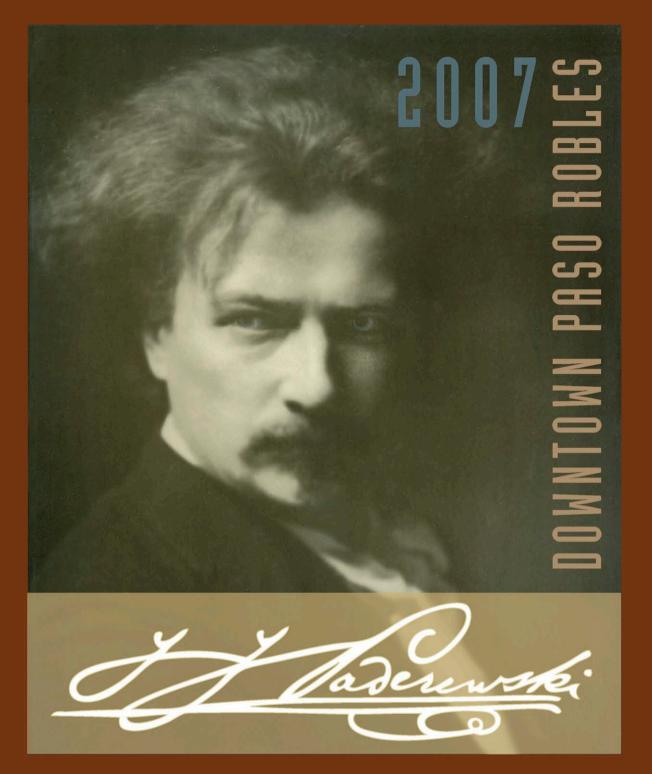
TO:	City Council			
FROM:	James L. App, City Manager			
SUBJECT:	Paderewski Reprise – Funding Request			
DATE:	August 21, 2007			
NEEDS:	For the City Council to consider a request for \$10,000 to support a half-day youth piano recital and concert reminiscing the days of Ignace Paderewski.			
FACTS:	1. The original Paderewski Festival was first attempted in the 1990's. After some success, it was discontinued.			
	2. A group of area citizens is working to re-establish the Paderewski Festival as Paderewski Reprise.			
	3. The group's first annual event will be a one-half day youth piano recital and concert on September 30.			
	4. The group is requesting contributions to financially support the reprise. The cost is approximately \$20,000. They report \$13,000 raised from community organizations – including \$2,000 from REC Foundation.			
	5. The group requests \$10,000 from the City to support this year's project launch.			
ANALYSIS & CONCLUSION:	The Economic Strategy contains objectives that would encourage support for culture and the arts. Likewise, there are many goals to further tourism. A major music festival could meet these objectives.			
	Paderewski Reprise is a recreated and embryonic project. Its prospects as a major festival and tourism draw are not yet evident. However, the City has a history of encouraging promising new ventures.			
POLICY REFERENCE:	Economic Strategy			
FISCAL IMPACT:	There are no funds budgeted for this proposal.			
OPTIONS:	A. Council Consider the Request and Make a Determination.			
	B. Amend, Modify or Reject the Option Above.			
Attachment:	Paderewski Reprise Request			



PADEREWSKI REPRISE

Sunday, September 30th, Historic Paso Robles Inn Ballroom

\$25.00

4 – 6 p.m. GALA CONCERT Paderewski – Stojowski – Chopin Pianist Marek Zebrowski Krzystztof Meyer's Piano Sonata No. 1. Op.5 Composer Krzysztof Meyer

Free

Noon – 2:00 p.m. Paderewski Piano Competition Recital Noon – 6:00 p.m. Exhibit – Paderewski's life in Paso Robles No Host Bar and Appetizers in the garden

