

**TO:** James L. App, City Manager  
**FROM:** Meg Williamson, Assistant City Manager  
**SUBJECT:** Festival of the Arts  
**DATE:** November 3, 2009

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**NEEDS:** For City Council to receive the 2009 Festival of the Arts Success Report and to consider reserving City Park for future Festivals of the Arts Memorial Day weekend.

**Facts:**

1. The inaugural Festival of the Arts was held the Saturday of Memorial Day weekend, 2009. The festival theme “Follow the River, Paint the Dream” emphasized the festival’s focus on fine art and the Salinas River corridor.
2. The festival was co-sponsored by the City and Studios on the Park.
3. The Festival drew over 5000 visitors and generated \$40,000 in art sales. It produced a value of \$217,000 toward the City’s match to a \$4 million River Clean Water grant.
4. It was funded by sponsorships and donations; no City funds were required.
5. Planning is underway for the 2010 Paso Robles Festival of the Arts.
6. A long term goal of the festival committee is to become a multi-day event by 2012.
7. Securing the City Park for the sole use of Festival of the Arts on Memorial Day weekend will help ensure the successful growth of the festival in future years.

**ANALYSIS &**

**CONCLUSION:** Paso Robles Festival of the Arts was a very successful inaugural event. With time, it has the potential to develop into a significant multi-day festival, attaining wide recognition of Paso Robles as an arts destination. Reserving the Memorial Day weekend in the City Park for Festival of the Arts will be a first step in building to a multi-day event.

**POLICY**

**REFERENCE:** Economic Strategy

**FISCAL**

**IMPACT:** Festival of the Arts is entirely funded by private donations. Staffing is predominantly volunteers; the Festival re-imbursed the City for overtime staff costs.

- OPTIONS:**
- a. Receive and file Paso Robles Festival of the Arts 2009 Success Report; and Adopt resolution 09-XXX, reserving City Park on Memorial Day weekend for 2010 and future Festival of the Arts.
  - b. Amend, modify, or reject the above options.

Attachment: Festival of the Arts Success Report

RESOLUTION NO. 09- \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
EL PASO DE ROBLES RESERVING CITY PARK FOR PASO ROBLES FESTIVAL OF THE  
ARTS ON MEMORIAL DAY WEEKENDS

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WHEREAS, the inaugural Paso Robles Festival of the Arts was a celebration of art and the Salinas River environment held on Memorial Day weekend 2009; and

WHEREAS, Festival of the Arts welcomed over 5000 visitors, generated \$40,000 in art sales, benefited from the work of 150 community volunteers and produced a value of \$217,000 toward the City's match in a \$4 million grant; and

WHEREAS, a long term goal of the Festival is to attract visitors to Paso Robles, generating tourism revenue and cultivating Paso Robles' reputation as an arts destination; and

WHEREAS, the festival is currently a one day festival and is anticipated to grow to be a multi-day event by 2012; and

WHEREAS, securing City Park for the sole use of Festival of the Arts on Memorial Day weekends will help ensure successful growth of the festival in future years;

THEREFORE, BE IT RESOLVED, BY THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES AS FOLLOWS:

SECTION 1. That City Park is reserved on the three day Memorial Day weekends for the sole use of Paso Robles Festival of the Arts

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 3<sup>rd</sup> day of November, 2009, by the following roll call vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Duane Picanco, Mayor

ATTEST:

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Dennis Fansler, City Clerk

PASO ROBLES  
*Festival*  
OF THE ARTS

2009 PASO ROBLES  
FESTIVAL OF THE ARTS

**SUCCESS REPORT**



SEPTEMBER 1, 2009

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## Introduction & Overview

**The Vision** – A one-day event, free to the public that will provide an introduction to the arts in Paso Robles and the connection of art to the environment through show casing the river corridor.

**Results** – *Approximately 5,000 attendees enjoyed art displays, a plein air quick draw, auction, children’s art classrooms and two entertainment stages in City Park. The River Exhibition, called “Follow the River, Paint the Dream,” was staged in Studios on the Park to large crowds. A public mural project was constructed in the park at Spring Street. Thirty restaurants participated in the Palettes and Palates program, driving individuals to downtown eateries. Moreover, generous and positive attention was brought to both the Salinas River Corridor and its place in the history and future of the community.*

**First Year Event Benefits** – To provide 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.



**Results** – *\$40,000 in art sales was generated from the Festival of the Arts (FOTA). Stakeholders contributed \$30,000 for the event necessitating no capital outlay by the City. Downtown business reaction was overwhelmingly positive and downtown restaurants experienced a surge in patrons. Attendees were overwhelmingly positive in their reaction to the Festival.*

**Long Term Event Benefits** – There are a handful of renowned California art festivals that over time have become “destination events.” There is strong potential for an art festival in Paso Robles to become such an event, given the other attractive tourism components (wine, food, hospitality, scenic beauty, etc.) that visitors can enjoy.

**Results** – *Feedback from participating artists who have attended other “destination” art festivals agreed that FOTA was of the same outstanding caliber and that they would participate in future festivals.*

**Why Memorial Day Weekend** – Staging the event during a three-day holiday weekend gives visitors a reason to come to Paso Robles; that the event is only one day gives visitors a chance to go wine tasting, shop and dine in a number of local restaurants on remaining weekend days. With demonstrated success, FOTA can expand to deliver a multi-day event to bring increased community benefit.





**Results** – Cooperative marketing with the Paso Robles Classic Car Show at River Oaks and the Great Western Bicycle Rally at the Event Center included a “Memorial Day Weekend in Paso Robles” logo that included a dedicated link to a special page on prcity.com promoting the events of the weekend. Every press release from FOTA, the Car Auction and Main Street included mention of the “other events happening in Paso Robles on Memorial Day Weekend.” Each e-blast, ad, radio and TV spot included the tagline “for more information and a full list of Memorial Day Weekend Events, go to www.TravelPaso.com.”

**A Festival is Born** – on February 17, 2009, the Paso Robles City Council placed its faith in the vision for the inaugural Festival of the Arts, and authorized the use of the downtown City Park and investment of City staff resources to work with the Festival Planning Committee to debut a magical event for all to enjoy.



**Results** – In a short 5 months of planning, the inaugural Festival of the Arts was held on Saturday, May 23, 2009 in downtown City Park. The Festival has by all accounts been deemed an overwhelming success. At no hard cost to the City, and through incredible sponsors and volunteerism, a Festival celebrating both art and the environment is here to stay. The key elements of the event are detailed in this summary Success Report.

**Testimonials:**

Ceramicists Cathy and Steve Weaver said, “Wonderful event!!!... this event [is] at the top of [our] list of Arts Festivals.”

Jill at Orchid Hill Winery said, “[We] absolutely had a greater amount of business... I liked the crowd it brought in – a great addition. Extremely successful... it was a beautiful day.”

The public had the same positive reaction. Julie Matthews said, “The Art Festival was very moving, almost to tears. To think of all the talent in our community is INCREDIBLE.”





## Festival Hosts

### City of Paso Robles and Studios on the Park

The City of Paso Robles was eager to make a tie between the arts, the downtown, and its River Vision. The concept of a Festival that supported all of these was aligned with the City Economic Strategy, and perhaps more timely, was tied to a need to raise awareness of the potential use of grant monies for acquisition in the river corridor (and the need to raise matching funds).

Studios on the Park was eager to raise community awareness of its effort to bring a non-profit art gallery to the heart of the City's downtown in the fashion of the acclaimed "Torpedo Factory" of Alexandria, Virginia. Studios was in the midst of launching a capital campaign to open its doors, which was set for a grand opening the same weekend as the Festival of the Arts.

Both Studios and the City contributed immensely to the passion and energy behind the Festival. The common goals of raising awareness for the arts, and to pair artists with an inspiring muse such as the river corridor, was a perfect marriage of effort.

The City Council fully endorsed City staff efforts to work with Studios on the Park to create the Festival magic. Principals and board members of Studios provided invaluable man hours and vision to produce an event that made an indelible print on the community and its visitors to the event.





## Budget and Sponsors

The FOTA Planning Committee established a budget for the Festival and assembled a series of Sponsorship packages. Committee Chair Barbara Partridge was instrumental in her work with the premiere sponsors, providing clear explanation of connection and support to their respective missions.

**The following organizations showed a huge leap of faith and pledged \$10,000 in cash donations to get the Festival rolling:**

- Senior Advisory Committee
- Library Foundation
- REC Foundation



Senior Advisory Committee



**The following organizations and businesses provided vital in-kind sponsorship that represented approximately \$30,000 in operating costs:**

- Paso Robles Wine Country Alliance
- Paso Robles Event Center
- KPRL Radio
- Paso Robles Press
- Paso Robles Parks and Recreation Advisory Committee

Numerous other businesses and individuals supported the event by providing free or reduced goods and services needed to promote and execute the Festival, as well as cash donations. (A complete list can be found at [www.prcity.com/fota/sponsors](http://www.prcity.com/fota/sponsors))

As a co-sponsor of the Festival, the City of Paso Robles provided staff resources and acted as a purchasing agent for event needs. This support was provided with the understanding that 1) no overtime costs would be incurred by the City; and 2) Festival purchases (other than those explicitly authorized by the City Council) would be reimbursed by the Festival. Festival costs to the City were tracked via the use of accounting code: 100-130-XXX-542 (hard purchase costs and staff time).

The Festival budget/costs, including in-kind materials, were \$85,000 (see Executive Summary for breakdown of costs). The challenge for next year will be to find a sustainable model, allowing the Festival to make a “profit” to cover its costs and generate reserve/seed money for subsequent Festival investment.

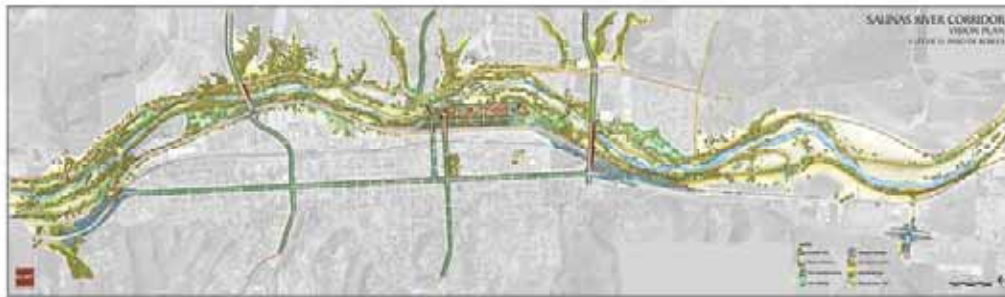




## River Vision / Grant Match

The primary reasons for the emphasis and spotlight on the River Vision and the state Salinas River Parkway grant was 1) to generate both community awareness and excitement of environmental investment and preservation of the incredible resource that is the Salinas River; and 2) to provide a fundraising tool for the matching dollars necessary to consummate the river corridor land purchase with assistance of state grant dollars.

The event created the ideal platform to educate the community of the City's long term River Vision goals and the short term needs/benefits of the State Water Resources Grant.



“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 Festival of the Arts event was designed to promote awareness and leverage grant funding for the river acquisition efforts. The “Follow the River, *Paint the Dream*” tagline was a way to capture the art and environment connection that played out in a myriad of ways:

### River Vision and Grant Exhibit Booth

A 15-foot-long illustrative of the River Vision for Paso Robles was on display in the River Vision Exhibit booth, along with imagery and historic timelines of the river to provide an emotional connection for the community. A prominent portion of the exhibit booth was given to an educative overview of the state grant.



Eight docents manned the booth throughout the day and shared their knowledge and enthusiasm for recognizing the benefit of bettering the river corridor resource. Sign-up sheets for future contact/involvement for river-related efforts were available and names were collected.

Donations were encouraged via the REC Foundation’s Salinas River Parkway Fund for support of the grant effort. \$275 in cash donations was accepted that day, in addition to the donations raised via art sales.

The River Vision Exhibit hummed with people and interactive energy from the start until finish. Many comments were made in praise and excitement of the River’s future place and potential for the community. There was expressed awe and respect that the State Water Resources Grant (RWQCB) had recognized and been so generous in supporting watershed preservation for this community.

