

TO: James L. App, City Manager
FROM: Lisa Solomon, Chief of Police
SUBJECT: 2011 Amgen Tour of California – Paso Robles Stage Finish
DATE: September 21, 2010

NEEDS: For the City Council to consider hosting a “Stage Finish” for the Amgen Tour of California (ATOC) in Paso Robles on May 19, 2011.

- FACTS:**
1. On February 19, 2009, the City of Paso Robles successfully hosted the Stage 5 Finish of the ATOC.
 2. Routing for the 2011 ATOC may return to the Central Coast region with a Stage Finish May 19, 2011.
 3. AEG Worldwide, the production company that runs the ATOC, was very pleased with the Paso Robles venue and requests the City consider hosting a Stage Finish again in 2011.
 4. Local event coordination would be handled by the established Local Organizing Committee (LOC) comprised of local volunteers and key City employees.
 5. Total cost of hosting the ATOC Stage Finish in Paso Robles is projected at \$120,000. The Local Organizing Committee has received sponsorship commitments in the amount of \$65,000 and will continue to seek sponsors and other fundraising sources to ensure the event has no fiscal impact to the City.
 6. The event will require rolling street closures as the race enters the City with the “finish” occurring in the downtown area. Street closures are anticipated on Spring Street and other streets in and around the downtown core. Precise route and necessary closures will be determined in cooperation with race officials.
 7. The Paso Robles Wine Festival will take place May 20-21, 2011.

**ANALYSIS &
CONCLUSION:**

Amgen Tour of California (ATOC) race officials are very interested in routing the 2011 race to a city in the Central Coast. Riders, staff and race officials consider their 2009 Paso Robles stop a huge success, and would like to return. The Local Organizing Committee (LOC) has been in discussion with ATOC officials and local stakeholders to determine the feasibility of hosting this event. To date, the LOC has received cash commitments of \$65,000, as well as promises of similar “in-kind” donations.

The Paso Robles Wine Country Alliance and the Travel Paso Robles Alliance have responded favorably to the idea. Certain hoteliers in the TPRA have made a commitment to set aside rooms at pre-determined rates, and the Wine Country Alliance is enthusiastic about working with the LOC to create opportunities for dually marketing the ATOC Finish and the Wine Festival.

The LOC will continue to develop additional funding through cash and in-kind sponsorships, event day sales, and ancillary events to pay all associated costs, including staff overtime.

FISCAL

IMPACT:

The event will attract thousands of visitors mid-week, and may expand Wine Festival visits earlier in the week. There could be positive retail sales and lodging impacts.

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; overtime costs will be reimbursed. A budget has been formulated by the LOC and they will seek sponsorship for all event related costs.

Should fund raising fall short, the City would have to cover the shortfall from General Fund reserves.

OPTIONS:

- a.) **Adopt the attached resolution to host a "Stage Finish" of the 2011 Amgen Tour of California, and authorize the City Manager to enter into associated agreements with AEG Worldwide, Inc. and the Amgen Tour of California.**
- b.) **Decline invitation to apply.**
- c.) **Amend, modify, or reject the above option.**

Attachment:

Resolution

RESOLUTION NO. 10-xxx

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES
AUTHORIZING THE CITY MANAGER TO EXECUTE CONTRACTUAL
AGREEMENTS WITH AEG WORLDWIDE, INC. AND THE AMGEN TOUR OF
CALIFORNIA TO HOST A “STAGE FINISH” OF THE
2011 AMGEN TOUR OF CALIFORNIA**

WHEREAS, the City of El Paso de Robles successfully hosted the Stage 5 Finish of the Amgen Tour of California; and

WHEREAS, routing for the 2011 Amgen Tour of California may return to the Central Coast region with a Stage Finish on May 19, 2011; and

WHEREAS, local event coordination would be handled by the established Local Organizing Committee comprised of local volunteers and key City employees; and

WHEREAS, the Local Organizing Committee has received favorable response from key stakeholders in the community through expressed support and commitments of \$65,000 cash and additional “in-kind” donations; and,

WHEREAS, the Local Organizing Committee will continue to develop additional funding sources through cash and in-kind sponsorships, event day sales, and ancillary fundraisers to pay all associated costs, including staff overtime.

WHEREAS, the City would be obligated to cover any funding shortfall from General Fund reserves if the LOC is not successful in raising the required funds.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the City Council of the City of El Paso de Robles does approve hosting a “Stage Finish” of the 2011 Amgen Tour of California, and authorizes the City Manager to enter into associated agreements with AEG Worldwide, Inc. and the Amgen Tour of California.

PASSED AND ADOPTED by the City Council of the City of Paso Robles, this 21st day of September 2010, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk