

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: Paso Robles Classic Car Show Weekend
DATE: July 19, 2011

NEEDS: For the City Council to consider a request by the Paso Robles Chamber of Commerce to again host the Paso Robles Classic Car Show Weekend through downtown and at City Park over Labor Day Weekend.

FACTS:

1. The Paso Robles Chamber of Commerce has submitted a request to again stage the Paso Robles Classic Car Show Weekend on September 2 and 3, 2011. Event components include a Spring Street Cruise from 6 p.m. to 8 p.m. on Friday, September 2 and a Classic Car Show in City Park from 9 a.m. to 4 p.m. on Saturday, September 3.
2. The inaugural 2010 event was smoothly run with all operational challenges handled in a professional and efficient manner.
3. The event is being organized with the assistance of the Golden State Classic Car Club – an organization with a 12 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 and limited food items. All vendors will be pre-screened with merchandise limited to those selling high-quality items from established businesses. Food items sold in the Park will not compete with neighboring businesses. This will be determined by the Classic Car Weekend Executive Planning Committee in conjunction with city support staff. Local charities will benefit from a variety of raffle drawings.
4. 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 and Public Works overtime.
5. 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.
6. The Classic Car Weekend is hosting a poker run on Sunday, September 4 making this a full weekend event, with the goal of increasing tourism and extending hotel stays. This portion of the event will not impact City facilities.

ANALYSIS &

CONCLUSION: Community response to the Chamber's efforts to establish a high quality car show over Labor Day Weekend as well as positive reaction to the 2010 show indicates widespread support. Current planning efforts are fully inclusive of classic car experts, community representatives and City staff. To date, this event is a positive addition to the schedule of fully programmed, coordinated and logistically-sound Paso Robles events.

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 2 and 3, 2011.

b.) Amend, modify, or reject the above option.

Prepared by:
Freda Berman, Events Manager

Attachments:
1. Resolution

RESOLUTION NO.11-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING USE OF THE CITY PARK FOR THE PASO ROBLES CLASSIC CAR SHOW
WEEKEND – ON LABOR DAY WEEKEND

WHEREAS, the Paso Robles Chamber of Commerce proposes to host the second annual Paso Robles Classic Car Weekend, including both a cruise and classic car show, on September 2 and 3, 2011; and

WHEREAS, this family-friendly event is being organized with the assistance of the Golden State Classic Car Club, a group with a 12 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, to date the event has been a positive addition to the schedule of fully programmed, coordinated and logistically-sound Paso Robles events.

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 along with temporary closure of City streets to accommodate the Paso Robles Classic Car Show Weekend on Labor Day Weekend 2011.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 19th day of July 2011 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk