

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Paso Robles Festival of the Arts – New Memorial Day Event

DATE: February 17, 2009

NEEDS: For the City Council to authorize the use of the City Park for a new Memorial Day Event.

FACTS:

1. The City's Economic Strategy encourages the support of:
 - Cultural and Art enrichment
 - Preservation and enhancement of the community's natural setting and unique character (including the river corridor)
2. City staff and Studios on the Park propose a co-hosted event for Memorial Day weekend 2009. The event, Paso Robles Festival of the Arts, will celebrate and showcase both art and environment, while creating a new community and visitor attraction to add to the excitement of the long weekend.
3. The new event will benefit the Follow the River, Follow the Dream vision for the Salinas River corridor by raising community awareness of river enhancement efforts. More specifically, the festival creates an opportunity for the City to generate in-kind match for the \$4 million State Grant it has received for purchase of private property within the river corridor.
4. Studios on the Park is a local non-profit organization formed with the mission to provide a working studio/gallery for artists to display and teach their craft. The Studios are in the process of raising capital for their building remodel project located on Pine Street on the City Park. This event will raise public awareness of the arts and be a catalyst for their capital fundraising campaign.
5. The attached Proposal summarizes the vision for the one day event. Highlights include:
 - Plein Air River Painting and Art Display
 - River Vision Educational Materials – Guided Tours
 - Quick Draw – Artist competition and Auction
 - Artists in action and drop-in workshops
 - Music, dance and entertainment
 - Public Mural project
 - Children and Student art contest and activities
 - Evening Concert (4-6PM)
6. The Promotions Coordinating Committee (PCC) who advises the Council on tourism and promotions related matters, were introduced to the new event at their meeting of January 12, 2009. The members indicated their general support and offered assistance in developing key messages for promoting the event, but

no action was taken. The matter is scheduled for further discussion by the PCC on February 10 and their recommendations will be reported verbally for Council's consideration. Coordination with members of the PCC will continue throughout the planning and execution of the event, since enhanced tourism is an identified goal/outcome for the City and its partners.

6. Event stakeholders extend beyond the tourism industry, and they are listed in the attached event summary Proposal. Of note, the Senior Advisory Committee has pledged \$10,000 as seed money for this event, recognizing the benefit of cultural enrichment from the arts and the physical wellness opportunities in the Salinas River vision.
7. There is hope that as the event takes hold that it will grow and become an annual event of a "destination" caliber. This first year has a short planning window and is focused at a more regional/community market.

**ANALYSIS
AND**

CONCLUSION: There is a unique opportunity this year to harness the joint needs of the City's River Grant and the Studios on the Park to create a new event focused on the Arts and the Environment. The Paso Robles Festival of the Arts concept has been received with extraordinary enthusiasm from many sectors of the community, revealing an "untapped" visitor attraction opportunity. The marketing position for the event as a cultural component of the existing range of tourism attractions within our community that same weekend (wine, food, scenic beauty, classic car auction, and bicycle rally) will help leverage all events that same weekend. There is strong community commitment to seeing this event get off the ground.

FISCAL

IMPACT: No funding is being requested for this event. The City's role as co-host/sponsor of this event will involve dedication of staff resources for planning, event day logistics, promotion and volunteer management. A budget is being formulated and the event planners will seek sponsor funding with modest goals for this first year. City staff costs will be tracked so that they can be documented as in-kind match for the State River Parkway Grant.

OPTIONS:

- a. Adopt Resolution 09-xx:
 - 1) Authorizing the use of the City Park for the Paso Robles Festival of the Arts event scheduled for Saturday, May 23, 2009; and
 - 2) Authorize the assignment of staff resources to support the event and document such for the purposes of establishing in-kind match for the State River Parkway Grant.
- b. Amend, modify, or reject the above option.