TICKETS www.PaderewskiReprise.com · Paso Robles Chamber of Commerce 805.238.0506



Paderewski Reprise City of Paso Robles Request for Support

Cover Letter Request for financial assistance	page 2
Event Outline	page 3
Vision for the Future	page 4
Cultural Contribution to the Community	page 5
Economic Contribution to the Community	page 6
Future; Funding and Committee Structure	page 6
Conclusion	page 7
Budget	page 8

Enclosures:

Letters of endorsement REC Foundation Paso Robles Chamber of Commerce Paso Robles Main Street



Board of Directors Greg Haas, President Mary Barth, Vice President Daryl Rockholt, secretary Kathleen O'Connor, Tressure Sheree Davis Mitch Massey Brandon Medeiros Barbara Partridge Kris Penick Jeff Penick Mary Schwartz

Honorary Members Gary Eberle Noreen Martin Stuart Ross Pete Dakin

Ex-Officio Members Ann Robb

Charlotte Gorton

The REC Foundation is the non-profit affiliate of the City of Paso Robles, Library & Recreation Services. August 1, 2007

Dear Paso Robles City Council,

At the July 11, 2007 meeting of the REC Foundation, members voted to both support the concept of the Paderewski Reprise and donate seed money of \$2000 to help get the program started in the City of Paso Robles. We are in support of the group of citizens who have come together to re-ignite the Paderewski connection to Paso Robles. Ignace Padereweski and his bond with Paso Robles is a wonderful and unique part of our heritage. The Paderewski Reprise program celebrates Paso Robles as a cultural and historical destination, as well as advances several elements of the City's economic strategy. The success of past Paderewski events in Paso Robles is proof of the desire within the community to preserve these historical ties and the interest from visitors outside the community to share them.

On behalf of the REC Foundation, I would like to express our support toward this endeavor and request the assistance of the City Paso Robles in providing the financial and political support such a dynamic and special event will require. The opportunity to expand an educational platform for our youth, and provide visitors with a cultural and historical destination is significant. Spotlighting Paderewski's special relationship with Paso Robles will help establish the uniqueness of Paso Robles and result in national and international recognition.

This community has been progressive in recognizing and supporting institutions that provide the quality of life we value. The impact of the Paderewski programs will complement ongoing programs, and provides a platform for future educational and cultural opportunities. Additionally, the chance to partner with USC and the Polish Music Center to introduce international artists should not be overlooked.

We sincerely urge you to consider lending the financial support required to take advantage of this great opportunity and contribution to our community.

Sincerely,

Greg Haas, President

REC Foundation



Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

August 6, 2007

Paso Robles City Council City of Paso Robles 1000 Spring St. Paso Robles, CA 93446

Dear Paso Robles City Council,

The Downtown Paso Robles Main Street Association has recently been made aware of a group of citizens that has come together to re ignite the Paderewski connection to Paso Robles. Paderewski and his bond with Paso Robles is a wonderful part of our heritage. This opportunity celebrates Paso Robles as a cultural and historical destination. The success of past Paderewski events in Paso Robles is proof of the desire within the community to preserve these historical ties and the interest from visitors outside the community to share them.

We would like to express our support toward this endeavor and request the assistance of Paso Robles in perpetuating this important contribution to the community. The opportunity to expand an educational platform for our youth and provide visitors with a cultural and historical destination is significant. Spot-lighting Paderewski's special relationship with Paso Robles will help establish the uniqueness of Paso Robles and result in national and international recognition.

This community has been progressive in recognizing and supporting institutions that provide the quality of life we value. The impact of the Paderewski programs will complement ongoing programs and provides a platform for future educational and cultural opportunities. Additionally, the chance to partner with USC and the Polish Music Center to introduce international artists should not be overlooked.

We sincerely urge you to consider lending the financial support required to take advantage of this great opportunity and contribution to our community.

For Better Downtowns Everywhere ...