**Fiduciary Partnership with REC Foundation**

Members of the REC Foundation, a 501(c)3 non-profit entity, have been key players in the River Vision since its inception. The REC Foundation officially put their support behind the vision when they agreed to become a fiduciary partner to benefit the River Vision. On May 6, 2009, the REC Foundation created a Salinas River Parkway Fund that could act as a vehicle for tax deductible donations to the Salinas River Parkway Grant Match. This important step solidified the fundraising goal of the Festival.

**River Themed Art Exhibition**

The river-themed art exhibition was a critical and special focus on the River corridor. The “Follow the River, Paint the Dream” Exhibition featured over 60 artists who, over a 60 day period leading up to the Festival, painted sections of the river corridor and brought those artistic pieces together into one incredible exhibit within the Studios on the Park venue. This exhibition was important for two main reasons:



Portions of the proceeds of art sales were dedicated to the Salinas River Parkway Grant Match fundraising efforts; and

The exhibit allowed the community to view and experience the beauty of the river corridor through the eyes of an artist.

For some community members, this artful introduction was the first time they realized the river was accessible and beautiful, and worth celebration.



## Stakeholders

The FOTA Planning Committee enlisted the support of those businesses and groups in the community who would benefit from a successful downtown Memorial Day event. These entities were entitled “Stakeholders.” Included were Paso Robles Main Street Association, Paso Robles Event Center, Paso Robles Hot Springs, Paso Robles Wine Country Alliance, Paso Robles Chamber of Commerce, local hoteliers and restaurateurs, the event presenting sponsors (Senior Advisory Committee, REC Foundation and Paso Robles Library Foundation) , and event hosts (City of Paso Robles and Studios on the Park). Each of the entities was asked to appoint one or more of its members to serve on the Stakeholders Committee.

The purpose of the Stakeholders Committee was to provide oversight and input to Festival planning, preparations and execution. In addition, the Stakeholders were considered “investors” who would benefit from a successful major, downtown event. As such, they were a premium source for advertising and marketing, volunteer recruitment, and fundraising.

The stakeholders met twice in the two months prior to the Event. At these meetings stakeholders agreed to the importance of a successful art festival on several levels: promoting tourism, stimulating downtown and community business, reintroducing a popular event on Memorial Day, providing low cost entertainment for families, and creating an art presence in the community. Also very important to the inaugural event was the opportunity to generate matching funds for a state Salinas River Corridor grant for open-space property purchase.

The stakeholders concept will continue to evolve in future Festivals to ensure flow of community and sponsor input and support for the Festival of the Arts.





## Planning Committee

Key to the success of the 2009 Festival of the Arts was the commitment and participation of an organizing committee with their contacts, talent and energy to bring the Festival to fruition in a short timeframe. Moreover, the leadership of a highly respected community benefactor and one of Paso Robles' premier artists set the standard for a first-class, first-time event and showed the community that the Festival of the Arts was worth being noticed.

The Planning Committee was comprised of 12 individuals who attended weekly organizing meetings and were responsible for separate Festival components.

- Barbara Partridge, Chairperson, Volunteer
- Anne Laddon, Artist Exhibition and Participation, Founder, Studios on the Park, Volunteer
- Sasha Irving, Festival Coordinator, Program Director, Studios on the Park, Volunteer
- Meg Williamson, Salinas River Vision and Grant/Environmental Partners, Assistant City Manager
- Annie Robb, Stakeholders/Entertainment, City Library & Recreation Services Director
- Norma Moye, Palettes & Palates program, Executive Director, Downtown Main Street Association, Volunteer
- Freda Berman, Logistics, City Events Manager
- Mary Jo Collings, Assistant to the Chairperson, Volunteer
- Lynda Holt, Children's Art Classrooms and Entertainment, Senior Recreation Coordinator
- Shonna Howenstine, Marketing and Public Relations, City Tourism Coordinator
- Suzanne Robitaille, Volunteers/Accounting, City Library Volunteer Coordinator
- Trine Layman, Marketing, City Recreation Coordinator





With little time to establish the more ideal framework of a recognized 501(c)3 non-profit entity, FOTA was established as a non-profit club through an IRS filing for a Federal Tax ID number. The Club appointed officers: Barbara Partridge, President; Suzanne Robitaille, Treasurer; and, Meg Williamson, Secretary. Agendas were circulated and minutes were taken at every Festival Planning Committee meeting (generally held every Monday afternoon in the City Hall Large Conference Room). A dedicated bank account was opened at Rabobank for all FOTA-related financial transactions.

FOTA will be required to file a tax form on its yearly activity. A short-term logistical financial next step will be to seek out a non-profit fiduciary partner under which the Festival activities can reside and operate. Such a sponsor would enable Festival donations to be tax deductible. A long term logistical financial step would be to establish the FOTA as its own non-profit, self-sustaining organization to streamline the financial process, allow unencumbered donations to the Festival and expand the scope of the mission in the future. However, because of the heavy time commitment required for the formation, it was decided by the Planning Committee to focus Year 2 on growing the Festival appropriately, rather than siphoning time into the non-profit process.

Equally important to the financial structure of the Festival is its artistic vision and quality oversight. The Festival was fortunate this year to have the talent and time investment of Sasha Irving as the Festival Coordinator at no cost. All the hours of that oversight effort were donated. Those hours were critical to the planning, administrative support, oversight of community business and artist involvement, and the commitment and adherence to the overall Festival vision of quality.

Future Festivals will absolutely require this same level of professional oversight. However, it cannot be expected that such valuable services are again provided without appropriate compensation. A stipend or salary would be common for similar event positions and must be evaluated and incorporated into future Festival budget consideration.



## Volunteers

As with any successful community event, the need for a team of quality volunteers is especially critical. The Festival Planning Committee identified myriad tasks appropriate for energetic, enthusiastic volunteers and with effort and determination recruited, retained and assigned this fantastic team.

The process to assemble the volunteer team included:

- Identifying pre-event, day of event and post-event needs
- Analyzing the skill level required for each position
- Assigning volunteers to positions they would enjoy as well as benefit the event



Volunteer all received commemorative artists' aprons for their time.

All Committee members recruited volunteers through personal contacts and numerous presentations to local service organizations and churches. Volunteers were recruited "electronically" via a dedicated web site and e-mail database. The Committee Volunteer Coordinator acted as the clearinghouse for volunteer data collection and communication. The creation of an electronic database was key to communication of meeting dates and task expectations with interested volunteers. The Volunteer Coordinator helped assemble task descriptions and track assignments for Committee members' expressed needs.

