

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Paso Robles Classic Car Show Weekend – New Labor Day Event

DATE: April 20, 2010

NEEDS: For the City Council to consider a request by the Paso Robles Chamber of Commerce to add the Paso Robles Classic Car Show Weekend to the event schedule at City Park.

- FACTS:**
1. The Paso Robles Chamber of Commerce has submitted a request to stage the inaugural Paso Robles Classic Car Show Weekend on September 3 and 4, 2010. Event components include a Spring Street Cruise from 6 p.m. to 8 p.m. on Friday, September 3 and a Classic Car Show in City Park from 9 a.m. to 4 p.m. on Saturday, September 4.
 2. The event is being organized with the assistance of the Golden State Classic Car Club – an organization with an 11 year history of successful, safe, family-oriented car shows at City Park. With a limit of 500 entries, the 1979 and older show cars are all pre-qualified and must be finished, registered, street legal, licensed and insured. This is an alcohol-free event with vendors limited to classic car-related products and accessories. All vendors will be pre-screened and only include those selling high-quality items from established businesses. This will be determined solely by the Classic Car Weekend Executive Planning Committee. Local charities will benefit from a variety of raffle drawings.
 3. The Chamber of Commerce is committed to an event that has no fiscal impact to the City. To that end, they are developing a full staffing plan, including private event security to manage the Cruise with supporting volunteers for both the Cruise and Car Show. The event budget includes \$4,000 to compensate for any needed Police overtime.
 4. Street impacts are projected to include Spring Street from 4th to 16th Street for the Cruise and the downtown area within 10th, Pine, 13th and Spring Streets for the Car Show. The Chamber will spearhead an effort to include downtown merchants in what they describe as a community celebration.
 5. There is hope that the Classic Car Weekend becomes an annual event, increasing tourism and extending hotel stays.
 6. City staff has established, with the Chamber of Commerce, critical milestones that must be met for the event to go forward, pending City Council approval. The success and execution of the Classic Car Show Weekend is integrally tied to these milestones.

ANALYSIS &

CONCLUSION: Community response to the Chamber's efforts to establish a high quality car show over Labor Day Weekend indicates widespread support. Current planning efforts are fully inclusive of classic car experts, community representatives and City staff. Given the

proper marketing and operational support, the potential exists for a positive addition to the schedule of fully programmed, coordinated and logistically-sound Paso Robles events. However, mutually-agreed upon operational milestones will drive event success. Achievement of these milestones must be mandatory for ultimate execution of the event plan. If these milestones are not achieved, staff is recommending reconsideration of event authorization, with a determination made by the City Manager's Office and Public Works Department.

FISCAL

IMPACT: No funding is being requested for this event. The City's role will involve the dedication of staff resources for planning, event day logistics and promotion. A budget is being formulated by the Chamber of Commerce and they will seek sponsor funding for all event weekend costs.

OPTIONS:

- a.) Adopt the attached resolution authorizing the use of City Park for the Paso Robles Classic Car Weekend scheduled for Friday and Saturday, September 3 and 4, 2010.
- b.) Amend, modify, or reject the above option.

Prepared by:
Freda Berman, Events Manager

Attachments:

1. Resolution
2. Event Critical Timeline & Deadlines

RESOLUTION NO.10-

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
CLASSIC CAR SHOW WEEKEND – ON LABOR DAY WEEKEND

WHEREAS, the Paso Robles Chamber of Commerce proposes to stage the inaugural Paso Robles Classic Car Weekend, including both a cruise and classic car show, on September 3 and 4, 2010; and

WHEREAS, this family-friendly event is being organized with the assistance of the Golden State Classic Car Club, a group with an 11 year history of safe and successful car shows at City Park benefitting local charities; and

WHEREAS, the Chamber of Commerce will secure all funding for the weekend with no fiscal impact to the City; and

WHEREAS, the Chamber of Commerce will involve downtown merchants in the celebration, mitigating the impact of proposed street closures for both the Cruise and Car Show; and

WHEREAS, the event has been well-received within the community, and marketing goals include increasing tourism and extending hotel stays on an annual basis; and

WHEREAS, critical operational, funding and marketing milestones have been set by the event organizers and City staff, which must be met for the event to proceed; and

WHEREAS, if those milestones are not achieved, the decision to either cancel the event or modify plans would require specific evaluation and determination by both the City Manager's Office and Public Works Department.

NOW, 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 City Park for the Paso Robles Classic Car Show Weekend on Labor Day Weekend 2010, subject to the identified timeline and deadlines for event milestones (attached).

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 20th day of April 2010 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Lonnie Dolan, Deputy City Clerk

Paso Robles Classic Car Weekend

Critical Timeline & Deadlines*

April 20

City Council meeting

- ☐ Presentation of Staff Report

* **GO OR NO GO ON EVENT**

April 20 thru May 31

- ☐ All Committee police briefing
- ☐ Cruise management plan developed
- ☐ Car Show management plan developed
- ☐ Budget finalized
- ☐ Car entry solicitation
- ☐ Sponsor solicitation
- ☐ Park/downtown map developed – closures determined

* **GO OR NO GO ON EVENT**

June 1 thru August 15

- ☐ All plans finalized
- ☐ Sign-up volunteers
- ☐ Coordinate with contracted security company
- ☐ Acquire all permission signatures
- ☐ Continue soliciting car entries
- ☐ Confirm all funding
- ☐ Insurance indemnification paperwork submitted to City

* **GO OR NO GO ON EVENT**

No later than August 27

- ☐ City staff briefing
- ☐ Volunteer orientation
- ☐ Determine communication structure and “day of” roles

September 3 and 4

- ☐ **EVENT**