Ma. Norma Moye

Norma Moye Executive Director NM:sca

08/21/07 Agenda Item No. 11 - Page 16 of 18



Above & Beyond Banking[™]

August 7, 2007

Dear Paso Robles City Council,

I have recently been made aware of a group of citizens that have come together to re-ignite the Paderewski connection to Paso Robles. Paderewski and his bond with Paso Robles is a wonderful part of our heritage. This opportunity celebrates Paso Robles as a cultural and historical destination. The success of past Paderewski events in Paso Robles is proof of the desire within the community to preserve these historical ties and the interest from visitors outside the community to share them.

I would like to express my individual support, as well as on behalf of First Bank of San Luis Obispo, Paso Robles branch toward this endeavor and request the assistance of Paso Robles in perpetuating this important contribution to the community. The opportunity to expand an educational platform for our youth and provide visitors with a cultural and historical destination is significant. Spotlighting Paderewski's special relationship with Paso Robles will help establish the uniqueness of Paso Robles from and result in national and international recognition.

This community has been progressive in recognizing and supporting institutions that provide the quality of life we value. The impact of the Paderewski programs will complement ongoing programs and provides a platform for future educational and cultural opportunities. Additionally, the chance to partner with USC and the Polish Music Center to introduce international artists should not be overlooked.

I sincerely urge you to consider lending the financial support required to take advantage of this great opportunity and contribution to our community.

Sincerely,

Pat Bland VP/Manager 805-226-3622 Patricia.bland@firstbankslo.com

nte Network of Preferred Community Banks**

MAIN OFFICE: 995 Higuera Street, San Luis Obispo, CA 93401 • 805.541.6100 • FAX 805.544.2217 EDNA VALLEY OFFICE: 3840-1 Broad Sto 8/21/07 Agen day 11644 11644 148 Page 347 of 18 MORTGAGE DEPARTMENT: 3840-3 Broad Street, San Luis Obispo, CA 93401 • 805.783.5280 • FAX 805.783.5299 PASO ROBLES OFFICE: 840 Spring Street, Paso Robles, CA 93446 • 805.238.5900 • FAX 805.239.4634



August 10, 2007

Paso Robles City Council City of Paso Robles 1000 Spring Street Paso Robles, CA. 93446

Dear Paso Robles City Council,

The Paso Robles Chamber of Commerce supports the Paderewski Reprise 2007. We see this as an opportunity to embrace the Economic Strategy that is one of the foundations of our City planning. It also fits our mission statement regarding "preserving its civic and historical well being, in order to provide a better place to live, work and visit."

Prosperity in the 21st Century will be based on creating and maintaining a sustainable standard of living and a high quality of life for all. This festival is just that. We see this as a partnership between education, the arts, business, and the public sector. This Reprise brings together the local and international connection through the arts. A platform to show the talent of our youth, to recognize a special personality and moment in our past, and the vision of our City fathers.

We know that the City has been a generous supporter of many of the local programs. We fully support the Paderewski Reprise, and hope that the City can help in the funding of such a special program.

Sincerely,

Jus Mike Gibson

President



August 3, 2007

Dear Paso Robles City Council,

A committee of active citizens has been busy organizing an important cultural event that links Paso Robles to a significant piece of historical legacy. Ignace Jan Paderewski, the Polish statesman, composer and international celebrity owned property in Paso Robles from 1914 until his death in 1940. The Paderewski Reprise will make its debut September 30th in the Paso Robles Inn Ballroom. The Paderewski Reprise committee respectfully requests the City of Paso Robles to support this event and recognize the cultural and economic value it will contribute to the community.

A financial commitment from the city of \$10,000 is requested to assist this year in providing the funds needed to launch the project. The committee has raised over \$13,000 from community organizations, businesses and individuals demonstrating the community's level of interest. A goal of this committee is to provide a high quality program the majority of the community can enjoy.

