

**TO:** James L. App, City Manager  
**FROM:** Meg Williamson, Assistant City Manager  
**SUBJECT:** Paso Glow – Savor The Central Coast –City Park Event  
**DATE:** August 16, 2011

---

**NEEDS:** For the City Council to consider a request by the San Luis Obispo County Visitors & Conference Bureau to again host Paso Glow – Sunset Savor The Central Coast at City Park on October 1, 2011.

- FACTS:**
1. Sunset's Savor The Central Coast event is a celebration of the beauty and bounty of the Central Coast of California in a 4-day experience and will offer culinary tours, one-of-a-kind winemaker dinners and special events, historic excursions and culinary showcases. The main event is being held at Santa Margarita Ranch on Saturday and Sunday, October 1-2, 2011.
  2. The San Luis Obispo County Visitors & Conference Bureau has submitted a request to stage Paso Glow, part of the County-wide Sunset Savor The Central Coast event, on Saturday, October 1, 2011.
  3. Planned for the evening hours, an "under the stars" dinner for 250 guests will focus on the bounty of Paso Robles and feature local chefs, winemakers and farmers.
  4. The event is being underwritten by the Travel Paso Robles Alliance (BID) and organized by O'Donnell Lane, LLC, a company focusing on strategic planning, marketing and communications with an impressive record of staging unique events.
  5. Event components include a special Paso Robles culinary experience with local chefs, fine food and wine purveyors and celebrity chef Cat Cora mingling with the guests. Sunset Wine Editor Sara Schneider, Editor-in-Chief Katie Tamony and Publisher Peter Medwid are scheduled to attend. Musical entertainment is being planned.
  6. Paso Glow will have no hard cost impact to the City. All elements are being funded by the Travel Paso Robles Alliance. Reimbursement of City staff overtime is included in the event budget.
  7. Paso Glow highlights the picturesque downtown and showcases Paso winemakers, chefs, agriculture, sponsors and hospitality, providing attendees with a reason to stay overnight in the City and patronize local businesses and hotels.
  8. No other prominent in-City events are scheduled for this date.

**ANALYSIS &**

**CONCLUSION:** When adding events to the City Park schedule, it has been important that those events have a specific vision and bring positive attention to the myriad of resources and opportunities available in the City. Paso Glow, as part of Sunset's Savor The Central

Coast event, is just such an opportunity. Event professionals in the food, wine, farming and logistics fields have come together to create a unique and very special event.

**FISCAL**

**IMPACT:**

No funding is being requested for this event. The City's role will involve the dedication of staff resources for planning and event day logistics. All City overtime costs will be reimbursed through the event budget.

**OPTIONS:**

a.) Adopt the attached resolution authorizing the use of City Park for Paso Glow scheduled for Saturday, October 1, 2011.

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

Prepared by:  
Freda Berman, Events Manager

**Attachments:**

1. Resolution
2. Sunset Savor The Central Coast Program Information

ATTACHMENT 1

RESOLUTION NO.11-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING USE OF THE CITY PARK FOR PASO GLOW – AS PART OF SUNSET'S  
SAVOR THE CENTRAL COAST

---

WHEREAS, the San Luis Obispo County Visitors & Conference Bureau proposes to stage Paso Glow, part of Sunset's Savor The Central Coast, to the City Park event schedule on October 1, 2011; and

WHEREAS, Paso Glow is part of Sunset Magazine's Savor The Central Coast event, celebrating the whole Central Coast of California; and

WHEREAS, this event will celebrate the myriad of first-class Paso Robles resources and feature local chefs, farmers and winemakers; and

WHEREAS, the event is being underwritten by the Travel Paso Robles Alliance (BID) and will have no hard cost impact to the City; and

WHEREAS, Paso Glow is being organized by O'Donnell Lane, LLC, professionals in event management who will bring a unique vision to City Park, highlighting its picturesque beauty; and

WHEREAS, Paso Glow will provide attendees with a reason to patronize local businesses and hotels.

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 Paso Glow – Sunset's Savor The Central Coast -- on Saturday, October 1, 2011.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 16th day of August 2011 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

---

Duane Picanco, Mayor

ATTEST:

---

Caryn Jackson, Deputy City Clerk



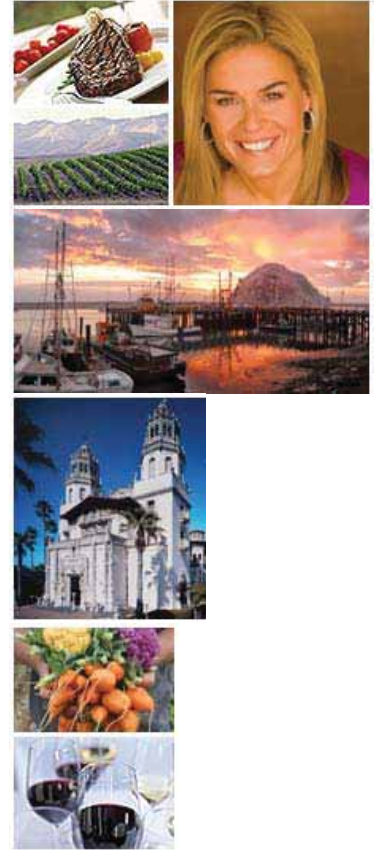
San Luis Obispo County Visitors and Conference Bureau Presents

# SAVOR

## THE CENTRAL COAST

SEPTEMBER 29 - OCTOBER 2, 2011

Nestled midway between Los Angeles and San Francisco, Sunset Savor the Central Coast celebrates the beauty and bounty of this coastal region in an incredible 4-day experience. The event showcases area winemakers, chefs, and artisanal food producers. Sunset magazine's expert editors guide attendees through outdoor adventures and farm excursions, plus join guests at exclusive winemaker dinners and amazing culinary showcases by celebrity chefs.