Attachments (2)

- 1) Resolution
- 2) Summary Proposal of Paso Robles Festival of the Arts

RESOLUTION NO. 09-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING USE OF THE CITY PARK FOR A NEW EVENT – THE PASO ROBLES
FESTIVAL OF THE ARTS - ON MEMORIAL DAY WEEKEND

WHEREAS, the City's Economic Strategy supports cultural and art enrichment, and encourages preservation and enhancement of the community's natural setting and unique character including the Salinas River corridor; and

WHEREAS, City staff and the Studios on the Park propose a co-hosted event for Memorial Day weekend 2009, the Paso Robles Festival of the Arts, that will celebrate and showcase both art and the environment while creating a new community and visitor attraction to add to the excitement of the long weekend; and

WHEREAS, the new event will benefit the follow the River, Follow the Dream vision for the Salinas River corridor; and

WHEREAS, the new event will create an opportunity to raise awareness of the City's efforts to utilize grant funding to acquire private lands within the river corridor for water shed protection, and portions of the staff/community time involved in these efforts (the event) can be claimed as in-kind match for the State River Parkway Grant; and

WHEREAS, Studios on the Park is committed to co-sponsoring the event to promote awareness of the arts and as a catalyst for their capital fundraising campaign to remodel their building and develop a working studio/gallery environment for artists to showcase and educate the public on their craft; and

WHEREAS, the Paso Robles Festival of the Arts, has been well received within the community and has stakeholders who have already committed funding to establish the event; and

WHEREAS, the marketing position for the event is as a cultural component of the existing range of tourism attractions within our community that same weekend; and

WHEREAS, event planners will continue to work closely with community partners such as those who are represented on the Promotions Coordinating Committee (PCC) and other stakeholders.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby authorize the use of the City Park for the Paso Robles Festival of the Arts on Memorial Day weekend 2009; and

SECTION 2. The City Council does hereby authorize the assignment of staff resources to support the event and document such for the purposes of establishing in-kind match for the State River Parkway Grant.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 17th day of February 2009 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Cathy M. David, Deputy City Clerk



Proposal for First Annual El Paso De Robles Festival of the Arts
Follow the River, Paint the Dream

Background – With the impending opening of Paso Robles’ first art center with a unique open studio environment, Studios on the Park, there is a desire locally to celebrate the arts and introduce the community and visitors to this new attraction. An art festival in City Park is currently being planned, with Memorial Day Weekend as the tentative date, pending City Council approval. This event will also celebrate the Salinas River Corridor Project through art and guided tours (more information below).

Vision – A one-day (Saturday) event, free to the public that will provide an introduction to art in Paso Robles and Studios on the Park. Event attendees will learn about art in a casual and fun setting, participate in workshops if they wish, and relax and enjoy downtown Paso Robles. There will be no food vendors participating in the festival, which will encourage attendees to dine downtown. Free scenic educational tours of the Salinas River Corridor project will take place throughout the day. Artists will have painted several stops along the tour and those paintings will be exhibited in the park. River-themed art will be on display in the park and a community mural project is being planned, using the river as its subject.

First Year Benefits of Event – Providing a friendly introduction to Studios on the Park and art in Paso Robles; giving county residents and out of town visitors another reason to come to Paso Robles; no capital outlay for the city, soft costs only; generating sales tax revenue through dining, shopping and lodging; providing a starting point to build on for steady growth of this event.

Long Term Benefits of Event – There are a handful of famous art festivals each year in California that over time have become “destination events,” meaning artists and art aficionados will travel to that event year after year, thereby bringing bed tax and sales tax revenue to the city hosting the event. With Paso Robles being centrally located within the state, the Festival of the Arts provides an opportunity to introduce Paso Robles to a new group of people (the art community) who may find that this event is closer to home, making their attendance more likely. There is strong potential for an art festival in Paso Robles to become a “destination” event, given the other attractive tourism components (wine, food, hospitality, scenic beauty, etc) that visitors can enjoy here.

Why Memorial Day Weekend – A three-day weekend gives visitors a reason to come to Paso Robles; the fact that the event is only one day gives visitors a chance to go wine tasting, shop and perhaps dine in a number of local restaurants over the rest of the weekend; there is no large event currently taking place in the park on that date; the diverse types of events going on in Paso Robles that weekend affords co-operative advertising opportunities (i.e. “Come to Paso Robles on Memorial Day Weekend and enjoy an Art Festival, a Classic Car Auction, Bicycling, Wine Tasting and great food”) to leverage advertising dollars; locals who don’t have plans to leave town will have a good entertainment option, allowing the event to grow organically and through word-of-mouth within the county and beyond.