The caliber of volunteers was exceptional. Nearly 250 volunteers participated, donating approximately 2,900 hours. Using nationally-accepted standards, this translates to an estimated \$66,000 in unpaid hours worked by the volunteer force.

However, the dollars do not capture the true value of the Festival of the Arts volunteer experience. Numerous stakeholders benefitted: the participating artists; Committee members; Festival attendees; and the volunteers themselves. The volunteers' contribution created community goodwill and added immeasurably to the spirit of the event.

Recommendations for 2010 include:

- Streamline the volunteer application form
- Reconsider the use of youth volunteers
- Move the volunteer meeting closer to the event date
- Open the volunteer sign-in booth long before the first

sign-in time

- Stock the volunteer booth with more food and beverages
- Continue high quality uniforms for volunteers (embroidered festival aprons).



Over 100 volunteers attended the orientation on May 13, 2009.





## Logistics

Logistics set the stage for the 2009 Festival of the Arts providing the infrastructure and atmosphere in which were placed the performers – artists, entertainers and audience. A primary goal was to have the Festival infrastructure invisible -- all preparations and schedules running unseen below the surface. Key to this effort was an all-event continuity schedule listing tasks, deadlines and the responsible individual for all areas of the Festival beginning the week of April 20 and continuing through Festival day.

Logistics first set the stage with 10- ft. neon ribbons hanging from the trees in City Park. This “magic garden” included the same color scheme at the Gazebo and Children’s Art Zone stage. Each section of the Festival was named in honor of a famous painting with a representation of that painting in the area:



- Where The Wild Things Are – Children’s Art Zone
- The Concert – At the Gazebo
- Blue River – River Vision Partners
- Artist’s Garden – Fine Art Show and Sale

Multi-colored dragonfly balloons adorned each area sign and a detailed map was developed placing all Festival elements in the Park aiding in set-up, information distribution and crowd flow. The full color Festival logo was painted on Pine Street, in the street between 11th and 12th Streets, leading patrons from the Park, through the River Lounge, to Studios on the Park, where the River Exhibition was held.



Facility, street and parking closures in several areas were implemented to aid in the operations of the Festival and increase exclusive Festival space:

- City Park – Festival of the Arts
- City Hall Council Chambers – Entertainer Green Room
- Pine Street between 11th and 12th streets – River Lounge
- East side of Spring Street between 11th and 12th streets – Public Mural Viewing





- Four parking spaces on 12th Street just east of the fountain – Salinas River Tour bus staging
- City Hall Parking Lot – staff, volunteer, sponsor and entertainer parking (parking pass required)
- Railroad Parking Lot – artist parking (parking pass required)

Participating in the success of the Logistics effort were the City Public Works staff, which built, assembled and supervised set-up, maintenance and tear down of the Festival. Paso Robles Labor Contracting provided laborers to assemble the 86 white canopies donated by the Paso Robles Wine Country Alliance for the event, which were key to the look of the day. Miller Event Security secured the site overnight and the Community Volunteer Patrol and Police Explorers assisted on Festival day. Volunteers played a critical role in the outfitting of the Park on Festival morning. Efficient teams moved in tables, chairs, artist panels and more in two short hours!

**Overall, Logistics was responsible for the following infrastructure:**

Pick up, set up and return of white canopies (Paso Robles Wine Country Alliance);  
Delivery and return of 120 artist display panels (Studios on the Park);  
Construction of the 56' public mural;  
Pick up, set up and return of 58 tables, 221 chairs and one stage (Paso Robles Event Center);  
Constructing a new stage deck;  
Hanging 50 tree ribbons;  
Set up of 25 round tables, 200 chairs and 25 umbrellas at the River Lounge;  
Delivery and set up of stage risers for the Gazebo entertainment;  
Placement of trash bins and recycle containers (Paso Robles Waste);  
Placement of porta potties (American Marborg);  
Provision of portable radios for event day communication;  
Street and parking lot closures;  
Park maintenance

Recommendations for 2010 include:

- Starting the Festival one hour later, allocating more time to set-up, allowing all to be complete before activities begin;
- Stocking supplies for inclement weather;
- Increasing the number and size of tree ribbons;
- Recruiting volunteers for breakdown;
- Sequencing breakdown to begin on Pine Street;
- Increased focus on the look of the Festival, with special attention paid to signage



## Art & Artists

The tremendous success of the Paso Robles Festival of the Arts was due in large part to the participation of renowned professional artists. Hailing from as far north as Redwood City and as far south as Balboa Park, the artists represented some of the finest painters, photographers, sculptors, ceramicists, glassblowers, jewelers, woodworkers and metal smiths in California. Festival artists drew attention to the Salinas River Corridor through the “Follow the River, Paint the Dream” Exhibition as well as the Plein Air Quick Draw and Artist’s Garden.

All artists were individually selected and invited by the Festival Planning Committee to participate. Selection was based on the quality of their work and ability to complete a river-related piece. Festival staff contacted the artists in advance with clear outlines of logistics, including Festival theme, layout, sales procedures, parking options and other important pre-Festival information.



Collectively, Festival art sales grossed over \$40,000, some of which went to benefit the Salinas River Corridor Project.

### Follow the River, Paint the Dream Exhibition

The Exhibition was held at Studios on the Park. Titled after the Festival theme, the show featured the Salinas River Corridor-inspired work of the Festival artists. During the months preceding the Festival, many of the artists spent time on location exploring and painting the view, the subtle color shifts and changing light of this special place.