The privilege to host internationally renowned Polish Composer, Krzysztof Meyer is provided to Paso Robles through the Polish Music Center at USC. It is with this opportunity the Paderewski Reprise was given birth and many more cultural opportunities unfold as plans progress. This event will provide significant resources and tools to expand an educational platform for our youth and provide visitors with a cultural and historical destination. Spotlighting Paderewski's special relationship with Paso Robles will help establish the uniqueness of Paso Robles and result in national and international recognition.

We urge you to lend the financial support required to take advantage of this great opportunity for our community.

Sincerely,

Paderewski Reprise Committee

P.O. Box 272

Paso Robles, CA 93447



2007 PADEREWSKI REPRISE Event Outline

Youth Piano Competition Friday, September 21

In conjunction with Cuesta College, the Paderewski Reprise in Paso Robles announces its first annual Youth Piano Competition. Auditions will take place from 9:00 a.m. to 5:00 p.m. at Cuesta College North County Campus, 2800 Buena Vista Drive, Paso Robles, room N5001.

The competition, organized by Cuesta College, North County, offers two age categories: Junior (age 9 -14) and Senior (age 15-18)

Piano Recital & Gala Concert

Historic Paso Robles Inn Ballroom

Sunday, September 30

ounday, oc			
12:00 pm	BALLROOM		
	Paderewski Piano Competition Recital - Free		
12:00-6:00) MATADOR ROOM		
	Exhibit Paderewski's life in Paso Robles and America		
	Matador Room		
2:00 - 4:00	GARDEN PATIO		
	No Host Bar and Appetizers in the garden; Paso Robles Inn will		
	supply food & beverage and resell drinks and snacks or appetizers		
3:00 - 4:00	BALLROOM FOYER		
	Wine service in Ballroom Foyer No Host		
4:00 - 6:00	BALLROOM - GALA CONCERT \$25		
	Paderewski ~ Stojowski ~ Chopin with Pianist Marek Zebrowski,		
	Cellist Lars Hoefs, Violinist Joel Pargman		
SO C			
	Krzystztof Meyer's Piano Sonata No. 1. Op.5 with Composer		
	Krzysztof Meyer		

Mr. Meyer is highly regarded as an accomplished composer, pianist, music historian and educator. His music has been honored with numerous international awards throughout his career and he is a professor at the renowned Hochschule für Musik in Cologne, Germany.

Paderewski Reprise Tickets <u>www.PaderewskiReprise.com</u> Paso Robles Chamber of Commerce 805.238.0506



Vision for the Future

The Paderewski event will be more than a musical experience available to the community at large for participation. The history of Ignace Jan Paderewski and his relationship with Paso Robles will resonate throughout a theme providing an educational platform for teachers, aspiring young musicians, tourism professionals, and enthusiasts of the arts. In addition to concerts, competitions, dinners and wine events Paso Robles has the opportunity to celebrate dual cultures with period celebrations reminiscing the days of Paderewski.

Gala Concert

Musical events open to the community, free or at low cost, performed in the downtown city park. Downtown restaurateurs would be encouraged to extend their seating to the outdoors and take advantage of the musical festivities. Concert goers can make reservations at their favorite restaurant or enjoy free picnic seating in the park. This event will be supported by the USC Polish Music Center featuring internationally recognized artists identified by their relevance to the musical legacy of Paderewski. The downtown setting around the park and musical quality of the program will provide the flavor of a European village celebration.

Youth Piano Competition

Available to qualified aspiring artists throughout San Luis Obispo County, this piano competition will provide a multitude of opportunities for participants. Achieving the skill and discipline to enter the competition will be noteworthy on its own. Winners will have the opportunity to perfect their skills and take advantage of new experiences and resources during special recitals they will be invited to perform. This extends abroad where competition winners will be invited to perform at the Paderewski Concert Hall in Poland as part of an exchange program. Supporters of the piano competition would include the Paderewski Gala Concert, San Luis Obispo Youth Symphony, the San Luis Obispo Arts Council and more.

