

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Professional Service Contract for Downtown Promotions Services with Paso Robles Main Street

DATE: June 21, 2011

NEEDS: For the City Council to consider a professional service contract with Paso Robles Main Street for downtown promotions.

FACTS:

1. The City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; c) Public Relations that build on the platform of the Wine and Culinary industries; and d) enhancement and promotion of the City's historic downtown core.
2. Main Street has been under contract for the past 4 years to provide downtown promotion services that enhance the economic vitality of the City's historic downtown business area consistent with the City's Marketing Plan.
3. This service contract is scheduled to expire on June 30, 2011.
4. As one of the City's contracted tourism partners (along with the Chamber of Commerce and Paso Robles Wine Country Alliance) Main Street was notified in 2009 of the need for the City to modify the Tourism budget in accordance with General Fund budget reductions. As a result, the budget for renewal of each contract was to be reduced by 25 percent in Fiscal Year 2011/12.
5. Main Street submitted a revised service proposal consistent with the City's suggested budget adjustments (proposal letter attached).
6. The City Council established liaison committees to work with each tourism partner organization to review and negotiate terms for the proposed FY 2011/12 service contracts.
7. The Main Street liaison Committee consisted of Councilmembers Gilman and Strong. The committee met with Main Street Executive Director Norma Moye and Board members on June 3, 2011 to discuss the scope and terms of a prospective Downtown Promotions Service Contract. The key negotiated points of the proposed contract:
 - One year term
 - Provide same level of services
 - Contract amount \$70,078

8. The Chamber of Commerce and Paso Robles Wine Country Alliance contracts were acted upon at the Council meeting of June 7, 2011.

ANALYSIS &

CONCLUSION: The City's tourism and marketing program has historically engaged supplementary (outsourced) assistance in achieving downtown promotions, public relations and visitor support service goals.

Main Street has been a key partner in organizing and promoting community and regional scale events in the downtown City Park. In addition, Main Street supports efforts that enhance the historic character of our downtown which in turn enhance the visitor experience.

The proposed service contract will serve to strengthen the marketing position for Paso Robles.

POLICY

REFERENCE: Economic Strategy; 2007 Marketing Plan; and February 2011 City Council general fund cost savings directives.

FISCAL

IMPACT: On February 15, 2011, the City Council directed a series of general fund cost savings measures. Included in those measures was a 25% "across the board" reduction to tourism and marketing service contracts in FY 2011/12.

The proposed contract with Main Street for \$70,078 represents a 25% reduction from the previous budget year of \$93,438.

OPTIONS:

- a. For the City Council to adopt Resolution 11-XXX authorizing the City Manager to enter into a professional service contract for tourism related services with Paso Robles Main Street for FY 2011/12 in the amount of \$70,078.
- b. Amend, modify or reject above option.

Attachment:

1. Resolution 11-XXX authorizing a professional service contract with Main Street
2. Main Street scope of services and letter dated June 1, 2011

RESOLUTION NO. 11-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICE
CONTRACT WITH PASO ROBLES MAIN STREET FOR DOWNTOWN PROMOTIONS
SERVICES FOR FY 2011/12

WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; c) Public Relations that build on the platform of the Wine and Culinary industries; and d) enhancement and promotion of the City's historic downtown core; and

WHEREAS, the City currently contracts with Paso Robles Main Street for downtown promotion services to enhance the economic vitality of the downtown business area consistent with the City's Marketing Plan; and

WHEREAS, the downtown promotions contract engages the services of Paso Robles Main Street to strengthen tourism activities and promotions in the downtown core by retaining and expanding the downtown small town pedestrian character and to support/attract new businesses that enhance the visitor experience; and

WHEREAS, Paso Robles Main Street has established and continues to advance a marketing and promotions effort that supports and highlights the downtown business core through events and activities of interest; and

WHEREAS, Paso Robles Main Street is uniquely positioned to leverage dollars with/from their own membership base to promote the downtown core area; and

WHEREAS, the current Main Street contract is scheduled to expire on June 30, 2011; and

WHEREAS, Main Street submitted a service proposal consistent with the City Council's directive of a 25 percent cost reduction in all tourism contracts for Fiscal Year 2011/12; and