Participating in the Exhibition:

Jan Aijian	Pati Coelho	Dotty Hawthorne
Guyla Amyx	Gary Conway	Debra Huse
Chet Amyx	John Cosby	Sibyl Johnson
Carol Timson Ball	Marguerite Costigan	Lynn Kishiyama
Patrice Ballew-Zubillaga	Christine Crozier	Etty Klinger
John Barnard	Stuart Denker	Anne Laddon
Nancy Becker	Don Eaton	Larry LeBrane
Gary Blackwell	Bruce Everett	Penny Lentz
Matt Canaday	Dale Evers	Frank Licsko
Laure Carlisle	Heidi Franscioni	Joanne Licsko
Glynis Chaffin-Tinglof	Peg Grady	Judy Lyon
Ken Christensen	Liz Hastings	Richard Mortensen



John Partridge	Julia Munger Seelos	Sally Tippman
Eric Peterson	Rosanne Seitz	Libby Tolley
Shirley Pittman	David Settino-Scott	Ginger Toomer
Eileen Pritchard	Ted Slavin	Jim Tyler
Henry Ramos	Sharon Sobraske	Peggy Vrana
Jim Ringley	Tom Soltesz	Steve & Kathy Weaver
Stan Robbins	Editha Spencer	Sarah Winkler
Barbara Rosenthal	Harold Spencer	Jeanette Wolff
Denise Schryver	Randy Stromsoe	

The River Exhibition opened on Festival day, May 23, and closed on June 28. Fifteen pieces were sold, with a portion of the proceeds from May 23 sales benefitting the Salinas River Corridor project and Studios on the Park.

**Plein Air Quick-Draw and Auction**

One of the artistic highlights of Festival day was the Plein Air Quick Draw and Auction. Festival artists raced against the clock to complete a painting of downtown in just two hours. An enthusiastic crowd clamored to bid for and buy the still-wet paintings. Auctioneer County Supervisor Frank Mecham, assisted by curator and art professor Tim Anderson, sold all but one piece.

Participating in the Plein Air Quick-Draw:

Chet Amyx	Peg Grady	Shirley Pittman
Carol Timson Ball	Dotty Hawthorne	Jim Ringley
John Barnard	Debra Huse	Stan Robbins
Nancy Becker	Sibyl Johnson	Denise Schryver
Gary Blackwell	Anne Laddon	Julia Munger Seelos
Ken Christensen	Larry LeBrane	Tom Soltesz
John Cosby	Penny Lentz	Harold Spencer
Marguerite Costigan	John Partridge	Libby Tolley
Christine Crozier	Eric Peterson	Jeanette Wolff

**Artist's Garden**

Forty-two Festival artists displayed their work in matching white canopies on the east side of City Park surrounding the Gazebo. All artists were assisted with setup, sales, booth monitoring and breakdown by a capable group of volunteers. Café Vio, Two Little Birds Bakery, Red Scooter Deli and Odyssey World Café donated coffee, pastries, lunch and snacks. The Paso Robles Chamber of Commerce provided every participating artist with a tote bag. Artists in the Garden were:



Chet & Guyla Amyx  
 Carol Timson Ball  
 Patrice Ballew-Zubillaga  
 John Barnard  
 Nancy Becker  
 Gary Blackwell  
 Glynis Chaffin-Tinglof  
 Ken Christenson  
 Pati Coelho  
 Marguerite Costigan  
 Christine Crozier  
 Stuart Denker  
 Don Eaton  
 Dale Evers

Heidi Francioni  
 Peg Grady  
 Dotty Hawthorne  
 Debra Huse  
 Sibyl Johnson  
 Larry LeBrane  
 Penny Lentz  
 Richard Mortensen  
 Eric Peterson  
 Shirley Pittman  
 Eileen Pritchard  
 Henry Ramos  
 Jim Ringley  
 Stan Robbins

Barbara Rosenthal  
 Denise Schryver  
 Julia Munger Seelos  
 Sharon Sobraske  
 Tom Soltesz  
 Randy Stromsoe  
 Ginger Toomer  
 Jim Tyler  
 Peggy Vrana – Earthsea Pottery  
 Steve & Kathy Weaver  
 Sarah Winkler

Additionally, ten 30-minute art demonstrations were held during the Festival, both in the Artist’s Garden and at Studios on the Park. Artists shared a variety of mediums and techniques, including abstract collage, mixed media painting, repoussé in copper and glass fusing.

**Studios on the Park**

Studios on the Park opened its building doors to art lovers of all ages on May 14, 2009. Located in the old Pioneer Auto Parts on the east side of City Park, Studios was a focal point for Festival activities. Home of the “Follow The River, Paint The Dream” Exhibition, Studios on the Park also houses active artists’ studios, all of which saw hundreds of excited Festival attendees.

Studio Artists on Festival Day:

Frank Armitage  
 Carol Timson Ball  
 John Barnard  
 Nancy Becker  
 Matt Canaday  
 Laure Carlisle  
 Heidi Francioni  
 Lynn Kishiyama  
 Anne Laddon  
 Penny Lentz  
 Judy Lyon

John Partridge  
 Tom Peck  
 Eric Peterson  
 Editha Spencer  
 Harold Spencer  
 Randy Stromsoe  
 Sally Tippman  
 Libby Tolley  
 Jeanette Wolff





Artist feedback was enthusiastic. Artist Peg Grady said, “This Festival was absolutely outstanding. So well organized, so well run, you made the artist feel like a valuable part of the event.” Jim Tyler was equally positive. “Saturday’s festival was really sensational... an outstanding job of organizing and anticipating questions and procedures. Breakfast, lunch and volunteers coming around so frequently offering help – wow! This show has really set the standard.”

Recommendations for 2010 include:

- Re-evaluating the central cashier system
- Changing the Festival schedule and hours
- Assessing the possibility of a two-day event
- Volunteer hospitality continuity







## Children’s Art Zone

An important goal of the Festival was to make the event inviting and interactive for all ages – especially including children. With this concept in mind, the Festival Planning Committee invited community partners with a focus on art and/or youth services to create interactive art activities. Seven free art classrooms were offered:

- Very Hungry Caterpillar Eric Carle Collage – The Children’s Museum
- Frida Kahlo Self-Portraits – YMCA
- Miniature Books – Boys & Girls Club
- Tile Masterpieces – Red Hot Pottery
- Artist Trading Cards – Paso Robles Art Association
- Jackson Pollack Splatter Painting – Peoples Self Help Housing – YEEP
- Poetry Illustration – Author/Illustrator Helen Davie



More than 2,500 art projects were completed. Children were also able to enjoy a face painter and Native American storyteller, all located on the west side of City Park.

An entertainment stage was constructed with programming designed for youth and families. “Magic carpet” seating was available on the grass for the audience to enjoy performances by local performance groups and clubs:

- Don Norton
- Paso Robles Youth Arts Foundation students
- Class Act Dance
- Ballet Folklorico Cachanilla
- Leaps & Bounds Ballet
- Singing Hands Choir
- Flamson Children’s Choir
- Zoo To You



The Paso Robles High School Jazz Band and the Saint Rose Performance Band participated in opening and closing ceremonies, respectively.

