expand 398-acre Menifee Hills Recreation District into a fully branded outdoor adventure park.	Develop key mixed-use district epicenter along I-215 EDC corridor; integrate placemaking features to elevate the dining experience.	Evaluate future feasibility of a regional meeting facility as demand matures.	Plan and develop permanent fairgrounds or expo center reflecting local heritage.	



GOAL

To provide strategic action items in the short, medium, and long term that give Menifee a task list to provide the maximum return on investment for the visitor economy, while elevating the quality of life for residents.



Winery, Brewery, Distillery and Food Halls

Strong



Hotels

Good



Attractions, Water Parks and Theme Parks

Strong



Parks, Trails and Outdoor Space

Strong



Signature Festivals and Events

Strong

PRIORITY LEVEL

Build cross-promotions with Temecula Wine Country; host tasting events.	Support and market the new hotels in pipeline; foster stronger relationship with hoteliers to bundle events/tours/shuttles with Temecula Wine Country.	Improve visibility of HCN Bank Stadium. Explore small-scale attractions. Build upon privately owned and operated community amenities, such as the Motte Museum, through partnerships and supportive programming. Invest in Infrastructure in Menifee Outdoor Recreation District.	Enhance Salt Creek Trail and other paths with signage, rest stops, event usage; begin branding "Menifee Adventure Loop" and launch initial trail linkages.	Expand Multicultural Fest, Fall Fest; trial seasonal food, music, or sports events.
Develop curated food hall with craft breweries, local chefs, live music.	Encourage hotel projects to include meeting/event space.	Introduce experiential family-friendly venues (e.g., pop-up museum, indoor play).	Convert SCE and flood control corridors into shaded, multi-use trails; introduce themed trail experiences with landscaping, art, and signage.	Launch Menifee AdventureFest or Menifee Spark! as branded anchor festival.
Establish a culinary & beverage destination district (rooftop bars, lounges).	Consider high-amenity or boutique hotel tied to Wine Country identity and city center.	Public-private partnership for permanent entertainment asset (e.g., branded venue, water park).	Develop signature "Menifee Central Park" with art, water features, and flexible use areas; invest in connective infrastructure (e.g., iconic pedestrian bridge).	Build a full-year festival calendar with regional draw and hotel-night generation.



Signature Events Recommendations

Signature events are a critical element of placemaking and destination identity-building. For Menifee, a city rich in community pride and poised for regional prominence, signature festivals offer a high-impact opportunity to stimulate economic activity, celebrate local culture, and cultivate an authentic civic identity that distinguishes it from neighboring communities. These events act as catalytic experiences that bring together residents and visitors while maximizing the use of emerging assets such as the Central Park Amphitheater, Mt. San Jacinto College, and planned retail and hospitality nodes.

Building on community engagement, market research, and regional trends, the plan now emphasizes cornerstone concepts such as Menifee AdventureFest, an outdoor recreation and wellness celebration leveraging the 398-acre Outdoor Recreation District, and Menifee Spark!, an innovation and culture festival highlighting MSJC and the city's entrepreneurial spirit. Alongside a reimagined heritage celebration and other supporting concepts, these signature events are designed to be scalable, sustainable, and reflective of Menifee's unique identity – anchoring its values of adventure, innovation, community, and heritage while establishing regional distinction.





Signature Events Recommendations

1. MENIFEE ADVENTUREFEST – OUTDOOR RECREATION & WELLNESS FESTIVAL

“Menifee: Where Opportunity Grows and Adventure Awaits.”

Purpose

To showcase Menifee’s natural assets, promote healthy living, and celebrate cultural diversity while driving regional tourism and creating exposure for local businesses. This event directly responds to resident survey feedback calling for family-friendly festivals, outdoor recreation opportunities, and cultural activities that strengthen community pride.

Strategic Plan Alignment

Advances Strategic Plan goals for Unique Identity, Thriving Economy, and Community Engagement by positioning Menifee as a hub for outdoor recreation and wellness. Aligns with resident feedback prioritizing parks, trails, and local entertainment as core quality-of-life enhancements.

Type

Outdoor recreation, fitness, cultural, and family celebration.

Seasonality

Late Spring (April or May) to align with regional outdoor tourism peaks.

Primary Audience

Families, residents, regional visitors, athletes, students, seniors, and entrepreneurs.

Optimal Venue

Central Park Amphitheater, surrounding parkland, and the planned 398-acre Outdoor Recreation District.