WHEREAS, the City Council liaison committee met with representatives of Main Street to negotiate terms for the proposed FY 2011/12 public relations service contract; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2011/12.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with Paso Robles Main Street for Downtown Promotions and related efforts that support and enhance the downtown small town pedestrian character per the attached Exhibit "A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 22nd day of June 2011 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk

EXHIBIT A

AGREEMENT BETWEEN THE CITY OF EL PASO DE ROBLES AND PASO ROBLES MAIN STREET, FOR THE PROVISION OF DOWNTOWN PROMOTION SERVICES

THIS AGREEMENT ("Agreement"), effective _____, is made and entered into this ____ day of _____ 2011, by and between the City of El Paso de Robles (hereafter referred to as "CITY") and Paso Robles Main Street, (hereafter referred to as "MAIN STREET").

WHEREAS, MAIN STREET has special knowledge and experience together with available facilities and personnel for the maintenance of an office to provide downtown promotion services necessary to enhance the economic vitality of the City's historic downtown business area; and

WHEREAS, the CITY desires to have MAIN STREET provide these services in order to facilitate economic development and historic preservation in the downtown area; and

WHEREAS, MAIN STREET is willing to provide the services hereinafter set forth on behalf of the CITY in the manner and for the purpose hereinafter provided.

CITY and MAIN STREET hereby enter into this Agreement to set forth the terms and conditions relating to certain downtown promotion services to be provided by MAIN STREET.

1. MAIN STREET RESPONSIBILITIES. MAIN STREET shall provide and perform the following services and activities during the term of this agreement:
 - A. Carry out the National and State of California Main Street Program in accordance with the guidance and assistance of the State of California and the National Trust for Historic Preservation;
 - B. Adopt and implement a Work Plan, in accordance with the Scope of Work attached as "Exhibit A", reflecting the array of services requested by the CITY;
 - C. Promote downtown Paso Robles as a unit and enhance its economic viability;
 - D. Initiate communication and actively coordinate and cooperate with the Chamber of Commerce, Paso Robles Events Center, the Paso Robles Wine Country Alliance; and the San Luis Obispo County Visitors and Conference Bureau;
 - E. Operate and maintain a professional staff and an office setting for the Paso Robles Main Street Program;
 - F. Identify and implement steps toward increasing non-City financial resources in accordance with MAIN STREET's adopted Work Plan;
 - G. Maintain a board member liaison to the Paso Robles Chamber of Commerce's board and to include a Paso Robles Chamber of Commerce board member as a board liaison to MAIN STREET.
 - H. Provide to the CITY by July 31 of each year an annual report of MAIN STREET's implementation of the adopted Work Plan.
2. COMPENSATION. In consideration of the services performed by MAIN STREET pursuant to this Agreement, and so long as MAIN STREET is not in default under any of the provisions of this Agreement, CITY will make payments to MAIN STREET as follows:
 - A. Commencing with the fiscal year beginning July 1, 2011, the CITY shall appropriate to MAIN STREET the amount of \$70,078 for the fiscal year of 2011/12.