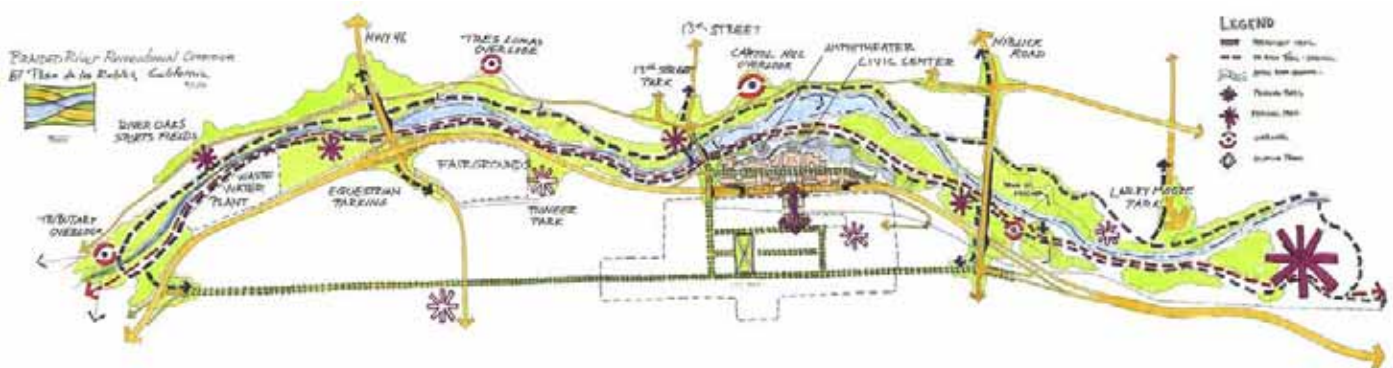
Salinas River Corridor –

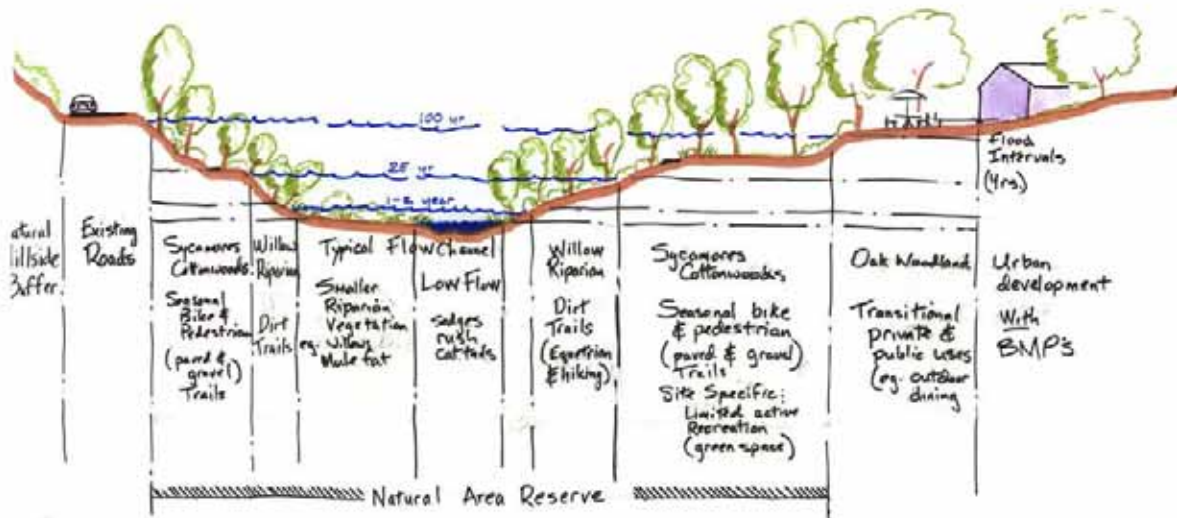
“Follow the River, Follow the Dream” is a vision conceived by the community for the Salinas River corridor. The vision includes preservation of river habitat and key vistas, enhanced recreational trail systems and public access, improved educational opportunities to learn about the importance of the Salinas River’s habitat and history, a redeveloped urban edge at Paso Robles Street, and new connections to the downtown core.

The sweeping vistas and unique natural resources of our area are an essential part of our community’s attractiveness to tourists. Enhancement of recreational opportunities and the preservation of key view sheds enrich our tourism efforts.