Activities

Guided hikes, bike rides, 5k/10k runs, sports tournaments, kids’ craft zones, cultural performances, vendor and business expos, live entertainment, and an evening headline concert.

Use Case

Establish Menifee as a regional outdoor recreation hub while reinforcing community pride. Responds to survey calls for more local entertainment, cultural gatherings, and outdoor festivals that bring families together without requiring travel outside the city.

Development Notes

- Flexible outdoor layout with vendor tents, stages, and sports areas
- Align timing with regional events to encourage crossover attendance
- Incorporate kid-friendly, multicultural, and wellness programming consistent with survey results
- Timeline: 6 – 9 months (vendor recruitment, permitting, branding)

Revenue Potential

Vendor booth fees, outdoor brand and local sponsorships, race/tournament registrations, VIP pass sales, food & beverage concessions.

Potential Economic Impact

- Increased hotel occupancy and restaurant sales from regional visitors
- Revenue opportunities for local vendors and food trucks
- Sports tourism draw from competitive events
- Enhanced exposure for Menifee-based businesses and entrepreneurs
- Demonstrates responsiveness to community survey input

2. MENIFEE SPARK! – INNOVATION, TECHNOLOGY & CULTURE FESTIVAL

“Menifee: Where Innovation Sparks Opportunity and Adventure.”

Purpose

To position Menifee as a hub of creativity, education, and innovation by showcasing technology, entrepreneurship, arts, and culture. Spark! directly responds to resident survey feedback highlighting a desire for local entertainment, cultural celebrations, and opportunities for students and families to engage in unique experiences close to home.

Strategic Plan Alignment

Advances Strategic Plan goals for Unique Identity, Economic Development, and Community Engagement by connecting Menifee’s innovation assets with cultural programming. Aligns with survey priorities for family-oriented events, arts, and educational opportunities that build civic pride while attracting regional visitors.

Type

Innovation showcase, cultural festival, and community celebration.

Seasonality

Early Fall (September) or aligned with Menifee’s anniversary to connect with city pride.

Primary Audience

Students, families, entrepreneurs, regional visitors, creative professionals, and residents of all ages.

Optimal Venue

MSJC campus, Central Park Amphitheater, and/or City event spaces.

Activities

Tech and innovation expos, maker fairs, robotics demonstrations, startup pitch competitions, art installations, cultural performances, live music, food trucks, local vendor marketplace, and interactive learning workshops.

Use Case

Establish Menifee as a regional innovation and cultural destination while reinforcing local pride. Responds to survey feedback requesting cultural festivals, educational opportunities, and family-friendly entertainment by delivering a festival that blends learning, creativity, and fun.

Development Notes

- Partner with MSJC, local schools, and entrepreneurs to co-develop programming
- Feature interactive, hands-on activities for families and students
- Incorporate cultural programming (arts, food, performances)
- Timeline: Pre-planning 9 – 12 months; Implementation 2 – 3 days; Post-event surveys and data collection

Revenue Potential

Sponsorships (tech companies, local businesses, educational institutions), vendor fees, concessions, ticketed premium experiences, and naming rights.

Potential Economic Impact

- Increased visitation during academic season, boosting restaurants, retail, and hotels
- Elevated visibility for MSJC, local entrepreneurs, and creative industries
- Opportunities for students to engage in career-building experiences
- Reinforces Menifee’s reputation as a forward-looking city
- Converts resident survey priorities into a flagship annual festival

Signature Events Recommendations

MENIFEE EVENT CALENDAR: HERITAGE & GROWTH CONCEPTS

In addition to the cornerstone signature festivals, Menifee has the opportunity to cultivate a distinct annual event calendar that reflects the city's heritage, diversity, and modern identity. These additional concepts broaden the seasonal offerings, attract varied audiences, and ensure that residents and visitors alike have year-round opportunities to experience Menifee's culture, history, and recreational assets:

Western & Heroes Festival

Rodeo demos, WWII exhibits, and veteran tribute.

Menifee Historical Days

Heritage crafts, mining demos, classic cars, vintage tractors, and Quail Valley storytelling at the Motte Historical Museum.

Central Park Summer Concerts / Music & Arts Festival

Seasonal concerts culminating in a regional weekend of music and arts.

Gale Webb Extreme Sports Expo

A signature youth-friendly event leveraging the Gale Webb Action Sports Park and its unique pump track. Could include pro rider demonstrations, BMX/skateboarding competitions, youth clinics, food trucks, and live music. This event builds on Menifee's modern, family-oriented identity and positions the city as a regional draw in the action sports community.