- B. It is understood and agreed that these payments shall be expended for authorized and budgeted MAIN STREET activities only. Funds disbursed under this Agreement will be used for the benefit of the downtown area.
 - C. In the event that the City Council is compelled to reduce General Fund budget expenditures in any given year during the term of this Agreement, the amount of the annual payment under this Agreement for such year shall be reduced by the same percentage as the overall General Fund budget reduction, as determined by CITY. CITY shall notify MAIN STREET of any such reduction as early as is reasonably feasible, and understands that any reduction in CITY's payment may result in a proportionate reduction in MAIN STREET services provided under this Agreement.
 - D. This agreement shall not prevent the CITY from appropriating additional sums for specific projects which the CITY may desire to have performed by MAIN STREET.
3. MAIN STREET'S ANNUAL BUDGET. MAIN STREET shall, by April 1 of each year, submit to the CITY for review by the City Council, a budget and plan for downtown promotion services to be provided by MAIN STREET during the next following fiscal year covered by this Agreement. The budget shall first have been approved by MAIN STREET's Board of Directors.
4. MAIN STREET'S FINANCIAL RECORDKEEPING AND REPORTING. Upon 15 days' notice to MAIN STREET, the CITY shall have the right to audit the books, records, and accounts of MAIN STREET during normal business hours. In addition to the annual reports MAIN STREET is to furnish to the CITY pursuant to Section 1, above, MAIN STREET shall also provide the State of California with required reports on Main Street Program activities.
5. POLITICAL ACTIVITY. MAIN STREET shall not use any monies received under this Agreement for the endorsement, opposition or participation in any political or lobbying activity, including but not limited to, involvement in the support or opposition to any candidate for public office or proposed ballot measure.
6. INDEMNIFICATION, HOLD HARMLESS. MAIN STREET shall indemnify, defend and hold CITY, its members, officers, directors, agents and employees free and harmless from any and all liability, claims, damages, losses and expenses, including attorney fees, arising out of the performance by MAIN STREET of the services provided for hereunder, caused in whole or in part by any act of MAIN STREET, its officers, employees or agents in carrying out the terms of this Agreement.
7. INSURANCE. MAIN STREET agrees to maintain in full force and effect, at its sole cost and expense, during the term of this Agreement the following insurance:
- A. Workers' Compensation in accordance with State law for all of its employees engaged in the work and services to be provided under this Agreement.
 - B. General Liability in an amount not less than Five Hundred Thousand Dollars (\$500,000) combined single limit liability applying to bodily injury, personal injury and property damage, and products damage insurance in a sum of not less than Twenty-Five Thousand Dollars (\$25,000).
- All such insurance policies shall be carried with insurance companies satisfactory to the CITY and shall name the CITY, its officers, agents, and employees as additional insured with respect to the work and services being performed under this Agreement. MAIN STREET shall cause to be furnished to the CITY certificates of insurance stating that such insurance is in full force and effect; that the premiums thereon have been paid; and that the insurance carrier will give the CITY at least ten (10) days prior written notice of cancellation, termination or modification. The CITY is not liable for the payment of premiums or assessments on this policy.
8. INDEPENDENT CONTRACTOR. NOT AGENT. Notwithstanding any other representation, oral or written, between the parties, including any and all agents or representatives thereof, MAIN STREET is at all times during the term of this Agreement acting as a free and independent contractor, and shall not be an employee or an agent of CITY.

Except as CITY may authorize in writing, MAIN STREET shall have no authority, express or implied, to act on behalf of CITY in any capacity whatsoever as an agent. MAIN STREET shall have no authority, express or implied, pursuant to this Agreement, to bind CITY to any obligations whatsoever.

9. CONFLICT OF INTEREST. MAIN STREET shall not enter into any contract or agreement that will create a conflict of interest with its duties to CITY under this Agreement.

No member, official or employee of CITY shall have any personal interest, direct or indirect, in this Agreement, nor shall any such member, official or employee participate in any decision relating to this Agreement which affects his personal interests or the interests of any corporation, partnership, or association in which he is directly or indirectly interested. MAIN STREET warrants that it has not paid or given, and will not pay or give, any third party any money or other consideration for obtaining this Agreement.

10. LICENSES, PERMITS. MAIN STREET represents and warrants to CITY that it has, and shall maintain at all times during the term of this Agreement, at its sole cost and expense, all business licenses, permits, qualifications and approvals of whatsoever nature which are legally required for MAIN STREET to provide the services hereunder.

11. ASSIGNMENT PROHIBITED. No party to this Agreement may assign any right or obligation pursuant to this Agreement. Any attempted or purported assignment of any right or obligations pursuant to this Agreement shall be void and of no effect.

12. NON DISCRIMINATION. MAIN STREET agrees to comply with all fair employment practice laws of the state and federal government. MAIN STREET covenants and agrees for itself, its successors, its assigns and every successor in interest, that there shall be no discrimination against or segregation of any person or group of persons on account of race, color, creed, religion, sex, sexual orientation, medical condition, disability, marital status, ancestry or national origin in the provision of any services to be provided by MAIN STREET hereunder, nor shall MAIN STREET or any person claiming under or through MAIN STREET establish or permit any such practice or practices of discrimination or segregation in the provision of any services to be provided by MAIN STREET hereunder.