Feedback received was exceptional. Parents were thrilled to have their children introduced to a variety of art mediums and styles of entertainment. Children were visibly proud to create art to take home. Everyone enjoyed the energy, enthusiasm and generosity experienced throughout the day.







Recommendations for 2010 include:

- Including more art classrooms
- Incorporate a student art contest and exhibition
- Include merchandise for children
- Consider including vendors of children-oriented products
- Snacks for children
- A Youth Symphony-oriented activity

Festival of the Arts 2009 Mural Project  
55 foot long mural, canvas and acrylic

Volunteers: Henry Ramos and Jeanne Aird  
both professional artists led the project.  
Several other volunteers helped children.

Cost: \$500+ funds donated

Mural is available for exhibition. Please contact 238-9800 for details.  
It has been on exhibit at Studios on the Park.



## Environmental Partners

The presence and participation of environmental partners in the River Vision effort tied to the artistic theme beautifully. Partners were able to display their organization’s mission and educative materials, and to provide an art activity that would engage the public in an exercise that linked art and the environment (a key supporting message of the Festival).

The environmental partners who participated were:

### The Land Conservancy of San Luis Obispo County

The Land Conservancy has been the City’s partner in the land acquisition portion of the clean water grant. Their message of “Preserving Special Places” was especially relevant in the context of the Festival. Their art activity was “Color the Salinas River Parkway” and allowed Festival participants to openly express their ideals for the river corridor.



### The Amigos de Anza North County Trails Association

The Amigos de Anza has been involved through the River Vision process and hopes to promote recognition of a historic trail stretching from Mexico to northern California, with Paso Robles as a critical historic length along the way. They manned their booth with docents dressed in period garb. Their art activity was coloring in the historic character “profiles” of De Anza’s party.

### The City of Paso Robles Watershed Protection & Water Conservation

The City of Paso Robles manned a booth that informed about clean watershed needs and the importance of water conservation. They were the host of the animated mascot character “Sammy the Steelhead.” Sammy roamed the park on three ½ hour shifts, greeting children, posing for pictures and handing out educational coloring books.



### **The Upper Salinas – Las Tablas Resource Conservation District (RCD)**

The RCD provided an interactive art activity within their exhibit booth in the park and also lead Salinas River Tours. In the park, the RCD booth was manned with docents who oversaw interactive watershed demonstrations where water and sand became part of the “classroom” experience, showing children the behavior and effects of run-off in the Salinas River environment.

### **The Salinas River Tours**

The River Tours provided a unique opportunity for people to discover an access and connection to the river corridor and learn about the state grant funds for both a 1-1/2 mile nature/recreational trail and restoration of storm water discharge areas near the river that are under a concerted effort to restore and revitalize the watershed.



The River Tours were made possible by the RCD and The Wine Wrangler. The RCD provided educative exhibits on location (Larry Moore Park) and lead docent tours that originated from and concluded at the Festival. The Wine Wrangler donated a 24-person bus and driver to collect and transport Festival goers on the River Tours.

Tours departed at 11:00 AM, 12:15 PM, 1:30 PM, and 2:45 PM. A RCD docent accompanied the groups, which on two occasions filled the bus capacity. The tours ran on time and there were special activities (creation of your own native plant starters) and a prize drawing for those who went on the tours.

Suggestions for next year include:

- Expand environmental partners to include flora and fauna information
- Expand environmental partners to include school groups (Earth Club and BCASE)
- Better signage/exposure for tours
- Grow the sponsorship/support for restoration/native plant activities at river

### **Testimonials:**

Sally Sheridan said, “It was such a bold move to create such a creative venue to celebrate the River and all that it can be. I have to admit, I was floored by the continual stream of people who visited the Vision booth and who were genuinely interested in the project.”

Shayna Bailey said, “I worked in the River booth from 2PM to 4PM. Nearly everyone I approached with a flier on the City’s and RCD’s vision for the River was enthusiastic.”



## Palettes & Palates

Downtown businesses became part of the Paso Robles Festival of the Arts by participating in the Palettes & Palates program – offering artful dining and beverage options to Festival attendees. The businesses became part of the celebration space rather than the backdrop. To further emphasize the program, no food vendors were placed in City Park.

Nine tasting rooms and 34 eateries participated. An Artful Dining Downtown booth was located near the fountain in City Park, staffed by volunteers from the Downtown Main Street Association. Festival goers were directed to Palettes & Palates establishments with sample menus and walking maps.

Participating in Palettes & Palates were:

Anglim Winery  
 Artisan  
 Asuncion Ridge Vineyards & Bodegas  
 Paso Robles  
 Bernick's  
 Bistro Laurent  
 Café Vio  
 Chico's Cafe  
 Clayhouse Wines  
 Cold Stone Creamery  
 Cool Hand Luke's Steakhouse & Saloon  
 The Crooked Kilt Pub & Grill  
 Di Raimondo's Italian Market & Cheese Shop  
 Downtown Brewing Co.  
 Edward Sellers Vineyard & Wines  
 F. McClintock's Saloon  
 Good Times Café  
 Kiamie Wine Cellars  
 La Mexicana 2  
 Le Petit Marcel  
 Level 4 Restaurant & Lounge  
 Lo Mejor De Michoacan

Lombardi's Pasta Familia  
 Marv's Original Pizza Co.  
 Matthew's  
 Mission PPK  
 Odyssey World Café  
 Orchid Hill Winery  
 Ortman Family Vineyards  
 Panolivo  
 Papi's Tacos & Gorditas  
 Paso Robles Inn Steakhouse  
 Pianetta Winery  
 Red Scooter Deli  
 Rocky Mountain Chocolate Factory  
 Thomas Hill Organics  
 Touch of Paso Restaurant  
 Two Little Birds Bakery  
 Vic's Café  
 Vietnam Import & Teahouse  
 Villa Creek  
 Vinoteca Wine Bar  
 Vivant Fine Cheese  
 Yanagi Sushi Bar & Grill







Posters were created to advertise as well as identify participating businesses. Colorful Festival garlands drew attention to the downtown core. An informal contest was held encouraging Festival attendees to vote for their favorite Palettes & Palates restaurant. Touch of Paso and Panolivo tied for first place and received a commemorative Festival Five Star Certificate.

