

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Pioneer Day Committee – Funding Request
DATE: October 2, 2007

NEEDS: For the City Council to consider a request for \$10,000 per year to support the Pioneer Day Parade and related activities.

FACTS:

1. The Pioneer Day Committee requests \$10,000 per year to support the annual Pioneer Day festivities (see attached letter).
2. 2007 will be the 77th anniversary of the annual Pioneer Day event.
3. In 2005, the City Council granted \$10,000 to aid in the presentation of the 75th anniversary event.

ANALYSIS &

CONCLUSION: The Economic Strategy contains objectives that would encourage support for attractions that showcase Paso Robles' unique identity and heritage. Pioneer Day festivities are a long-standing tribute to this community's agricultural heritage.

Pioneer Day organizers did receive \$10,000 for the 75th anniversary celebration. Funding was granted as it was a one-time special anniversary celebration.

POLICY

REFERENCE: Economic Strategy; FY 2008-11 Budget.

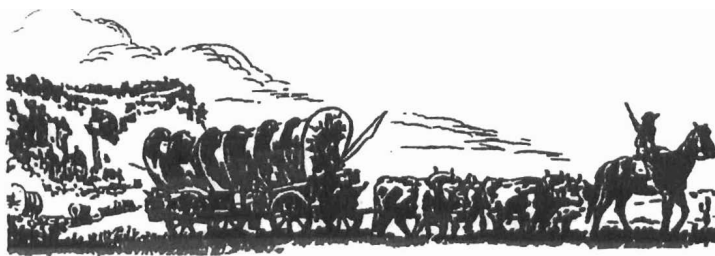
FISCAL

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: Pioneer Day Committee Letter



PIONEER DAY COMMITTEE

August 31, 2007

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

RECEIVED
CITY MANAGER

SEP 11 2007

CITY OF PASO ROBLES

Dear Mr. App

As you may know, the Pioneer Day Committee is made up of many volunteers from all over the San Luis Obispo County. We have third & fourth generation volunteers, as well as newcomers to our City, participating in this year's event. We have over sixty different committees of 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 for Paso Robles and its Heritage.

Pioneer Day 2007 marks the 77th anniversary of our Community's greatest celebration. Our Pioneer Day is very unique in the way that it occurs and the reasons why it occurs. It should also be noted that while many communities have unfortunately seen their local events commercialized, or sadly discontinued; ours continues on as it was originally intended. The goal was to provide a day of community friendship and commemoration of the heritage of the Paso Robles area.

The Pioneer Day Committee, Pioneer Day Board of Directors, work very hard on the day's events. While many materials are generously donated or loaned, some things just have to be paid for. 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 vintage tractors and wagons for example the Conestoga Wagon, the mainstay of our antique collection, this requires on going financial support to keep them repaired and rolling down the parade route. The budget in 1931 of \$300 equates to around \$30,000 that is used in today's parades. In 2005 the Board of Directors started a Sponsorship program to help augment some of the costs it is working well but we still are falling short each year.

The cost to successfully put on the Parade, gymkhana, bean feed, street dance, horseshoe contest, Pre Pioneer Day Dinner and Dance, various awards, royalty gifts and the many royalty functions averages about \$28,000 to \$30,000 each year. The Pioneer Day Board of Directors and Pioneer Day Committee are requesting financial help from the City of Paso Robles of around \$10,000 this year and future years so that we will be able to continue this great celebration for future generations to come. The Heritage of Paso Robles need's to stay alive with its tradition of Pioneer Day as we mark our 77th anniversary and we hope many more celebrations in the future.

Thank you for considering our request for funding of this years Pioneer Day parade and hopefully many more in the Future from the City of Paso Robles.

Kindest Regards

Bob Tullock
Chairman, Pioneer Day Committee

Enclosures:

POST OFFICE BOX 262

PASO ROBLES, CA. 93447

PASO ROBLES

PIONEER DAY COMMITTEE EXPENSES YEARS 2003 - 2007

	2003 - 2004	2004 - 2005	2005 - 2006	2006 - 2007
7/01/03 - 6/30/04	27,584			
7/01/04 - 6/30/05		19,783		
7/01/05 - 6/30/06			55,053.27	
7/01/06 - 6/30/07				32,940.04