13. REVERSION OF FUNDS AND PROPERTY. During the term of this Agreement should the Paso Robles Main Street, Inc. Board of Directors be dissolved, disbanded, or otherwise cease to function in a manner described in this Agreement, all assets of MAIN STREET shall be disbursed in accordance with applicable provisions in MAIN STREET's Bylaws. All funds attributable to the CITY, and equipment purchased out of funds provided by the CITY, shall revert to ownership of the CITY. For the purpose of this provision, MAIN STREET shall maintain a written record of, and include as part of each annual report, a listing of capital equipment that has been purchased with the funds provided by CITY.

14. TERM. The term of this Agreement shall be for four successive one-year periods beginning July 1, 2011 and expiring June 30, 2012, unless terminated earlier in accordance with Section 15 or 16 below.

15. DEFAULT. The failure of the parties to abide by any of the terms of this Agreement shall constitute a default under this Agreement. If either party fails to cure any such default within five (5) days of receiving notice from the other party of such default, then this Agreement may be terminated by giving ten (10) days written notice of such termination. Upon any such termination, the final quarterly payment to be paid under Section 2, above, shall be adjusted on a pro rata basis to the date of such termination, and if applicable, MAIN STREET shall immediately return to CITY any amounts previously paid by CITY for any period subsequent to the date of such termination.

16. TERMINATION. In addition to termination pursuant to Section 14 or 15, above, this Agreement may be terminated in whole or in part at any time by either party hereto upon one year's written

notice to the other as identified below. In the event of any termination of this Agreement, all rights and obligations of both parties hereto, including without limitation the quarterly payments from CITY to MAIN STREET hereunder, shall terminate as of the date of such termination (and the final payment shall be adjusted on a pro rata basis to the date of such termination).

17. NOTICES. All notices pursuant to this Agreement shall be in writing and mailed, postage prepaid, first class, or personally delivered, to the addresses set forth below, or such other address as a party may designate in writing.
18. FULL AGREEMENT AND AMENDMENT. This document represents the entire understanding between the parties and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may only be amended by a writing signed by both parties.
19. SEVERABILITY. Should any provision of this Agreement be deemed to be legally void or unenforceable, all remaining provisions shall survive and be enforceable. This Agreement shall in all respects be governed by the laws of the State of California.
20. ATTORNEY'S FEES. In the event suit is brought for the enforcement, or interpretation, of this Agreement, the prevailing party shall be entitled to reasonable attorney fees.

IN WITNESS WHEREOF, this Agreement is hereby executed as of the day and year first hereinabove written.

THE CITY OF EL PASO DE ROBLES
1000 Spring Street
Paso Robles, CA 93446

PASO ROBLES MAIN STREET, INC.
835 12th Street #D
Paso Robles, CA 93446

By _____
James L. App

By _____
Matt Masia, President

Attest _____

By _____
Norma Moye, Executive Director



Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

June 1, 2011

TO: Meg Williamson, Assistant City Manager

FROM: Norma Moye, Executive Director, Paso Robles Main Street
Matt Masia, President, Paso Robles Main Street Board of Directors

RE: Main Street Budget Projection for FY 2011 / 2012

With the 25% reduction in funding from the City of Paso Robles to the Paso Robles Main Street Program, Main Street will be reducing expenditures in several areas of its operation. Line items such as insurance, equipment rental, utilities, etc., will see small increases. Areas where it was possible to reduce spending were studied and the following cuts were made to the budget.

1. 25% reduction in Advertising expenditures. This will pull approximately \$5,500 out of our advertising budget for the coming year (based on our projected actual advertising expenditures for FY 2010 / 2011).
2. 25% reduction in Postage: Main Street hopes to save approximately \$1,700 by replacing mailed communications to members with email.
3. Printing: Through the use of email for membership communications, we hope to reduce our printing expenses for the year by approximately \$6,500.
4. Reduction in Awards: Expenditures on Awards will be cut by \$2,000. Additionally, members will be asked to pay for their meals at the annual awards banquet, further reducing expenditures by \$3,500.
5. Cost of Goods: Goods purchased for resale at promotions will be reduced, allowing for a \$1,500 reduction.
6. Conferences: To maintain our certification as a Main Street city, attendance at two conferences per year is required. Expenditures in this category will be reduced by \$1,000 (one-half of budgeted amount for FY 2010 / 2011).
7. Office Supplies & Promotion Supplies: Through careful planning, reassessment, and recycling, Main Street is looking for a savings of approximately \$1,600 in this category.

It should be noted that Main Street's contract for rental of its premises will remain unchanged for FY 2010 / 2011. No salary increases are anticipated and none have been given for the past seven years. There are no employee benefits.

2

Downtown Paso Robles Main Street Association

SCOPE OF WORK (2011/2012)

SHOP DOWNTOWN . . .

- Expand evening and weekend shopping hours
- Maintain mid-week, evening, and weekend sales promotional events
- Promote monthly and weekly activities (especially Farmer's Market, Friday Night Concerts, and Wine and Art events)

NEW BUSINESS SUPPORT . . .

- Support distinctive products and retail services
- Provide both independent and national retailers with potential downtown rental space info
- Support City and other governmental offices in the downtown
- Encourage entertainment and arts development, uses and events downtown
- Coordinate with commercial brokers to recruit tenants for vacant storefronts
- Collect and publish data regarding downtown market and property opportunities
- Encourage better and more intensive use of underutilized properties (on parking lots, low-rise buildings, etc.)

TOURISM . . .

- Promote heritage tourism
- Promote tourism through direct mail to visitor customers
- Support the City's tourism and promotions efforts
- Link to/with wine industry promotions/attractions
- Connect with, and promote downtown to, Paso Robles Event Center event attendees and area hotel guests
- Maintain an interactive web site that promotes downtown shopping and attractions and provides links to other visitor-serving sites
- Promote and support unique, distinctive events that attract visitors and residents alike to shop and experience our downtown

DOWNTOWN CHARACTER . . .

- Continue major holiday events on a limited basis
- Promote retention of historic buildings
- Encourage historic and traditional downtown architecture
- Support downtown design that promotes pedestrian shopping
- Support the City in a plan to expand downtown (to include a restored Riverfront)



Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

April 1, 2011

Downtown Paso Robles Main Street Association

Contract Scope of Work Update

Four Main Street Points: Organization, Promotion, Economic Restructuring & Design

- Completed 20 annual promotions in the Downtown. Provide many costumes for events & storage
- Finalized 2011 Calendar of Events (attached)
- Co-Host monthly Business Mixers for local merchants, staff and city officials
- Quarterly membership newsletter
- Business Planner – a guide to locate new businesses in downtown Paso Robles
- Welcome book for new businesses
- Keep City informed on new businesses in the Business Improvement Assessment district (BIA)
- Promote downtown through radio, news media, TV, fliers, posters, email, Facebook, Twitter, Webpage
- Maintain the downtown kiosk with information on restaurants, hotels, museums, and events taking place in Paso Robles
- Provide tourist information on events and the area by telephone, mail and in person
- Mini-seminars from local speakers at our monthly Economic Restructuring Committee meetings
- Update monthly our FOR LEASE OR SALE DOWNTOWN brochure distributed through the kiosk, our office, and to all local real estate offices
- Worked with Paso Robles Phone & Wireless (Verizon) to conduct FREE CELL PHONE CLASSES monthly
- Mail out a monthly calendar of events to our membership and local officials and media
- Deliver Downtown Directories through the kiosk, several other locations in the downtown and to both the eastside and Westside wineries
- Update and print a RESTAURANT GUIDE and a WINE TASTING ROOM GUIDE distributed throughout the city
- Keep the downtown and member merchants informed of activities in the downtown through weekly deliveries by volunteer Block Captains
- Currently near completion on a new Walking Tour booklet and provide the current Walking Tour booklet free to tourists
- Spring Clean Up by volunteers of the downtown: Commemorative Bricks placed cleaned, planter barrels placed, weeded and mulched, all by volunteers
- Provide the downtown Christmas Holiday decoration on street light poles, Santa Claus and toys
- Clean and maintenance repairs to the City Park Gazebo and Holiday House by volunteers
- Provide docent tours as requested by the City
- Provided bike racks and bench repairs in the downtown
- Track volunteer hours for all Main Street events and volunteer projects
- Partnerships:
 - Paso Robles Promotions Coordination Committee; Paso Robles Art Association;
 - California Mid-State Fair (Free Pancake Breakfast); Paderewski Festival Committee (Elegant Evening Downtown); Central Coast Lavender Growers Association (Lavender Festival); local schools; El Paso de Robles Area Historical Society; Festival of the Arts; SLO Shopping Channel.
- Certified as a National Main Street City by the National Trust For Historic Preservation 2010

2009-2010

EARNED REVENUES:	
City Funds	\$98,659
BIA Fees	\$16,258
Memberships	\$17,550
Promotions	\$89,811
Other Income	\$5,816
TOTAL EARNED REVENUES	\$218,094
EXPENSES:	
Advertising	\$19,248
Operating Expenses	\$36,274
Payroll & Liabilities	\$80,079
Personnel Expenses	\$2,400
Promotion Expenses	\$46,015
Scholarships	\$1,500
Conferences	\$1,264
Office Equipment/Supplies	\$6,749
Professional Fees	\$12,800
Dues/Subscriptions	\$2,165
Subtotal	\$208,494
Annual Carryover (future expenses)*	\$9,600
TOTAL EXPENSES	\$218,094

* Earned Revenues from promotions scheduled for FY 2010/2011 for which expenses have not yet been paid.

DOWNTOWN BY THE NUMBERS

The Paso Robles Main Street Association is required to file an annual report with the California Main Street Program; here is a summary of recent activity:

	2009	2010
BUSINESS STATISTICS		
NEW BUSINESS STARTS	20	20
BUSINESS EXPANSIONS	1	0
BUSINESS LOSSES	3	14
JOB STATISTICS		
JOBS CREATED	52	90
JOBS LOST	8	38
INVESTMENT ACTIVITY		
BUILDING REHABILITATIONS	4	7
PRIVATE INVESTMENT PROJECTS	\$743,637.98	\$26,788.61
PUBLIC INVESTMENT PROJECTS	\$0	\$0
VOLUNTEER HOURS		
	5,628	6,768

Message From The President

I was born and raised in Paso Robles and I still cannot get enough of this wonderful community of volunteers who are passionate about our city and making it the best possible place to live. We have an exceptional group of volunteers, who put in hundreds of hours working on our many projects and events. The Organization, Promotion, Design and Economic Restructuring committees meet year round to insure our success. Our dynamic and dedicated staff is always there with a solution to every question.

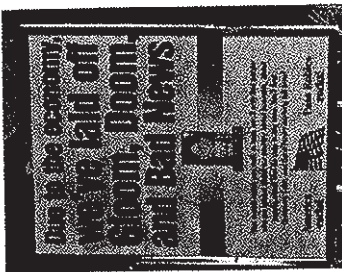
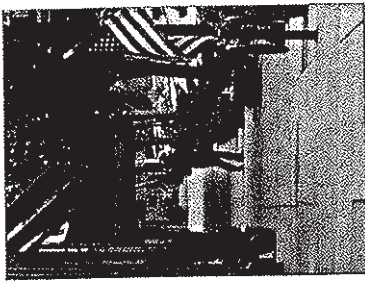
Thanks to all the great help, my job as President has been a joy and an experience I shall always treasure.

Matt Masia

Why Main Streets Matter

We all know where our Main Streets are, but do we know what they are and why they matter? Whether they are named First Avenue or Water Street or Martin Luther King Boulevard, what they represent is universal. Main Street is the economic engine, the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where people still come together to live, work, and play.

So what is Main Street? The phrase has been used to describe everything from our nostalgic past to our current economic woes, but when we talk about Main Street, we are thinking of real places doing real work to revitalize their economies and preserve their character. Specifically, Main Street is three things: a proven strategy for revitalization, a powerful network of linked communities, and a national support program that leads the field.