A State River Parkway Grant of \$4 million has created the opportunity for the City to purchase privately owned land within the river corridor and begin to implement the river vision. The grant requires matching funds, both cash and in-kind.

The Festival of the Arts event will promote awareness and leverage grant funding for the river acquisition efforts. Additionally, the event’s ‘Follow the River, Paint the Dream’ theme celebrates both art and environment, directly contributing to the success of the River Parkway Grant effort.





Planning for the Salinas River Corridor Project



Marketing and Promotions –

The marketing position for this event is as a cultural component of a 3-day weekend in Paso Robles. With existing events in Paso Robles on Memorial Day Weekend there is an opportunity to leverage marketing dollars and promotional avenues through cooperative advertising should the opportunity arise. The mutual benefits of cooperative advertising and promotions will be explored with Great Western Bicycle Rally, River Oaks/Kruse International, and other stakeholders.

Examples:

1. Creating a printed postcard promoting Paso Robles as a Memorial Day Weekend destination that can be given out at all events between February and Memorial Day Weekend, posted in the Main Street kiosk, posted at hotel front desks, in tasting rooms and restaurants.
2. Creating a cooperative advertisement(s) to run within the county and in other target markets. Festival of the Arts would provide artwork and share costs with potential partners.
3. Creating web content for www.prcity.com that would promote Memorial Day Weekend in Paso Robles with links to partner websites.

The Festival of the Arts meets the following objectives identified in the City Council adopted 2006 Economic Strategy:

1. **Distinctive Communities** - Having a distinctive identity will help communities create a quality of life that is attractive for business retention, future residents and private investment.
2. **Contributing to the Knowledge Economy** - The new economy would consist of not only a means of producing goods and services, but a way of life and civic culture that embraces and fosters continuous learning. It follows therefore, that quality of place attracts people, and what attracts people can attract investment.
3. **Quality of Life, Quality of Place** - Create opportunities for personal and professional growth; Encourage and enrich urban culture and center (downtown) focus.
4. **Human Intellectual Capital** - Encourage diverse informal centers of creativity, learning and interaction (theatres, galleries, museums, performing arts centers, restaurants, community centers, etc.).
5. **Social Environment** - Provide quality education, health, arts, culture, and recreation programs and services.
6. **Place** - Develop the Salinas River as a signature landscape and attraction; Enhance and expand the downtown to a mixed use dining, entertainment, culture and shopping destination featuring a new river front; Allocate public resources to support and promote arts, culture, and conferencing; Develop a downtown center for the arts, culture and conferences, Encourage and recognize business investment and involvement in the arts, culture and major events.
7. **Positioning** - Encourage and expand tourism attractions that highlight Paso Robles' unique identity and heritage (...historical and cultural sites, collections, and events).
8. **Partnership** - Encourage synergy amongst and between, and reinvest in, attractions that showcase Paso Robles' unique identity and heritage including the Paso Robles Event Center, Pioneer and Historical Museums, historic buildings, agriculture, local artisans and culture, historic downtown, and the river front.