Mid Week, Supporting and Historical Events

Local merchants will be invited to provide supporting activities and performances to entertain and educate the community and visitors interested in these types of cultural experiences. This can range from special school programs and performances, chamber music events, to Polish festivities celebrating a sister city exchange with Kaśna Dolna, Poland. Music, dancing and a live period museum will recognize the importance of Paderewski for more than music but also as a Prime Minister of Poland and signator of the Treaty of Versailles.



Cultural Contributions to the Community

- High quality cultural and educational experiences will be an added value for the community and visitors. With the type of tourism growth triggered by the wine industry this type of event would complement and balance ongoing activities.
- Visitors to Paso Robles will be attracted by historical and cultural experiences unique to the Central Coast.
- Paso Robles will be recognized by providing a platform for local aspiring students of music to demonstrate abilities and become recognized for their talents and dedications.
- Educational, coaching and professional development opportunities through interaction with artists and faculty at USC and the Polish Music Center at USC.
- Ffuture Paderewski Reprise concerts may feature Winners of the International Paderewski Piano Competition in Bydgoszcz, Poland.
- Launching of a non-profit organization to manage the events annually and expand its scope. Current funds are being collected and disbursed through ACORN.
- Utilize the Paderewski Events and Committees to act as the catalyst for evaluating the needs and functions of a performing arts center in the community.
- Expound upon the historical story and tie unique to Paso Robles through the history of Paderewski and other prominent visitors of his time.



Economic Contributions to the Community

- Increased tax revenues will result from increased tourism during the event.
- The average visitor attending these events will more likely have a college education or higher, have an above average income and be a seasoned traveler.
- The opportunity to market Paso Robles to a segment of the population currently not targeted, i.e. wine and agriculture will result with newly identified reasons to return to Paso Robles as a destination.
- A new demographic of tourists will be introduced to the area that would consider longer stays extending into midweek.
- Group and packaged business can be sold to tour operators, music groups, extended education, and ethnic groups for the event and through out the year with special Paderewski or music programs.

Funding and Committee Structure

Structure

As a result of this year's successful fundraising and events the committee would like to continue to utilize the services of a professional event coordinator to facilitate and oversee the event. The Paderewski Reprise and Events will be directed by a committee or Board of Directors that comprise a proportionate balance of the community representing the local arts, tourism, downtown merchants, member of the Polish Music Center at USC, North County Cuesta College campus, and members representing local business and the community.

This committee will be governed by 501 $\[mmmodel](3)$ non profit organization rules and guidelines. Plans are currently underway to establish the necessary documents to support these endeavors. A tax advisor will be consulted for bookkeeping and auditing purposes.

Funding

With some preliminary investigation the committee has determined that a good portion of the events, specifically the Youth Piano Competition, can be substantially funded through grants and endowments specific to cultural activities. Some examples would include, but not be limited to SLO Art Inspires, American Express Cultural Heritage Grant, The Case Foundation and others. Other revenue sources will come from admissions and community sponsors. The event will be self sufficient and raise enough money to provide prize money and scholarships for aspiring youth musicians.



Conclusion

The addition of a cultural event of this type will fulfill the void of a Fine Arts program in Paso Robles. The advantage of celebrating our history while providing cultural and educational opportunities will set us apart from our neighbors.

As the community grows, the revitalization of downtown continues and services like the North County Cuesta College Campus expand, it makes sense to provide this natural component expressing the heritage of the community. The relationship already established with the Polish School of Music at USC and the opportunities that parallel it are unique and provide a great foundation. The Paderewski Reprise can grow with the community and provide the venue for a Fine Arts program that can be associated specific to Paso Robles.