Main Street Four-Point Approach

VOLUNTEERS making a difference . . .



ORGANIZATION

2,594

The number of volunteer hours put in by our dedicated board of directors and executive officers who attend organizational meetings and conferences on the importance of downtowns and the four-point approach to promoting our own downtown commercial district. Board members are downtown business owners, property owners, and executive staff of the downtown stakeholders. They bring their expertise to the table and work tirelessly to make Downtown Paso Robles the place for the community to come together.

PROMOTION



2,824

The number of volunteer hours required to put on 20 events in the downtown City Park drawing thousands of people to our historic downtown shops, restaurants, using rooms and unique shops, as well as several fund-raising events throughout the year to help maintain a budget for the events which draw local and out-of-town tourists to Paso Robles. The Promotion Committee provides all the Holiday Decorations and Pole Brackets for the downtown, thousands of candy-stuffed eggs for the Easter Egg Hunt, as well as cookies, hot chocolate and candles for the annual Downtown Lighting Ceremony and Candlelight Caroling.

DESIGN



761

The number of volunteer hours required for this volunteer committee to publish a walking tour book, provide barrel planters, benches and install bike racks in the downtown, as well as signage. This committee also organizes the annual Spring Clean Up, delivers downtown brochures to all the downtown and outlying wineries, maintains the downtown kiosk with tourist information, assists new businesses with store signs, street sandwich signs, street furniture ordinances, and design assistance for historic downtown Paso Robles.

ECONOMIC RESTRUCTURING

589

The number of volunteer hours required for this committee to bring us interesting and informative speakers, maintain the downtown brochures on available spaces for sale or lease, wine-tasting rooms, restaurants, and the downtown directory that are distributed throughout the north county by volunteers and hold business mixers to keep merchants informed about other businesses. Paso Robles Main Street is the 2004 winner of the of the National Great American Main Street Award.



DOWNTOWN PASO ROBLES MAIN STREET ASSOCIATION



2010 ANNUAL REPORT

ACCOMPLISHMENTS

DOWNTOWN BIKE RACKS

Purchased and installed 18 bike racks in the downtown core through a generous donation from Walmart after the 2003 San Simeon Earthquake. These funds are specifically designated to be used in the downtown core for enhancements for everyone. The Lions Club partnered with Main Street to help install the bike racks, which are now a beautiful addition to the downtown.

EVENTS

In the year 2010, we promoted the downtown by holding 20 events in the downtown to attract tourists and the community to our core. Once downtown, people discover our unique shopping opportunities, wine-tasting rooms, restaurants, pubs and entertainment venues, making Downtown Paso Robles the place where everybody comes together.

The 2010 Olive Festival was our 7th annual and was bigger than ever attracting over 15,000 people to the downtown. This one-day event brings olive and olive oil-tasting, wine-tasting, food, crafts and entertainment to Downtown Paso Robles to celebrate the growing olive industry in our county.

Lavender is also a growing industry in our area and last year's 2nd Annual Lavender Festival filled the downtown City Park with the aroma of lavender and essential oils from this wonder plant with healing properties. Attendees learn about lavender and how it is processed while enjoying food, crafts and entertainment for the entire family.

Last December we celebrated our 24th Vine Street Victorian Christmas Showcase drawing over 30,000 people to Paso Robles for this heart-warming, one-night event. The entire community comes together to bring the sights and sounds of the holidays to families both locally and from all over the country. This one-night event fills our hotel rooms, restaurants and wine-tasting rooms for the whole weekend.

These, as well as our many other successful events like the Christmas Light Parade, Downtown Lighting Ceremony, trading and craft events, etc., require a great deal of planning and a lot of volunteer hours to be as successful as they have become. Downtown Paso Robles Main Street Association has been fortunate in the number of volunteers who believe in the program and the four-point approach to success.



PROMOTING HISTORIC DOWNTOWN PASO ROBLES TO BE THE PLACE WHERE THE
COMMUNITY AND VISITORS COME TO SHOP, EAT, AND BE ENTERTAINED.