GENERAL EVENT DEVELOPMENT PARAMETERS & CONSIDERATIONS



SITE SELECTION CRITERIA

- Central access to existing and planned infrastructure, with strong connectivity to I-215
- Parking availability and/or shuttle access, particularly from hotel and retail nodes
- Proximity to walkable amenities and future mixed-use epicenters along I-215 corridor
- Scenic or culturally significant settings such as the 398-acre recreation district, Salt Creek Trail, or the MSJC campus



QUALITY STANDARDS

- Ensure ADA accessibility and inclusive programming
- Prioritize cultural representation and local talent
- Emphasize sustainability: waste reduction, local sourcing, energy use



PARTNERSHIPS

- Collaborate with MSJC, local schools, and community colleges for venue space, student engagement, and programming support
- Engage local brewers, restaurants, and food vendors to highlight Menifee's growing culinary scene
- Partner with veteran groups, cultural associations, local artists, and small businesses to ensure authentic community representation
- Leverage regional tourism and economic development organizations for broader promotion and sponsorship alignment



FUTURE ACTION STEPS

- Conduct feasibility and economic impact studies for each major event concept
- Establish a City-led annual events committee or task force to manage planning, logistics, and evaluation
- Align marketing strategies with Visit California and Riverside County tourism partners while ensuring a Menifee-first brand identity
- Secure early sponsorship commitments, naming rights, and vendor participation to create sustainable revenue models

Recommendations

STRATEGIC FRAMEWORK

Hunden’s destination master plan identifies key opportunity areas for Menifee to focus on to become a better place for both visitors and residents. The work does not stop at the culmination of this study. There are specific questions that still need answering and entities that need to align or engage to build a path forward that advances this plan and work toward specific goals.



Key Outcomes from the Study Lead to



Critical Questions to Answer



Specific Actions to Answer Questions

Hunden’s methodology of place focuses on a detailed assessment of the core Pillars of Place. An assessment can include:



Concerts and Entertainment Facilities



Winery, Brewery, Distillery and Food Halls



Sports Facilities and Outdoor Recreation



Hotels



Retail and Dining Nodes



Attractions, Water Parks and Theme Parks



Convention and Meetings Facilities/Districts



Parks, Trails and Outdoor Space



Agricultural/Exposition/Fairgrounds



Signature Festivals and Events



The assessment of each of these pillars resulted in four key outcomes for Menifee and partner organizations to focus on that will advance the City as a destination. These include:

1
Identify Mt. San Jacinto College as a Community Anchor

2
Plan & Invest in Menifee Outdoor Recreation District

3
Establish an Epicenter in Menifee and a Key Identity Anchor

4
Fund Placemaking Projects & Initiatives



The work has only just begun to explore answers to many questions to begin to tackle the major initiatives and projects identified in this plan. These include but are not limited to:

- Contracts for events, partnerships
- Revenue sharing
- ROI for MSJC
- City infrastructure investment
- Branding/marketing
- Long-term partnership for civic development & identity creation

- Infrastructure
- Access
- Traffic
- Funding
- Community Partners

- Location along I-215 corridor
- Size & uses
- Placemaking features
- Financing & incentives
- Developer/private interests
- Land availability
- City incentives
- Performance & impact

- Information sharing
- Policy
- City/State incentive programs
- How can the City of Menifee actively support projects that make the city a better place?



To answer these questions and continue to make Menifee a better place for all, the first three assignments should include, but are not limited to the following:

Targeted Feasibility & Economic Impact Studies for Priority Placemaking Assets

Recommended focus areas: multi-sport and aquatics complex, performing arts and entertainment venue, signature festival concepts, a master plan for the 398-acre Menifee Hills Outdoor Recreation District, the Menifee Adventure Loop trail system, and an iconic pedestrian bridge across I-215.

- Outdoor recreation grants (state and federal)
- California Arts Council grants
- Feasibility study funding partnerships with MSJC & private sector

Business Planning & Site Infrastructure Assessment

The City needs to pursue a planning effort to identify the size and scale of an offering within the Outdoor Recreation District. This includes:

- Conducting district feasibility work
- Utility connectivity and site infrastructure assessment
- Concept planning
- Partnership identification
- City-owned, leased to private operator

Menifee Placemaking Investment Fund & Incentive Strategy

Incentive framework for private investment, sponsorships and naming rights, policy alignment with City and State programs, revenue-sharing models, and governance structures to oversee funding and reinvestment.