2007 Paderewski Reprise Committee Members

Steve Cass, Cass Vineyard & Winery Bob Fonarow, Paso Robles Rotary Mike Gibson, Paso Robles Chamber of Commerce Rachel Hamilton, Cuesta College North County Campus Sandy McLaughlin, Cuesta College North County Campus Frank Mecham, Paso Robles City Mayor Norma Moye, Paso Robles Main Street Gary Nemeth, Paso Robles Main Street Gary Nemeth, Paso Robles City Council Barbara Partridge, Director of Library and Recreation Services Retired Kris Penick, Reserve Events Joel Petereson, Treana Winery Marek Zebrowski, Polish Music Center at USC

Income		
Sponsorships	\$ 20,000.00	
Grants/Gifts	n/a	
Ticket Sales	\$ 2,850.00	114@\$25 /Comps -136
Piano Competition Entries	\$ 400.00	20@\$20
Total Income	\$ 23,250.00	
Expenses		
Non-Profit Expenses	\$ 500.00	
Insurance	500.00	
Stationary	300.00	
Post Office Box	35.00	
Web Site Domain Registration	40.00	
Web Hosting	250.00	
Event Expenses		
Venue Rental	1,000.00	
A/V	500.00	
Décor	500.00	
Piano Moving	1,400.00	
Musicians	3,000.00	
Posters, Postcards	750.00	
Program Design & Printing	2,500.00	
Graphic Design	donated	
Advertising	1,000.00	
Web Site development	donated	
Exhibit Supplies	500.00	
Signage	300.00	
Event Management	2,500.00	
Public Relations/Promo	300.00	Lunches, Fees, etc
Misc	1,000.00	
Piano Competition Expenses		
Medals	350.00	
Flyers	50.00	
Prize Money, Winners	1,125.00	
Judges	1,000.00	
Program Printing	150.00	
~ ~		
Total Expenses	19,400.00	
Profit/Loss	\$ 3,850.00	



FOR IMMEDIATE RELEASE: JUNE 8, 2007

PADEREWSKI REPRISE September 30th, 2007 Paso Robles Inn Ballroom, downtown Paso Robles

Event Contact: **Steve Cass** 805.227.2888 <u>steve@casswines.com</u> Music Contact: Marek Zebrowski 213-740-9369 marek@thornton.usc.edu

Events: 12:00 – 2:00 Paderewski Piano Competition Winners' Recital. Free
2:00 – 4:00 Tour of Paderewski Exhibit
4:00 – 6:00 GALA CONCERT with music of Paderewski, Stojowski, Chopin and Krzysztof Meyer's Piano Sonata No. 1, Op.5.
Artists: Polish composer, Krzysztof Meyer and pianist Marek Zebrowski.

Location: Historic Paso Robles Inn Ballroom 1103 Spring Street, Paso Robles, CA 93446

Tickets: \$25 can be purchased at the Paso Robles Chamber of Commerce 805.238-0506 or www.paderewskireprise.com

Paso Robles, CA – History repeats itself in Paso Robles, CA on Sunday, September 30th at the historic Paso Robles Inn Ballroom. During the "Paderewski Reprise" you will be able to imagine how Ignacy Jan Paderewski, the great pianist and statesman, put Paso Robles Hot Springs on the map in the early 1900's. Celebrate the history and spirit of Paderewski in Paso Robles with internationally acclaimed artists and young promising pianists at the historic Paso Robles Inn Ballroom.

Paderewski Piano Competition Winners' Recital

Young aspiring pianists perform for the public during a free concert at the Historic Paso Robles Inn. Join winners of the Paso Robles Paderewski Piano Competition as they aspire to follow the footsteps of this legendary composer and pianist.

