

TO: City Council

FROM: James L. App, City Manager

SUBJECT: Pioneer Day Parade 75th Anniversary

DATE: September 6, 2005

NEEDS: For the City Council to consider additional support for the 75th anniversary Pioneer Day Parade.

- FACTS:**
1. During the August 2, 2005 meeting, the City Council authorized the allocation of up to \$10,000 to aid in enhancing the 75th celebration of the Pioneer Day Parade.
 2. Attached is correspondence regarding both the 75th anniversary Parade and the ongoing commitments of the Pioneer Day Committee.
 3. The Pioneer Day Committee reports income and expenses for the last three years:

	<u>FY 03</u>	<u>FY 04</u>	<u>FY 05</u>
Income	\$25,347	\$29,037	\$33,282
Expense	<u>\$31,709</u>	<u>\$27,584</u>	<u>\$25,777</u>
Variance	<u>(\$6,362)</u>	<u>\$ 1,453</u>	<u>\$ 7,505</u>

4. The Committee reports that fund-raising to date for this year's Parade totals approximately \$14,500.

ANALYSIS &

CONCLUSION: The Committee's financial reports do not clearly indicate that 75th Anniversary expenses will exceed prior years. The report of fund-raising to date would appear short of typical Parade expense requirements.

Inasmuch as the records do not clearly indicate that City financial support would "enhance" the 75th Parade anniversary, the matter is re-presented for Council consideration.

POLICY

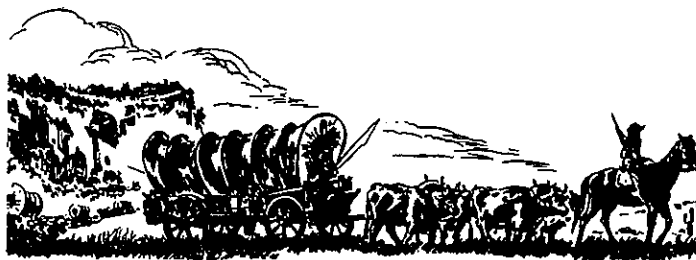
REFERENCE: None

FISCAL

IMPACT: Historically, the City staff overtime (and other related) costs to support the Pioneer Day Parade total \$10,000. Additional cash support could be drawn from General Contingency Funds.

- OPTIONS:**
- A. City Council Determine What, if any, Supplemental Assistance be Provided for the Pioneer Day Parade.**
 - B. Amend, Modify, or Reject the Option Above.**

Attachment: 8/12/05 Pioneer Day Committee Correspondence



PIONEER DAY COMMITTEE

August 12, 2005

Mr. Jim App, City Manager
City of Paso Robles
1000 Spring Street
Paso Robles, California 93446

Dear Mr. App:

As a member of the Pioneer Day Board, I would like to express our appreciation for Mr. Stu Ross' request for monetary support each year from the City to help continue the 75-year tradition of celebrating the heritage of Paso Robles and the surrounding communities. His request for \$10,000 for this year's parade is very welcomed indeed and we would be very grateful for your consideration of his request.

As you may know, the Pioneer Day Committee is made up of volunteers from every walk of life. We have third and fourth generation volunteers, as well as newcomers to our City, participating in this year's event. We have sixty different committees with volunteers donating countless hours throughout the year to put on the free festivities for the citizens of Paso Robles. All of us have one thing in common; our love of Paso Robles and its heritage.

This year, in honor of the 75th Celebration, we have contracted with a gentleman to bring his twenty mule, jerk-line team to pull the Conestoga and grain wagons. He and his team have pulled the Borax wagons in the Rose Parade. The committee feels extremely privileged to have him in our parade as there are not many people in the United States with his skill. The last time this entry was in our parade was in 1980 for the 50th Pioneer Day celebration when our wagons were pulled with a team of twelve mules. A twenty-mule team has never been done in the history of our parade. It should be very impressive and we are pleased to hear that KSBY will be filming the parade this year.

Every year, we strive to make ends meet to cover the costs of Pioneer Day, thus we do not have the excess money needed to properly repair and maintain our equipment. For example the Conestoga, the mainstay of our collection, needs to be sent to a wheelwright on the East Coast to be overhauled so it will last another 143 years. In addition, the tractor barn we donated to the City needs a new roof. These are just a few of the needs

the Committee has in order to have a successful celebration each year for the citizens of Paso Robles.

Last year, the Board of Directors started a Sponsorship Program to help augment the traditional Rotary business collections. We were very happy with its success and have implemented the program again this for year for the 75th celebration. In addition, my husband and I are trying a new approach this year by personally writing a letter to fellow "pioneer families" in the area to request financial support for Pioneer Day.

The cost to successfully put on the Parade, gymkhana, bean feed, street dance, horseshoe contest, Pre-Pioneer Day Dinner and Dance, and the various awards, royalty gifts and royalty functions averages about \$28,000/year. With sustained financial help from the City, we will be able to continue this unique celebration for further generations. Thank you for considering our request for additional funding from the City.

Kindest regards,

A handwritten signature in cursive script that reads "Jan Hansen".

Jan Hansen
Treasurer, Pioneer Day Committee
enclosures



75TH PASO ROBLES PIONEER DAY

Dear

Pioneer Day, October 8, 2005, marks a special occasion in our County's history. This will be the 75th time our community has gathered for our unique celebration. For many years, one of the most important icons of the Pioneer Day Parade has been missing, the jerk-line mule team pulling the three-grain wagons donated by the Bermingham Family of Shandon.

This year, in honor of the 75th celebration, Steve and I have been in contract with Mr. Bob Tanner of Bishop, California, to pull the committee's wagons through the parade! He has pulled the Borax wagons in the Rose Parade and some of you may know of him from Mule Days in Bishop, California. Mr. Tanner comes highly recommended and the Committee is very honored to have him participate in our parade.

Traditionally, Pioneer Day activities have been paid for by the businesses in our area. This year, it is our hope that you, as a member of one of the families that helped settle this area and possibly had relatives that used mule teams to farm with, will want to donate to the Pioneer Day Committee to help bring back this wonderful example of our heritage.

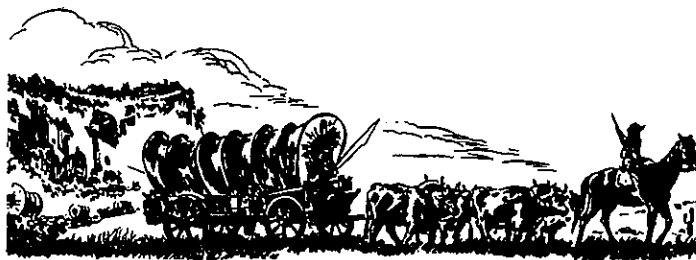
We believe it is important to share with the newcomers in our area, the history of our ancestors and what they did to help make our community what it is today. We are sure there will be some "old timers" who will remember working on a harvest crew or using grain wagons that were pulled by a jerk-line team and they will really enjoy sharing this special tribute with their grandchildren and great-grandchildren.

Please join us in making this 75th parade a memorable celebration for all generations to enjoy. Please review the attached sponsorship form. If you can participate at any level, your support will be gratefully appreciated. Please respond by August 31, 2005, to receive publication recognition.

Sincerely,

Steve Hansen
Past Chairman 1988-1989
Chairman - Antique Equipment

Jan Hansen
Treasurer - Pioneer Day Committee



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