

TO: City Council  
FROM: James L. App, City Manager  
SUBJECT: Pioneer Day Committee – Funding Request  
DATE: September 1, 2009

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NEEDS: For the City Council to consider a funding request to support the 2009 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).

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 75<sup>th</sup> 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. In 2008, the City Council granted another \$5,000.00 to support the event.

POLICY

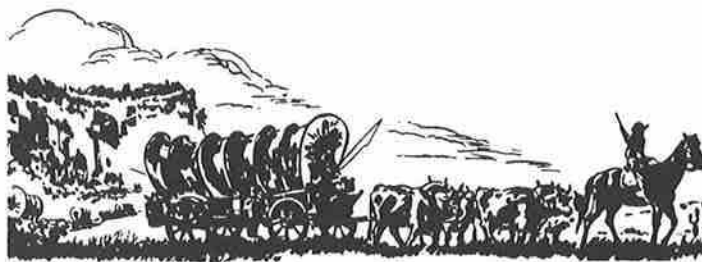
REFERENCE: Economic Strategy; Pioneer Day Parade City Expenses

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 City Expenses



# PIONEER DAY COMMITTEE

August 8, 2009  
Mayor Duane Picanso  
Members of the City Council

RECEIVED  
CITY MANAGER  
AUG 10 2009

Dear Mayor Duane Picanso and Members of the City Council

**CITY OF PASO ROBLES**

Paso Robles Pioneer Day 2009 marks the 79<sup>th</sup> anniversary of our community's greatest celebration which is coming up in a little over two months the date set for October 10<sup>th</sup>. Committees of Volunteers have already been working very hard to make this annual event the Success it has been for these past many years. It is our way of bringing the city and all of the surrounding areas together for a day of community friendship and commemoration of our unique heritage. Thousands of in town and out of town folks return each year to attend class reunions, family reunions, and most importantly view the parade or participate in the parade and all of the after parade activities.

We are very proud that we have been able to continue the very important event in our community even during these tough times such as we are currently experiencing right now. Many communities such as ours have had to commercialize or even discontinue their event all together. WE are equally proud that ours has remained as it was originally intended with all of the event free including a gymkana and bean feed for the thousands of quests and community viewers and participants. There is a wonderful "Can Do attitude in Paso Robles".

Over the past 79 years the business community has provided outstanding financial support for us to stage this wonderful event each year but hard times has fallen upon them now to be able to donate as they did before. This, plus other donations of money, goods and services, fund raisers, sponsorships and a large group of dedicated volunteers have enabled us to stay alive. However in spite of there support, costs have escalated to the point where we are in need of additional help. We are gracely asking the City of Paso Robles for your support in joining our team by issuing to us a grant for the amount of \$5000 to meet the approximately \$35000 annual expense to continue this great celebration of Paso Robles Pioneer Day heritage. The parade annual expense does not including the cost of \$15000 each year in maintaining our priceless collection of vintage farm equipment seen each year in the parade; these costs are above and beyond.

Thank you for considering our request. We believe that the pioneering spirit of our early settlers is being kept alive and well by putting on this annual celebration of Pioneer Day and it truly potrays "Authentic California " in Paso Robles. We will strive hard to make sure that there will be many more Pioneer Day celebrations in the future. This is a celebration that the City of Paso Robles can be proud of with so many different cultures all coming together to show the history of Paso Robles.

Kindest Regards

  
Walter Kuhn

Chairman, 2009 Pioneer Day Committee

**2008 Pioneer Day Costs**

<b>Public Works Costs</b>		
Oct -08		
	Labor	\$6,200.00
	Rental (trash roll off)	\$125.44
	<b>Total Cost to Public Works</b>	<b>\$6,325.44</b>

Oct-08	<b>Pioneer Day</b>	Pioneer Day	Officers OT	9	77.86	3.5	31.5		2452.59
		Committee	Reserves	4	25.42	3.5	14		355.88
			Code En FT	1	31.90	3.5	3.5		127.60
			Code En PT	2	17.25	3.5	7		138.00
			CSS	1	45.37	8	8		362.96
			CVP	6	0.00	3.5		21	0.00
			Explorers	10	0.00	3.5		35	
									<b>3437.03</b>

**Total 2008 Pioneer Day Costs Equals      \$9,762.47**