GALA CONCERT

Explore the history of Paderewski in Paso Robles during this unique opportunity to experience internationally renowned performers in the Paso Robles Inn Ballroom. Enjoying Paderewski memorabilia and refreshments is followed by a piano concert featuring Polish Composer Krzysztof Meyer. The cultural heritage of Paderewski returns to Paso Robles during this extraordinary afternoon. Tickets are \$25 available at the Paso Robles Chamber of Commerce, 805.238.0506

###



2007 PADEREWSI REPRISE FACT SHEET

Date: September 30, 2007

Place: Paso Robles Inn

Schedule:

12:00 – 2:00 pm	Youth Piano Competition Winners Recital	Open to the public
2:00 – 4:00 pm	Paderewski Exhibit at the Paso Robles Inn	Open to the public
4:00 – 6:00 pm	Gala Concert in the Paso Robles Inn Ballroom	\$25 per person

Cultural Contributions to the Community

- High quality cultural and educational experiences
- A platform for local aspiring students to demonstrate abilities and become recognized for their talents and dedication
- Educational, coaching and professional development opportunities through interaction with artists and faculty at USC and the Polish Music Center at USC
- Future *Paderewski Reprise* concerts may feature Winners of the International Paderewski Piano Competition in Bydgoszcz, Poland
- Visitors to Paso Robles will be attracted by historical and cultural experiences unique to the Central Coast
- Possibilities to extend this level of entertainment to other venues and services throughout the community
- Launching of a non-profit organization to manage the events annually and expand its scope

Youth Piano Competition

- Participants from San Luis Obispo County compete for the opportunity to perform at a 12:00 pm opening concert during the *Paderewski Reprise* at the Paso Robles Inn Ballroom.
- The competition, organized by Cuesta College, North County, offers two age categories: Junior (age 9 -14) and Senior (age 15-18)
- Winners will be recognized by their musical peers, through local media announcements and considered for extended musical studies
- Future opportunities could include an invitation to perform in Poland as part of an exchange program with the Paderewski center in Kąśna Dolna

Gala Concert

- Sunday, September 30th 4:00 6:00 pm, at the Paso Robles Inn Ballroom. The Second Annual Paderewski Reprise will feature distinguished Polish Composer, Krzysztof Meyer. Mr. Meyer is highly regarded as an accomplished composer, pianist, music historian and educator. His music has been honored with numerous international awards throughout his career and he is a professor at the renowned Hochschule für Musik in Cologne, Germany.
- The Polish Music Center, USC brings internationally accomplished musicians to Paso Robles as an extension of their annual Paderewski Lecture-Recital series
- In 2006 the first Paderewski Reprise featured English pianist, Jonathan Plowright at Cass Winery. The concert was so well received that a committee of citizens interested in preserving the local history of Paderewski was formed, providing an important cultural contribution to the community.

PADEREWSKI REPRISE 2007 GALA CONCERT & YOUTH PIANO COMPETITION

TICKET ORDER

Name			 · · · · · · · · · · · · · · · · · · ·
Business/ Organization			
Address			
City	Sta	te Zip	
Phone			
E-mail			

2007 Paderewski Reprise Schedule of Events:

12:00 – 2:00 Paderewski Piano Competition Winners' Recital

Coordinated by Cuesta College North County campus, this competition is dedicated to expanding opportunities for local aspiring musicians. The concert is free and open to the public, and is presented in the Paso Robles Inn Ballroom.

2:00 – 4:00 Tour of Paderewski Exhibit

Display of Paderewski memorabilia precede the piano concert presented in the Matador Room of the historic Paso Robles Inn.

4:00 – 6:00 *GALA CONCERT* with music of Paderewski, Stojowski, Chopin and Krzysztof Meyer's Piano Sonata No. 1, Op.5. Ballroom, Paso Robles Inn Artists: Polish composer, Krzysztof Meyer and pianist Marek Zebrowski

Please send _____gala tickets @ \$25 each Total Enclosed _____ Check or money order only made to ACORN, Paderewski Reprise Tax I.D. # 77-002857

www.paderewskireprise.com

Send to:

Paderewski Reprise P.O. Box 272 Paso Robles, CA 93447 FAX 805.237.0404

Gala Concert Tickets available at: Paso Robles Chamber of Commerce, 1225 Park Street, Paso Robles, CA 93446 Confirmation tickets will be mailed or available at will call before the event.

For further information call 805.237.0400