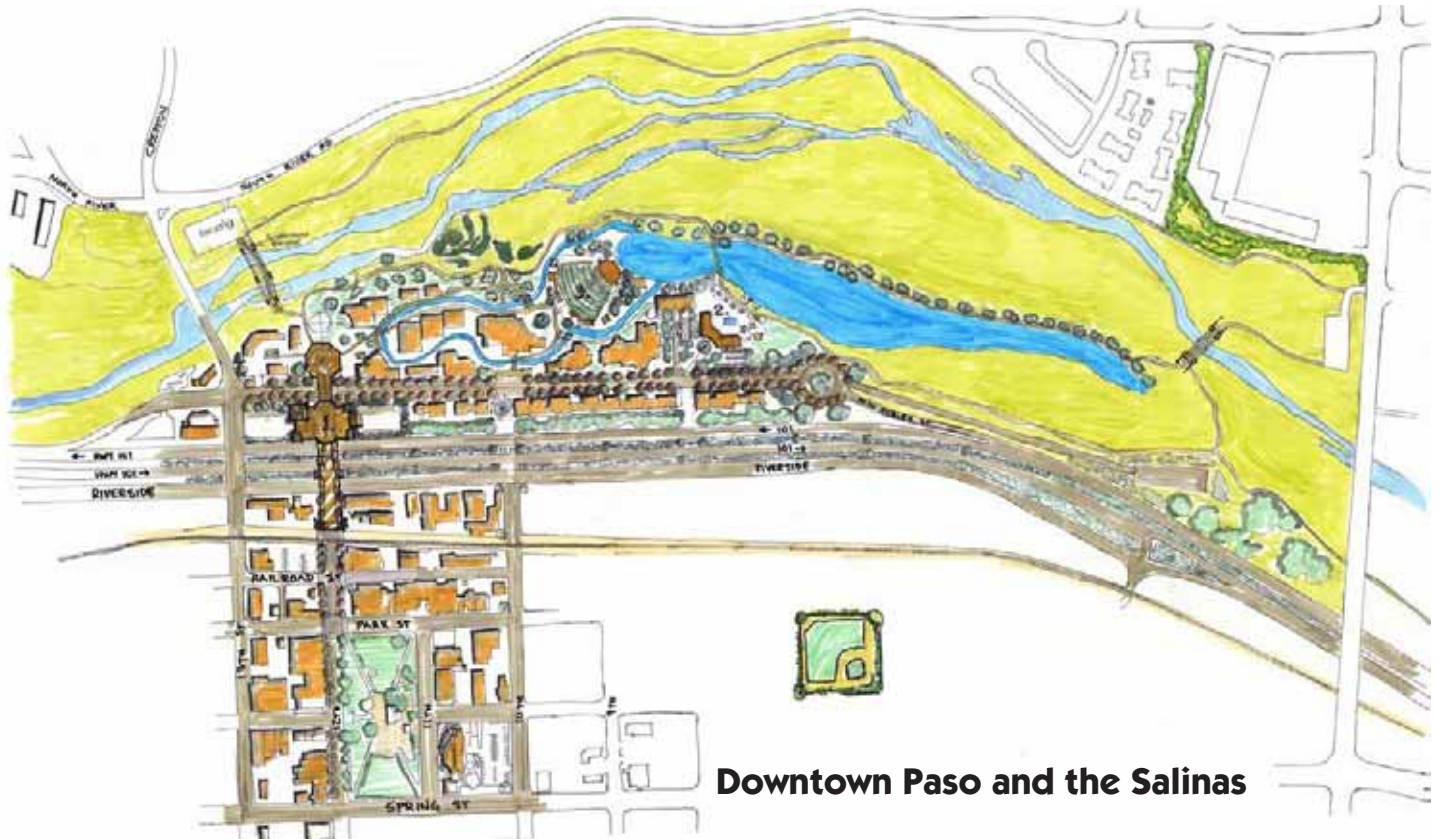
Stakeholders – Festival stakeholders span the entire Paso Robles community and beyond:

- Studios on the Park
- Salinas River Corridor Project
- City of Paso Robles
- Paso Robles Children's Museum
- REC Foundation
- Paso Robles Unified School District: Arts & Sciences
- Upper Salinas Las Tablas Resource Conservation District
- Land Conservancy
- Paso Robles Historical Society
- Paso Robles Senior Advisory Committee
- Downtown Merchants
- Paso Robles Hoteliers

Sample Partners & Participants-

- Local Artists
- Paso Robles Art Association
- San Luis Outdoor Painters For The Environment (SLOPE)
- Local & Out-Of-Town Art Buyers & Art Lovers
- Environmental Activists & Outdoor Enthusiasts
- Paso Robles Historical Society
- PRHS Vocal Groups & Bands
- Paso Robles Youth Arts Foundation
- Ballet Folklorico Cachanilla
- Class Act Dance
- SLO Youth Symphony
- YMCA of San Luis Obispo County
- Sierra Club Santa Lucia Chapter
- ECOSLO
- Tourists