- Sponsorships and naming rights for trails, events, and public facilities
- Vendor fees and concessions revenue from festival activations
- Philanthropy and donor campaigns for heritage and cultural projects
- Foundation grants

Develop a Multi-Year Strategic Marketing & Tourism Partnership Plan

Destination branding refresh, cohesive annual event calendar, regional/state tourism partnerships, digital marketing tools, wayfinding strategies, and sponsorship activations.

- Tourism Marketing District (TMD/TID)
- Transient Occupancy Tax (TOT) reinvestment
- Regional tourism grants and Visit California co-op programs
- EIFD/CFD tools for major public realm and streetscape enhancements

Painting a Picture of the Future

Menifee is a city on the edge of transformation. What was once seen as a quiet bedroom community is now poised to become one of Southern California's most dynamic and livable destinations. The city's future identity will be defined by heritage, adventure, innovation, community, and opportunity. Through thoughtful placemaking, strategic investment, and a strong commitment to quality of life, Menifee can chart a bold and balanced path forward. The following themes capture where Menifee is headed and the vibrant, inclusive future it can create for both residents and visitors.



FROM BEDROOM COMMUNITY TO DESTINATION CITY

Menifee’s evolution is already underway. With more than 125,000 residents and rapid growth across housing, hospitality, and civic infrastructure, the city is ready to step confidently into its next identity — not as a place people pass through, but one they intentionally visit and proudly call home.

The community’s call for a stronger sense of place has been heard. Through placemaking, Menifee will become a city that feels as connected and compelling as it is affordable and accessible.

IN THE FUTURE:

- Distinct mixed-use epicenters will emerge along the I-215 corridor, each designed as a true destination with chef-driven restaurants, food halls, boutique retail, public art, shaded streetscapes, and family-friendly entertainment anchors.
- Visitors will attend AdventureFest, Spark, and Menifee’s heritage celebrations, staying in new hotels and exploring culinary and retail experiences unique to Menifee.
- Families will enjoy connected trails, shaded parks, and weekend festivals, all within the city.
- The 398-acre outdoor recreation district will serve as a year-round hub for biking, hiking, and outdoor adventure.



Painting a Picture of the Future

A CANVAS FOR CULTURE, COMMUNITY, AND CELEBRATION

The people of Menifee — diverse, intergenerational, and deeply rooted in tradition — are this city’s greatest asset. By elevating spaces for gathering, performance, play, and expression, Menifee can unleash the creative energy that already exists here and turn it into lasting experiences that define the city’s brand.



IN THE FUTURE:

- AdventureFest and Spark will stand as cornerstone festivals showcasing outdoor recreation, wellness, innovation, and creativity.
- The Menifee Roots Festival will celebrate the city’s history, veterans, and agricultural heritage.
- Plazas, shaded trails, and amphitheaters will host concerts, art walks, youth clinics, yoga classes, and community events throughout the year.
- Culture will be cultivated from within, with stories of Menifee’s past and present expressed through public art, heritage markers, and cultural programming.



A THRIVING ECONOMY BUILT ON EXPERIENCE AND OPPORTUNITY

Placemaking in Menifee is both a quality-of-life initiative and an economic strategy. By focusing on sports tourism, culinary experiences, signature events, and trail-connected neighborhoods, Menifee is building a foundation for lasting prosperity.

Projects already in motion and under consideration — including the Innovation District, expansion of the Central Park Amphitheater, new hotel development, acquisition of the 398-acre Menifee Hills, and exploration of a performing arts center and regional sports complex — will provide the key assets needed to serve a city of more than 125,000 residents. These investments will create jobs, expand opportunity, and generate hotel tax revenue that can be reinvested into future initiatives.

IN THE FUTURE:

- Regional sports tournaments will draw families from across the state, generating hotel stays and supporting local businesses.
- Entrepreneurs and restaurateurs will bring new breweries, cafés, food halls, and entertainment concepts to vibrant epicenters along I-215.
- Hotels and lodging options will expand, positioning Menifee as a destination of choice supported by convention space, a performing arts center, and the expansion of Central Park Amphitheater.
- Projects such as the Innovation District, the 398-acre Outdoor Recreation District, and future sports and cultural facilities will deliver the assets needed for a city of more than 125,000 residents while creating hotel tax revenues that can be reinvested into placemaking.



This is how Menifee becomes more than just a great place to live. Menifee can become a place to explore, celebrate, and invest money, passion, and commitment.

