

**TO:** James L. App, City Manager  
**FROM:** Meg Williamson, Assistant City Manager  
**SUBJECT:** Youth Sports BBQ Fun Fest & Kids Day In The Park – Expanded Main Street Event  
**DATE:** March 20, 2012

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**NEEDS:** For the City Council to consider a request by the Paso Robles Main Street Association to expand the annual Kids Day in City Park to include a Youth Sports BBQ Fun Fest.

**FACTS:**

1. The Paso Robles Main Street Association has submitted a request to expand the annual Kids Day from one day to a three day event, June 1, 2 and 3, 2012, with set-up scheduled for May 31. Event components include:
  - A country music concert in the Gazebo on Friday evening;
  - Three large BBQ rigs vending food on Friday and Saturday from noon to 7 p.m., and Sunday from noon to 4 p.m. on the west side of City Park;
  - A beer and wine garden on the west side of City Park during all event days/hours;
  - Kids Day In The Park on the east side of City Park on Saturday from 10 a.m. to 3 p.m.;
  - A giant bounce house on 11<sup>th</sup> Street between Spring and Park Streets on Friday, Saturday and Sunday.
2. Main Street projects 7,000 people will attend over the three-day span of the event.
3. The event is slated to raise funds for both youth sports through an association with the Bearcat Boosters, and the Main Street Association.
4. The BBQ Fun Fest is being organized with the assistance of Black Stallion Enterprises, a Fresno-based business promoting events in California. Black Stallion Enterprises will bring three BBQ rigs to City Park to vend food. Additionally, they will provide food product for a Main Street-organized BBQ competition between the three vendors. Black Stallion Enterprises retains 90% of the proceeds from BBQ sales. The remaining 10% as well as all proceeds from the beer and wine garden go directly to Main Street. All sponsorship, beer, wine and entertainment is the responsibility of Main Street. Black Stallion Enterprises provides some staffing and security for the BBQ area only. Typically, Black Stallion Enterprises hires members of the community to fill the remainder of their staff positions. For this event it is being planned that the Bearcat Boosters will volunteer their time and the corresponding wages donated to the organization.
5. The Kids Day portion of the event typically hosts approximately 80 crafts, collectibles and family service booths.
6. The Main Street Association has committed to an event that has no fiscal impact to the City. To that end, they are developing a full staffing plan, including the provision of private event security to work in the beer & wine garden. Main

Street has also agreed to cover any and all City costs for police, Public Works staff and emergency responders, if required.

7. All 197 Business Improvement District businesses have been notified of the expanded event by Main Street. This includes the businesses within one block of City Park. The Paso Robles Chamber of Commerce has submitted written support of the event.
8. City staff has established event parameters that must be met for the event to go forward, pending City Council approval. The success and execution of the BBQ Fun Fest is integrally tied to these parameters.

**ANALYSIS &**

**CONCLUSION:** Main Street's expressed goal in an expanded event is to raise funds for youth sports. With proper operational support, the potential exists for a successful outcome. However, in order to minimize impact on limited City resources and still meet the increased logistical demands of the expanded event, clear/specific event parameters must be adhered to by the event coordinators. Dependent on the success and/or impactfulness of this one-time expanded event, the City Council can consider extending the event authorization in subsequent years.

**FISCAL**

**IMPACT:** No funding is being requested for this event. The Main Street Association is responsible for all event weekend costs.

**OPTIONS:**

- a.) Adopt the attached resolution authorizing the use of City Park for the Youth Sports BBQ Fun Fest & Kids Day In The Park scheduled for Friday, Saturday and Sunday, June 1-3, 2012.
- b.) Amend, modify, or reject the above option.

Prepared by:  
Freda Berman, Events Manager

**Attachments:**

1. Resolution
2. Event Parameters
3. Event Map
4. Typical BBQ Fun Fest Set Up Photos
5. Paso Robles Chamber of Commerce Support Letter

RESOLUTION NO.12-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING USE OF THE CITY PARK FOR AN EXPANDED MAIN STREET EVENT –  
YOUTH SPORTS BBQ FUN FEST & KIDS DAY IN THE PARK

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WHEREAS, the Paso Robles Main Street Association proposes to expand the annual Kids Day in City Park to include a Youth Sports BBQ Fun Fest, on June 1, 2 and 3, 2012; and

WHEREAS, the event is slated to raise funds for both youth sports through an association with the Bearcat Boosters, and the Paso Robles Main Street Association; and

WHEREAS, the Paso Robles Main Street Association will secure all funding for the weekend with no fiscal impact to the City; and

WHEREAS, the Youth BBQ Fun Fest & Kids Day in the Park is authorized for 2012 only; and

WHEREAS, future approval of the event by City Council is dependent on the adherence to established event parameters and the success of the expanded event.