When surveyed, 100% of those responding reported that the Paso Robles Festival of the Arts was an enhancement to downtown business and 2/3 confirmed that they experienced a greater amount of business on Festival day. Participants appreciated the inclusion of the entire downtown core in the Festival space.

“[We] appreciated that [Festival goers] are encouraged to patronize the businesses downtown... The Festival gives an opportunity to businesses and brings more artists here and adds to tourism.” – Veronica, Di Raimondo’s Italian Market & Cheese Shop

“[We] experienced a greater amount of business due to the fact that there were no food vendors at the park. Keeping food vendors out of the park creates more business, which is ideal, and keeps those at the function focused on the event.” – Terry, Marv’s Original Pizza Co.

“We had double the business over last year. It was a great day. It allowed people to enjoy the restaurants... rather than having food vendors everywhere.” – Ian Adamo, Bistro Laurent

“[It] exposed folks to the flourishing downtown. It add[ed] to the whole cultural atmosphere and experience – wine, culinary and art.” – Pam Sharp, Vinoteca Wine Bar

“[We] absolutely had a greater amount of business... I liked the crowd it brought in – a great addition. Extremely successful... it was a beautiful day.” – Jill, Orchid Hill Winery

Recommendations for 2010 include:

- Include tasting rooms in the Festival Five Star voting
- Allow votes to be collected at the businesses instead of at the Park
- Bigger and more festive garlands at restaurant locations
- Thoughtful placement of food for festival attendees to appease appetite (healthy and/or organic snacks, possibly themed, such as: “River Trail Mix”)





## Entertainment

Entertainment was integral to the success of the 2009 Festival of the Arts. It was a great draw for both children and adults. Fun activities and performances were all part of the day-long entertainment schedule, enhancing the visitor’s experience and making the Festival a day to remember.

Stilt walkers brought magic to the Festival in a performance that was enchanting. They were breathtaking in their originality, beauty and grace. A dragonfly and griffon were accompanied by a strolling musician leading the stilt walkers through the throngs of people who gathered wherever they went.



Festival attendees were entertained through the early afternoon by Café Musique. The group is known for their unique musical arrangements of gypsy, tango, classical, swing and waltzes. The Gazebo setting provided a wonderful area to enjoy the sounds of accordion, guitar, violin and bass while visitors lounged on the grass or browsed through the artists’ booths.



Late afternoon featured the Damon Castillo Band with a two-hour set of jazz, funk, rock and soul. Modeled on the successful City Summer Concert in the Park series, the band played in the Gazebo with lemonade, wine and margaritas available for sale nearby.



The concerts were attended by hundreds of appreciative listeners. Thousands were entranced by the stilt walkers – one of the most commented-on features of the Festival. Beverage sales brought in revenue for the Senior Endowment Fund, Paso Robles Library Foundation and REC Foundation, all major sponsors of the event.

Recommendations for 2010 include:

- More music throughout the day on Saturday
- A headliner concert on Sunday, possibly at a separate location
- More strolling entertainment in the fashion of the stilt walkers
- Beer available at Concerts
- P.A. System



## Marketing, Advertising & Promotions

Advertising was distributed as evenly as possible between families and art aficionados, locally and outside of the area (within a 3-hour driving radius). Online calendars covered from San Francisco to Los Angeles. Press releases went to media contacts in San Luis Obispo, Santa Barbara and Monterey counties, as well as in the Central Valley. Posters, banners, postcards and regular e-blasts kept the local community informed on the Festival.



Spring Street Banner hung from May 18<sup>th</sup> to May 26<sup>th</sup>, 2009.

## Press Release Schedule


- 3/20/09, First Ever Paso Robles Festival of the Arts
- 4/07/09, Paso Robles Festival of the Arts – Artist Profiles 1
- 4/13/09, Paso Robles Festival of the Arts – Artist Profiles 2
- 4/22/09, Paso Robles Festival of the Arts Announces Its Schedule of Events
- 4/30/09, Win an Art Shopping Spree at the Paso Robles Festival of the Arts
- 5/11/09, Quick-Draw Brings Out the Spirit of Art at the Paso Robles Festival of the Arts

## Editorial and Television Coverage

FOX News 4/6/2009, Paso Robles Festival of the Arts	4/21/2009, Seniors Understand Tough Times
Tribune 4/7/2009, Art studios on the park in Paso Robles	KCOY 4/22/09, Local Artists Prepare for the Paso Robles Festival of the Arts
Chamber Newsletter 4/1/2009, Paso Robles Festival of the Arts (cover)	Paso Robles Magazine 5/1/2009, Paso Robles Festival of the Arts
Economic Vitality Corporation Newsletter 4/1/2009, Paso Robles Festival of the Arts	MD News 5/1/2009, Paso Robles Festival of the Arts
Tribune 4/8/2009, Building a creative place (mentions festival)	Journal Plus 5/1/2009, Festival of the Arts in Paso Robles
Paso Robles Gazette 4/17/2009, Cover and story	New Times 5/13/2009, Art All Around
Tribune "Voices" Opinion Piece	Cont'd





 **2009 Paso Robles Festival of the Arts Success Report** 

New Times 5/13/2009, Artists on Parade	Tribune 5/24/2009, Art Highlights Salinas River (on cover)
New Times 5/21/2009, Follow the River to Art	
Paso Robles Gazette 5/22/2009, Memorial Day Weekend Events in Paso Robles (on cover)	Paso Robles Gazette 5/29/2009, Paso Robles welcome Festival of the Arts

**Marketing Materials**

Posters	200
Bookmarks	3,000
Palettes and Palates Posters	65
Program	2,000
PrCity.com/fota	6,740 unique visitors
Email Newsletters – 6 e-blasts to 250 contacts from 3/19/09 to 5/29/09	
Martin Resorts E-Blast - 4,800 recipients	
Other Websites: Facebook, Twitter, Craigslist, Yahoo! Events, Wine Region News.	



This banner ad ran in the Chamber of Commerce e-news blast in early May.



Bookmarks were handed out at hotels, restaurants and tasting rooms locally.

