

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Add Holiday Craft Bazaar to Downtown Holiday Lighting Ceremony in City Park

DATE: November 1, 2011

NEEDS: For the City Council to consider a request by the Paso Robles Downtown Main Street Association to add another event, a Holiday Craft Bazaar, to the Downtown Holiday Lighting Ceremony on November 26, 2011.

FACTS:

1. The Paso Robles Downtown Main Street Association hosts the traditional Downtown Holiday Lighting Ceremony each day-after Thanksgiving in City Park. The event includes candlelight community caroling, live music and speeches from 5:30 to 7:30 p.m. Past years have drawn approximately 500 enthusiasts to kick off the holiday season.
2. Currently, the Gazebo and one tree in City Park are lit. Main Street requests the addition of a Holiday Craft Bazaar from 10 a.m. to 4 p.m. to raise funds to light more trees in 2012. Net profits collected from the event will be held by Main Street in a dedicated tree lighting account for 2012. Handmade holiday arts and crafts will be sold by individual vendors.
3. The Holiday Craft Bazaar rain date is December 3, just prior to the Main Street Christmas Light Parade.
4. Event approval applies to 2011 only. Plans for 2012 are in development and Main Street acknowledges the potential addition of other partners and the proposal of a more extensive holiday event.
5. The addition of a Holiday Craft Bazaar will have no hard cost impact to the City. All elements are the responsibility of the Paso Robles Downtown Main Street Association. No City staff overtime is anticipated.
6. No other prominent in-City events are scheduled for this date.

ANALYSIS &

CONCLUSION: The addition of a Holiday Craft Bazaar will have no operational impact on City Staff or resources, while allowing for the enhancement of the existing event both for 2011 and 2012.

FISCAL

IMPACT: No funding is being requested for this event.

OPTIONS: a. Adopt the attached resolution authorizing the use of City Park for a Holiday Craft Bazaar scheduled for Saturday, November 26, 2011.

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

Prepared by:
Freda Berman, Events Manager

Attachments:

1. Resolution
2. Downtown Holiday Lighting Ceremony flyer

RESOLUTION NO.11-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE ADDITION OF A HOLIDAY CRAFT BAZAAR TO THE EVENT
SCHEDULE AT CITY PARK

WHEREAS, the Paso Robles Downtown Main Street Association proposes to add a Holiday Craft Bazaar to its traditional Downtown Holiday Lighting Ceremony held the day after Thanksgiving, November 26, 2011, in City Park; and

WHEREAS, net proceeds from the Holiday Bazaar will be held by Main Street in an account dedicated to lighting more trees in 2012; and

WHEREAS, event approval applies to 2011 only; and

WHEREAS, plans for a more extensive 2012 holiday event are in development with the potential addition of other partners; and

WHEREAS, the event is the responsibility of the Paso Robles Downtown Main Street Association and will have no hard cost impact to the City.

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 a Holiday Craft Bazaar on Saturday, November 26, 2011.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 1st day of November 2011 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk



Downtown Paso Robles
Main Street Assn.

Mrs. Claus Arrives!



24th Annual

Downtown Holiday Lighting Ceremony

Friday, Nov. 26

5:30 p.m. Community gathers at
Downtown City Park Bandstand

6 p.m. Mrs. Claus lights the Downtown
Live Music, Speeches, Candlelight Community
Caroling, Free Cookies & Hot Chocolate

Sponsored by



Rabobank

For more info, call Main Street at 238-4103 or
www.pasoroblesdowntown.org

Chairperson, Millie Drum (Straight For/Word Copywriting)