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 the Youth Sports BBQ Fun Fest & Kids Day In The Park on June 1, 2 and 3, 2012.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 20th day of March 2012 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Duane Picanco, Mayor

ATTEST:

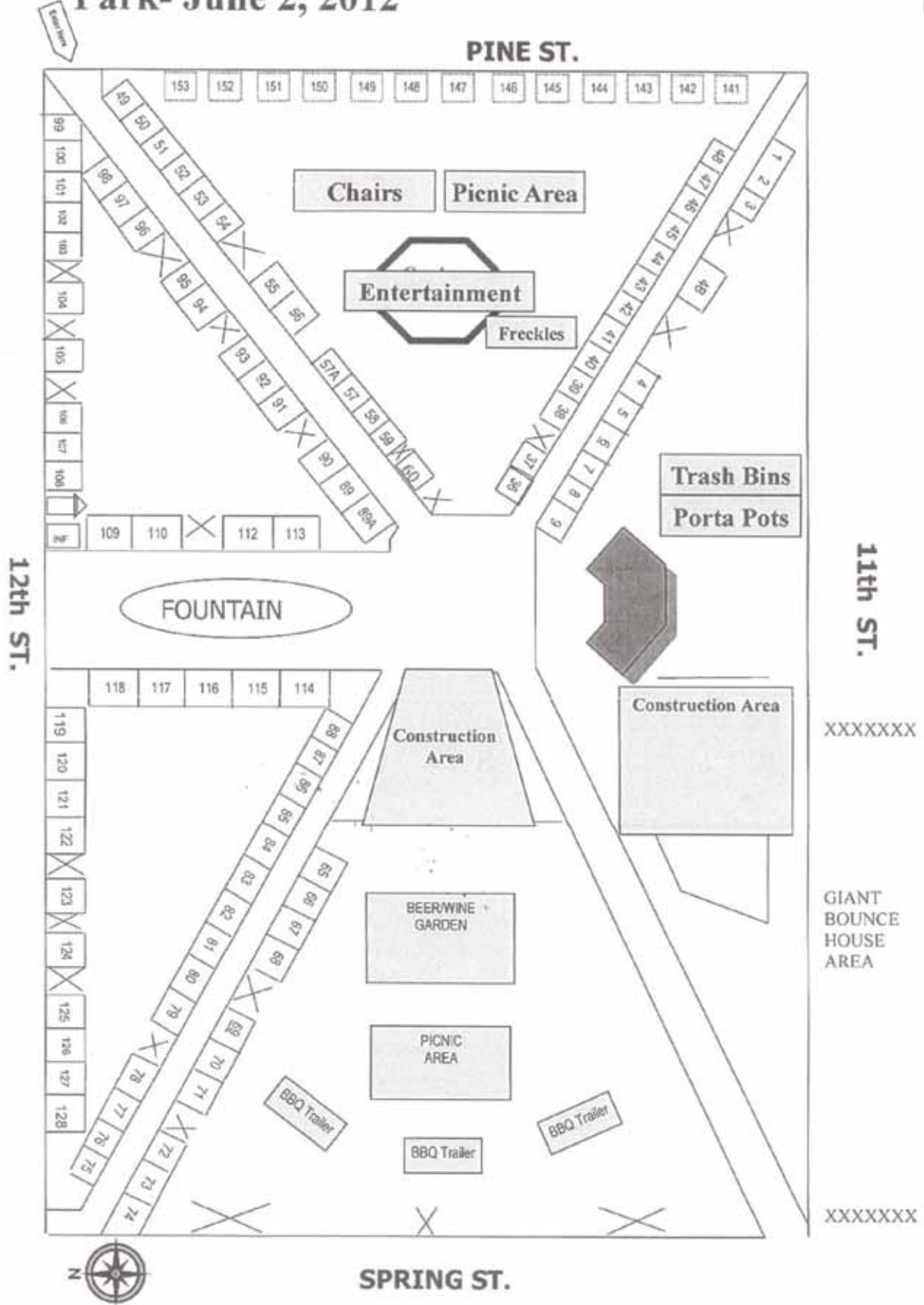
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Caryn Jackson, Deputy City Clerk

Youth Sports BBQ Fun Fest & Kids Day In The Park  
Event Parameters

- |   |          |
|---|----------|
| 1. Written support by the Paso Robles Chamber of Commerce                                       | complete |
| 2. Notification of downtown merchants   | complete |
| 3. Commitment by Main Street to cover City costs  | complete |
| 4. Provision of an adequate number of porta potties and dumpsters                               |          |
| 5. All required alcohol permits and alcohol insurance   |          |
| 6. Provision of paid, bonded security   |          |
| 7. Valid City of Paso Robles business license for all vendors                                   |          |
| 8. Compliance with all applicable food vending codes  |          |
| 9. Street closure paperwork for 11th Street   |          |
| 10. Black Stallion Enterprises to furnish liability insurance naming City as additional insured |          |
| 11. Black Stallion Enterprises to pay for repair of City Park turf, if required                 |          |

# Youth Sports BBQ Fun Fest & KidsDay In the Park- June 2, 2012



Black Stallion Enterprises  
Typical BBQ Fun Fest Set Up  
Stands measure 40 ft. wide x 30 ft. deep  
Stand height can reach 30 ft.





March 2, 2012

To Whom It May Concern:

The Paso Robles Chamber of Commerce has been informed that the Downtown Paso Robles Main Street Association is planning to expand the June 2, 2012, Kids Day In the Park event to include Friday, June 1, 2012, and Sunday, June 3, 2012, to Youth Sports BBQ Fun Fest & Kidsday In The Park, for the purpose of holding a three-day National BBQ Cook Off to raise funds for the Paso Robles Bearcat Boosters and youth sports as well as the Paso Robles Downtown Main Street Association.

The Paso Robles Chamber of Commerce has been notified of this expansion and not only do we have no objection, but fully support the activity.

Sincerely,

A handwritten signature in blue ink that reads "Mike Gibson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mike Gibson  
President