

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Pioneer Day Committee – Funding Request
DATE: October 7, 2008

NEEDS: For the City Council to consider a funding request to support the 2008 Pioneer Day Parade and related activities.

FACTS: 1. The Pioneer Day Committee is requesting grant money to support the annual Pioneer Day festivities (see attached letter).
2. At the September 16, 2008 meeting, Council continued the item to the October 7, 2008 meeting to allow the Pioneer Day Committee time to provide past year expenditures and other financial information.

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. In 2007, the City Council granted \$5,000 to support the event.

POLICY

REFERENCE: Economic Strategy; FY 2008-11 Budget.

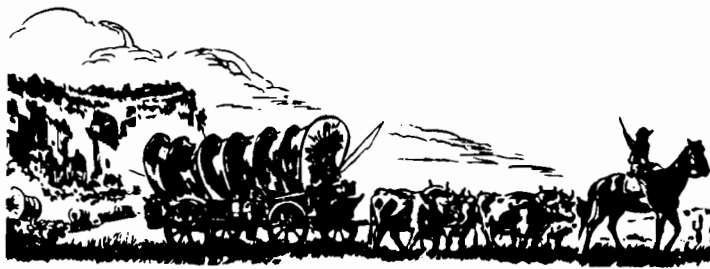
FISCAL

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
Profit & Loss Statement (7/2007 to 6/2008)



PIONEER DAY COMMITTEE

August 15, 2008

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

Attn: Mayor Frank Mecham and Members of the City Council

Dear Mayor Mecham and Council Members:

Paso Robles Pioneer Day 2008 marks the 78th anniversary of our Community's greatest celebration, which is coming up in less than two months. The date has been set for Saturday, October 11th. Committees of volunteers have already been working hard to make this annual event the success it has been for the past 78 consecutive years. It is our way of bringing the City and surrounding areas together for a day of community friendship and commemoration of our unique heritage. Thousands of visitors are attracted each year, many from out of the area to see the parade, enjoy the free bean feed and all the post parade entertainment. Many make this an annual event for class and family reunions and others return to see our rolling collection of antique farm equipment in the parade.

Over the past 78 years the business community has provided outstanding financial support for us to stage the event each year. As we experience the slowing U.S. economy, we too are feeling the impact of less dollars being available from our local individuals and businesses. We are hoping our loyal donors will continue to provide funds to our cause and that we will be able to tap in to new areas with the creation of our website located at www.pasoroblespioneerday.org. However, in spite of this support, costs have escalated to the point that we need additional help. We are asking the City of Paso Robles to join our team by issuing a grant to us in the amount of \$5,000, to help meet the approximately \$30,000 annual expense to continue this great multi-faceted celebration of Paso Robles Heritage. The cost of maintaining our priceless collection of vintage farm equipment seen each year in the parade is above and beyond these costs.

We are very proud that we have been able to continue this very important event, even during tough times. Many communities such as ours have had to commercialize or even discontinue their events for lack of funding. We are equally proud that ours has remained as it was originally intended with all the events

remaining free, hence our motto of "Leave your pocketbook at home". This includes the gymkhana and bean feed for thousands of parade viewers and participants. There is a wonderful "Can Do" attitude in Paso Robles.

Thank you for considering our request. We believe that the Pioneering spirit of our early settlers is kept alive and well by the annual celebration of Pioneer Day and truly portrays "Authentic California" in Paso Robles.

If you should have any questions, please feel free to contact me at 238-2038.

Kindest Regards,

A handwritten signature in cursive script that reads "Walter Kuhn". The signature is written in black ink and has a fluid, connected style.

Walter Kuhn
Chairman
Pioneer Day Committee

Enclosures: Parade Expenses

Paso Robles Pioneer Day Parade Expenses

July 1, 2005 to June 30, 2006	\$55,053.27
July 1, 2006 to June 30, 2007	\$32,940.04
July 1, 2007 to June 30, 2008	\$32,514.75

Paso Robles Pioneer Day Committee

Profit & Loss

July 2007 through June 2008

	<u>Jul '07 - Jun 08</u>
Ordinary Income/Expense	
Income	
Fundraising	
Dinner/Dance Tickets	7,465.00
Royalty	1,050.00
Wagons	50.00
Pioneer Circle \$200	4,000.00
Conestoga Circle \$500	2,500.00
Royalty Circle \$1000	5,000.00
Silent Auction	2,419.00
Buttons/Badges	2,025.00
Bean Feed	50.00
Community Donation	
City of PR	5,000.00
Rotary Club	7,300.00
SLO County	1,000.00
Community Donation - Other	1,810.00
Total Community Donation	<u>15,110.00</u>
Total Fundraising	39,669.00
Earned revenues	
Interest-savings/short-term inv	609.66
Total Earned revenues	<u>609.66</u>
Total Income	40,278.66
Expense	
Dinner/Dance	
Advertising	546.98
Band	1,800.00
Building Rental	1,250.00
Casino	695.00
Clean-Up	100.00
Decorations	433.28
Food	1,414.54
Liquor/Beer/Wine	1,194.81
Liquor License	25.00
Photography	250.00
Security	432.00
Total Dinner/Dance	<u>8,141.61</u>
Gymkhana	
Arena Rental	1,000.00
Gymkhana Awards	996.98
Total Gymkhana	<u>1,996.98</u>
Parade	
Advertising Expenses	2,293.83
Badges	1,042.08
Bean Feed	3,222.52
Parade Awards	3,434.41
Parade Hospitality	1,970.14
Parade Participation	1,000.00
Parade Programs	120.40
Parade Misc.	185.21
Portable Restrooms	1,320.42
Stall Bedding	423.64
Stall Rental	1,360.00
Stamps/Postage	823.90
Total Parade	<u>17,196.55</u>

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09/24/08

Accrual Basis

Paso Robles Pioneer Day Committee

Profit & Loss

July 2007 through June 2008

	Jul '07 - Jun 08
Royalty Expenses	
Belle Float Decorations	116.37
Ladies Tea	200.00
Marshal's Badge	139.37
Queens Carriage	20.00
Total Royalty Expenses	475.74
Installation Dinner	
Building Rental	100.00
Installation Dinner - Other	320.00
Total Installation Dinner	420.00
Tractor Repairs/Maint	2,289.16
Small Tools/Equipment	500.00
Wagon/Buggy Repairs & Maint.	2,030.68
Donations	200.00
Membership dues - organization	345.00
Building Maintenance	
Electric	423.69
Pest Control	320.00
Building Maintenance - Other	128.38
Total Building Maintenance	872.07
Office Supplies	
Safety Deposit Box Rental	50.00
Letterhead/Thank you's/ Envelop	711.87
Office Supplies - Other	612.27
Total Office Supplies	1,374.14
Misc expenses	
Accounting Fees	294.00
Auto Expense/License	82.00
Cash Box Change	300.00
Director/Officer Badges	337.52
Exempt Organization Filing Fee	10.00
Insurance -Gen. Liability	2,792.00
Insurance - Auto	139.00
D & O Insurance	1,000.00
Misc expenses - Other	20.00
Total Misc expenses	4,974.52
Property Taxes	691.74
VOID Transaction	0.00
Total Expense	41,508.19
Net Ordinary Income	-1,229.53
Net Income	-1,229.53