**Online Calendars**

AllAboutPasoRobles.com	KCOY.com
Alta Cresta B&B	KSBY.com
Altius Directory	MontereyHerald.com
AmericanTowns.com	MSN City Guides
Atascadero Mutual Water Co	New Times Calendar
Central Coasting	Paso Robles Vacation Rentals
Central Coasting	SalinasCalifornian.com
CentralCoastChannel.com	SanLuis.ca
Coalinga City Pages	Shandon City Guide
Destination Paso Robles	SLO Chamber of Commerce
FredBruen.com	The New Fauves
Hotel Cheval	VisitCalifornia.com
Jalopy Journal	When.com
Kiamie Wine Cellars	Zvents.com
KCBX.com	



**Artist Websites, etc**

Dotty Hawthorne, Julia Munger Seelos, Anne Laddon, Glynis Chaffin-Tinglof, Joanne Lisco, Damon Castillo Band

**Various Blogs**

Sherry Cox Real Estate, Great Western Bicycle Rally, Bluebird Greetings

**Speaker’s Bureau Schedule**

KCBX – Ears on Art  
 KPRL – Sound Off  
 KVEC – Hometown Radio with Dave Congalton  
 Rotary Club  
 Women in Business

**Advertising**

The advertising matrix was designed to capture both art lovers and families within a 2.5-hour driving radius. Each market within the reach of each print, radio or TV ad was labeled as either “family” or “art lovers” with consideration given to the size of each market, so that an approximately equal number of participants from each group would be reached. Advertising was placed as follows:

Date	Publication/Outlet	Size	Impressions
4/01/2009	New Times Spring Arts Guide	1/4 Page	40,000
4/01/2009	GWBR Program	Full Page	1,500
4/15/2009	KPRL	radio	32,500
5/01/2009	Bakersfield Magazine April/May	1/4 Page	60,428
5/01/2009	Central Coast Magazine May Issue	1/4 Page	25,000
5/01/2009	Carmel Magazine May Issue	1/4 Page	140,000
5/01/2009	805 Living May Issue	1/4 Page	25,000
5/01/2009	Paso Robles Magazine	1/2 Page	23,492
5/01/2009	Chamber of Commerce Newsletter	5x7	6,000
5/01/2009	Rec Dept Activity Guide	8.5x11	18,000
5/07/2009	New Times Best of SLO	1/4 Page	40,000
5/07/2009	Tribune Playing Here	1/4 Page	39,627
5/10/2009	Paso Robles Press	3.5x10	25,000
5/17/2009	American General Media	radio	31,000
5/16, 5/21	Tribune	various	122,022
5/16-5/23	KGET-TV Bakersfield	TV	140,000
<b>Total Impressions:</b>			<b>1,131,413</b>



Sample Advertising



PASO ROBLES

*Festival*  
OF THE ARTS

*Follow the River, Paint, the Dream*

SATURDAY, MAY 23, 2009  
MEMORIAL DAY WEEKEND  DOWNTOWN CITY PARK

Fine Art Show  
Public Mural Project  
Hands-on Children's "Art Classrooms"  
Adult Art Workshops  
Music & Performances  
Guided Eco Tours through the Salinas River Corridor  
Afternoon Concert

FREE TO THE PUBLIC

More Memorial Day Weekend events and information at [www.travelpaso.com](http://www.travelpaso.com)

Hosted By:  

This ad ran in Bakersfield Magazine, 805 Living and Carmel Magazine.





PASO ROBLES

# Festival OF THE ARTS

*Follow the River, Paint the Dream*

SATURDAY, MAY 23, 2009 ~ MEMORIAL DAY WEEKEND  
PASO ROBLES DOWNTOWN CITY PARK

FINE ART SHOW FEATURING ACCLAIMED ARTISTS  
PUBLIC MURAL PROJECT  
HANDS-ON CHILDREN'S "ART CLASSROOMS"  
ART DEMONSTRATIONS  
MUSIC & PERFORMANCES  
GUIDED SALINAS RIVER TRAIL TOURS

*Followed by*  
AN AFTERNOON CONCERT

FREE TO THE PUBLIC

*For More Information and a List of Memorial Day Events Visit*  
[WWW.TRAVELPASO.COM](http://WWW.TRAVELPASO.COM)

**Paso Robles Senior Advisory Committee**



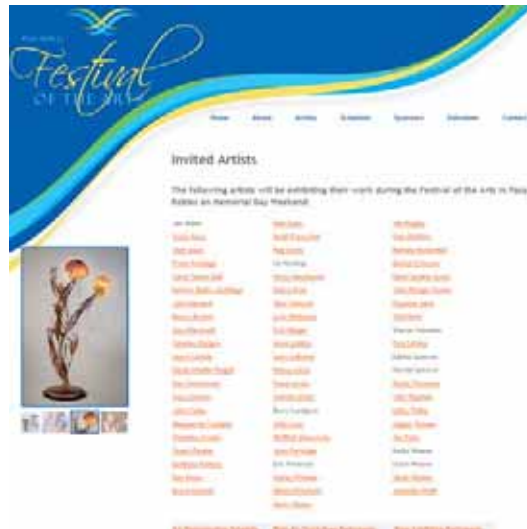




This ad ran in the Tribune, Paso Robles Press, Paso Robles Magazine, New Times, Central Coast Magazine and the Paso Robles Activity Guide



Website



**PASO ROBLES FESTIVAL OF THE ARTS • SATURDAY, MAY 23, 2009 • WWW.PRCITY.COM/FOTA**

Presented by: **The City of Paso Robles & Studios on the Park**

Sponsored by **REC FOUNDATION • THE PASO ROBLES LIBRARY FOUNDATION • SENIOR ADVISORY COMMITTEE • PASO ROBLES WINE COUNTRY ALLIANCE**





## Bottom Line

\$67,000 in cash and in-kind donations was raised from sponsors to stage the Festival. \$40,000 in art sales was generated. More importantly, 5,000 attendees enjoyed an art-filled day in City Park and Studios on the Park with participatory activities, acclaimed artists and exciting entertainment. The Salinas River Corridor and its important role in a healthy environment received much positive attention. The business community reported an increase in patronage. The level of excitement achieved and the financial success of the event bodes well for the future.

After the Festival has reconciled its budget and paid all debt and taxes, any declared proceeds of the event are to be distributed evenly between Studios on the Park and the City of Paso Robles Salinas River Parkway Grant project.