### THE MAIN EVENT

TASTE wine from 200+ Central Coast wineries and our 2011 guest wine region Washington State. INDULGE with 30+ chefs preparing meals grown by local farmers. TOUR the 20,000 square-foot Central Coast Pavilion. LEARN with *Sunset Magazine's* expert editors ...and much more!  
[More Information »](#)

### SEMINARS

Join *Sunset's* wine, food, travel, and garden editorial staff as well as Central Coast farmers and celebrity chefs including California's own— Chef Cat Cora to learn how to grow, harvest, preserve, and prepare your next flawless feast.  
[More Information »](#)

### TOURS

Adventure Awaits! Hike, kayak, paddleboard or balloon at one of the breathtaking Central Coast tour locations. You can also Experience abalone, oyster or wine grape harvests first hand along side Sunset expert editors.  
[More Information »](#)

### SPECIAL EVENTS

Four days of one-of-a-kind, not to be missed special events: Hearst Castle Kick-off party, Sunset's Western Wine Awards Gala, and exclusive winemaker dinners.  
[More Information »](#)

### MORE DETAILS

#### General Information

- [Buy Tickets](#)
- [Schedule of Events](#)
- [Participating Farms, Restaurants, Wineries and Vendors](#)
- [Event Sponsors](#)

#### Travel Information

- [Hotel and Ticket Packages](#)
- [Getting There](#)
- [Shuttle Information](#)

#### Savor Videos



[Watch Videos »](#)

### PRESENTING SPONSORS



## SPECIAL EVENTS

All prices and events are subject to change. Tickets go on sale: May 5, 2011

### Thursday Evening, September 29th

#### VIP Reception & Opening Night Event \$75.00

5:30 p.m. to 9:00 p.m.



#### Fiesta en el Castillo!

You'll feel like a celebrity as you sip wine under the stars and sample tapas beside William Randolph Hearst's Roman-style Neptune Pool at historic Hearst Castle, the magnificent site of Sunset Savor the Central Coast's exclusive Opening Night reception. Sponsored by [www.WineCoastCountry.com](http://www.WineCoastCountry.com), this once-in-a-lifetime experience features Spanish-inspired cuisine to celebrate the continuing restoration of one of Hearst Castle's most beautiful artifacts, the Morning Room's 16th-century Spanish Mudéjar coffered ceiling. And the sunset promises to be spectacular—you'll soak up unparalleled coastline views as you stroll around the hilltop grounds and its magical gardens.

**Friends of Hearst Castle.** A portion of ticket proceeds will go to support the Friends of Hearst Castle capital campaign for the restoration of the Morning Room's 16th-century Spanish ceiling.

### Friday Evening, September 30th

#### Sunset Western Wine Awards Gala \$85.00

6:00 p.m. to 10:00 p.m.



Join *Sunset* Wine Editor Sara Schneider and *Sunset* Editor-in-Chief Katie Tamony for one of the weekend's most anticipated events. The *Sunset* Western Wine Awards are recognized as the highest honor for Western winemakers and focus solely on wines produced in the West. *Sunset's* panel of professional judges includes Western wine writers, sommeliers, and winemakers. At this festive dinner and awards ceremony, you'll get to sip the award-winning wines and meet their award-winning winemakers. Hosted by the **City of Pismo Beach** on the historic Pismo Beach Pier, the event features tantalizing, locally grown fare paired with wines that have been nominated for a *Sunset* Western Wine Award. Category winners will be announced throughout the evening.

#### Entertainment:

*Dinner Music*  
*Cuesta Jazz Collective*

### Saturday Evening, October 1st

#### Dinner San Luis Obispo \$125.00

6:00 p.m. to 10:00 p.m.



Known by many as the happiest place in the United States, dinner will be staged in San Luis Obispo's breathtaking heart — The Mission San Luis Obispo de Tolosa. Dine *al fresco* and experience the talents of San Luis Obispo best chefs against a mouthwatering selection of SLO Vintners best wines.

Sunset Savor the Central Coast thanks the City of San Luis Obispo and [Sincerely California](#) for sponsoring this incredible meal.

## **Paso Glow: A Culinary Experience! \$125.00**

*6:00 p.m. to 10:00 p.m.*

Nothing beats a warm fall evening in one of the Central Coast's wine and culinary epicenters, Paso Robles. For Sunset Savor the Central Coast, Paso's charming City Park will be illuminated and transformed into the site of a magical revelry for 150 guests. Rub elbows with celebrity Chef Cat Cora and *Sunset* Wine Editor Sara Schneider as well as gifted local chefs, winemakers, and farmers as they celebrate the delicious abundance of this bountiful region.

For more illuminating information on this charming Central Coast town visit your host the [Travel Paso Robles Alliance](#)

*presented by*

**sunset: how to live in the  
west**

[Home](#) | [Security](#) | [Privacy Policy](#) | [Contact](#) | [Media](#)

©SavorCentralCoast.com. All Rights Reserved. Sunset® is a registered trademark of Sunset Publishing Corporation and is used under license by San Luis Obispo County Visitors and Conference Bureau.

Ticket proceeds and sponsorships are considered donations to the San Luis Obispo County Visitors & Conference Bureau, a 501 c 6 non-profit tourism organization that promotes San Luis Obispo County.