

TO: JAMES L. APP, CITY MANAGER
FROM: ROGER OXBORROW, AIRPORT MANAGER
SUBJECT: WARBIRD MUSEUM SPONSORSHIP
DATE: FEBRUARY 15, 2000

Needs: For the City Council to approve a request from the Estrella Warbird Museum, Inc., to co-sponsor the annual fundraising event and provide financial backing in case of failure of the event.

- Facts:**
1. The City of Paso Robles has agreed in previous years to be named as co-sponsor of the annual airshow, which is organized by the Estrella Warbirds Museum, as a condition of their lease agreement with the City.
 2. The City has determined certain benefits through this sponsorship in the promotion and support of the Municipal Airport and the ongoing economic development efforts there.
 3. Previous years' sponsorship and support has included the agreement by the City to provide financial backing of the event, in case of catastrophic failure, in an amount not to exceed \$10,000.
 4. Due to the anticipated construction of the Airport Terminal during the proposed time of this year's airshow, it has been determined that the airshow would not be held. In its place, a USO-style dinner-dance would be held as the main fund-raising activity for the Museum for the year.
 5. The Museum is requesting City sponsorship/financial backing for this year's event, as outlined.

**Analysis
and**

Conclusion: The Airshow has continued to serve as a fund raising event for the Museum, as well as an opportunity to showcase and promote the Municipal Airport to the community and to outside visitors, as well. The City's financial guarantee provides security to this non-profit organization for their fund-raising efforts, in the event of a failure which would not enable them to honor their financial commitments.

Policy

Reference: None

Fiscal

Impact: In the event of such a failure, \$10,000 would be paid from unappropriated reserves within the Airport Enterprise Fund.

- Options:**
- a. Approve the requested sponsorship and funding of the Estrella Warbird Museum event, as presented.
 - b. Amend, modify, or reject the above options.

Attachments

27TH ANNUAL PASO ROBLES AIRSHOW COMMITTEE
THE ESTRELLA WARBIIRD MUSEUM AND THE CITY OF PASO ROBLES
PRESENTS
"COMMAND PERFORMANCE at the STAGE DOOR CANTEEN"
A USO SHOW & DINNER DANCE

January 24, 2000

City Manager, James App
Mayor, Duane Picanco
Councilmen, Tom Baron, Walt Macklin, Frank Mecham, Lee Swanson
City Of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

Subject: Paso Robles Airshow 2000 USO Show

Gentlemen;

It is the time of year that the Estrella Warbird Museum must start planning for our major annual fund-raising event. Since the demolition and subsequent construction of the new Paso Robles Municipal Airport Terminal precludes holding the 27th Annual Paso Robles Airshow, we propose to make our USO Show and Dinner Dance the biggest and best ever! It will be called:

**"COMMAND PERFORMANCE at the STAGE DOOR CANTEEN"
Saturday, June 17, 2000**

We will have the Main Street Big Band back, as well as a stellar cast of USO entertainers, and dinner will feature a choice of barbecue beef or chicken. The theme reflects the WW II history of our area and is set at the Estrella Army Flying Field during that time.

I am requesting that the City of Paso Robles, as it has in 1998 and 1999, once again be a co-sponsor of this event and back us with a \$10,000 guarantee. This would enable us to pay the performers and service suppliers should some unforeseen catastrophic event occur.

I am attaching a copy of our Proposed Budget and Income statements for your review, as well as the tentative schedule of events for the evening. All profits from the USO Show and Dinner dance will establish start-up funds for our "2001 28th Annual Paso Robles Airshow ~ Minus One". The 2001 show will be celebrating the opening of the new terminal and should help acquaint our citizens and businesses with our attractive new facility. The balance of funds will go toward the continued improvement and development of the Estrella Warbird Museum educational program.

Sincerely,

LTC Chuck Miller, USA Retired
2000 Paso Robles Airshow Event Director

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SATURDAY, JUNE 17, 2000

NO HOST COCKTAILS	6:00PM - 7:00PM
BARBECUE DINNER (begin serving)	7:00PM
USO SHOW PERFORMANCE	7:30PM-9:00PM
DANCING TO THE BIG BAND	9:00PM-12 MIDNIGHT

DRESS: 1940'S-EARLY 1950'S OR MILITARY UNIFORM

ADMISSION \$40.00 PER PERSON

PROPOSED 2000 USO SHOW BUDGET

1. PERFORMERS & USO SHOW COSTS

Main Street Big Band	\$ 500.00
Linda Drake Swing Dancers	\$ 400.00
Gennie Dadisman, vocalist & accompanist	\$ 200.00
Trio vocal act	\$ 400.00
Male vocalists (3)	\$ 300.00
Female vocalists (2)	\$ 200.00
Betty Miller, vocalist	gratis
"Kate Smith"	gratis
"Fred Astair"	gratis
"Gene Kelly"	gratis
Dorothy McBain, Pianist	gratis
SUBTOTAL	\$2000.00

TENT RENTAL	\$2100.00
TABLE RENTAL (30@7.25)	\$ 217.50
CHAIR RENTAL (240@.85)	\$ 204.00
MISC. & TAX on tent, tables, chairs	\$ 410.43
SUBTOTAL	\$2931.93

DECORATIONS \$1000.00

2. LIGHTING (2 LARGE FOLLOW SPOTS) \$ 180.00

3. SOUND SYSTEM gratis

4. HAND HELD RADIOS gratis

5. PORTA POTTYS (5) \$ 350.00

6. ADVERTISING

POSTERS	\$ 300.00
BANNER	\$ 200.00
PROGRAMS	\$1000.00
SUBTOTAL	\$1500.00

7. TICKET COST	\$ 75.00
8. HOSPITALITY (MEET, GREET, SEAT)	\$ 250.00
9. OFFICE & ACCOUNTING	\$ 400.00
10. PHOTOGRAPHY (IN HOUSE)	\$ 400.00
11. CAR PARKING & TICKET SALES	\$ 200.00
12. SETUP AND CLEAN UP	\$ 500.00
13. COMMITTEE EXPENSE PATCH, CERTIFICATE, Etc.	\$ 500.00
14. BEER & WINE BAR	\$1000.00
15. BARBEQUE	\$3000.00
16. VOLUNTEER EXPENSES	\$ 500.00
17. CONTINGENCY FUNDS	\$1000.00
18. INSURANCE	\$ 500.00
 TOTAL	 <u>\$16,286.93</u>

PROPOSED 2000 USO SHOW INCOME

DINNER DANCE....300 PERSONS @ 40.00.....	\$12,000.00
BEER & WINE	\$ 2000.00
USO SHOW SPONSORS/ADVERTISING	\$10,000.00
TOTAL	\$24,000.00