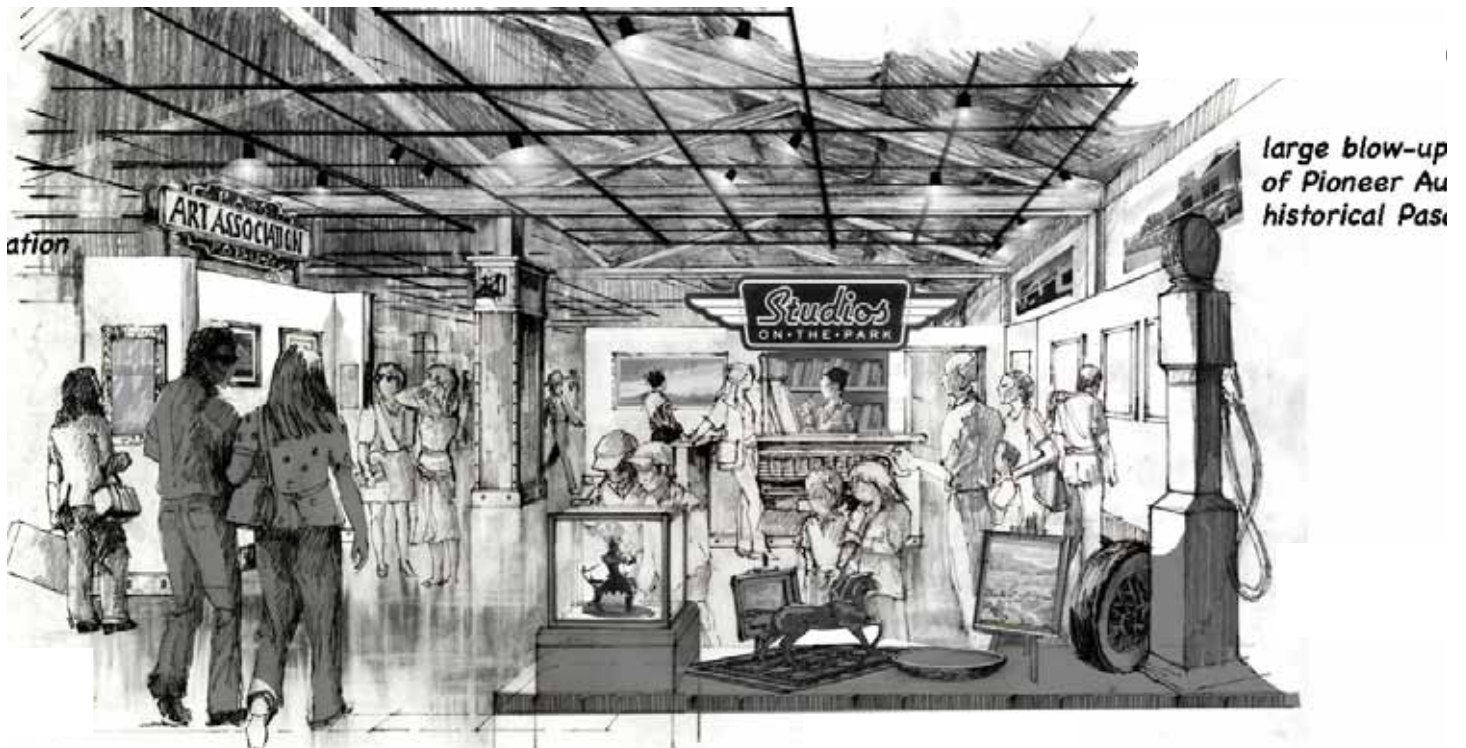




Downtown Paso and the Salinas

Follow the River, Paint the Dream

a Partnership between Studios on the Park and the City of Paso Robles



Studios on the Park at 1130 Pine



Studios on the Park, Inc.— This open studios visual arts center will add a needed cultural component to Paso Robles. With 20 working artists, the Showroom gallery (Paso Robles Art Association) and classroom space **Studios** will engage and educate visitors. It is currently under construction and due to open mid March. While in this first phase, **Preview Studios**, the volunteer staff is working closely with the City of Paso Robles to create a successful first ever Festival of the Arts.



Current Building



Future Facility

Vision: Studios on the Park is a nonprofit organization dedicated to providing a creative, educational, and transformational experience to enhance understanding and appreciation of the visual arts.

Mission: Studios on the Park realizes its commitment by making the creative process available to the public. Studios engages and inspires the San Luis Obispo County community and its visitors with a unique open studio environment. Studios features artists working in a variety of media, educational programs for children and adults, and quality exhibitions by regional, national and international artists.



Studios on the Park, Board of Directors

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