

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Request to Add Central Coast Lavender Festival to City Event Schedule
DATE: March 17, 2009

NEEDS: For the City Council to consider a request by the Central Coast Lavender Growers Association and Paso Robles Downtown Main Street Association to add the Central Coast Lavender Festival to the event schedule at City Park.

- FACTS:**
1. The Central Coast Lavender Growers Association and the Downtown Main Street Association have submitted a request to stage the inaugural Central Coast Lavender Festival at City Park on July 11, 2009 from 10 a.m. to 4 p.m.
 2. The event is described as a celebration of the lavender harvest with local lavender farms in San Luis Obispo and Santa Barbara counties. Activities include educational presentations, a lavender recipe contest, artist displays and music. Lavender goods will be available for sale.
 3. The event producer is proposing to use the east side of City Park only.
 4. The event will not require any Public Works overtime support.
 7. Adopted Council Goals for 2006-2009 include master planning all parks beginning with City Park. This goal resulted from a proposal from REC Foundation to contribute \$10,000 to the master planning of City Park with the condition that no further park development (i.e., changes of any kind including new events) be implemented until the master plan is complete. Staff has been operating with this direction since the Goals were adopted.

ANALYSIS &

CONCLUSION: The small scale of this event does not necessitate any Public Works support and should have little impact on park infrastructure. No City allocation of funds exists for this event. If such support is requested prior to the event or on the day of the event, staff proposes that the event producer reimburses the City for all incurred hard and soft costs. These costs would be documented and submitted to the event producer at the conclusion of the event.

Other requests for new events in City Park have, been either denied by staff, or taken to Council for approval. Council is asked to consider the request in light of existing policy.

POLICY

REFERENCE: Council Goals for Fiscal Years 2006 – 2009, adopted March 1, 2005.

FISCAL

IMPACT: None anticipated.

OPTIONS:

- a.) Waive current policy and approve the request to add the Central Coast Lavender Festival to the City Park event schedule.
- b.) Amend, modify, or reject the above option.

Prepared by:
Freda Berman, Events Manager

RESOLUTION NO. 09-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
ADDING THE CENTRAL COAST LAVENDER FESTIVAL TO THE
CITY EVENT CALENDAR

WHEREAS, the Central Coast Lavender Growers Association and Paso Robles Main Street Association are staging the Central Coast Lavender Festival to be held in City Park on July 11, 2009; and

WHEREAS, City Council has established a policy precluding the addition of any new event in the park until such time as a park master plan is complete; and

WHEREAS, permitting the Central Coast Lavender Festival could be construed as an addition of a new event in violation of the established policy; and

WHEREAS, the event producer would be required to reimburse the City for all costs associated with the event, if required.

NOW, THEREFORE, BE IT RESOLVED, AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby approve the addition of the Central Coast Lavender Festival to the City event calendar to be held on July 11, 2009.

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

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Cathy M. David, Deputy City Clerk