

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: Paso Robles Classic Car Weekend  
DATE: July 17, 2012

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NEEDS: For the City Council to consider a request by the Paso Robles Chamber of Commerce to adjust and expand elements of Paso Robles Classic Car Weekend event that occurs 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 Weekend on August 31 and September 1, 2012. Event components include a Spring Street Cruise from 6 p.m. to 8 p.m. on Friday, August 31 and a Classic Car Show in City Park from 9 a.m. to 4 p.m. on Saturday, September 1.
  2. The event is organized with the assistance of the Golden State Classic Car Club – an organization with a 13 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.
  3. The event was initially approved by City Council in 2010 as an alcohol-free event with vendors limited to classic car-related products and accessories and limited food items. Merchandise was limited to those selling high-quality items from established businesses. The Cruise route spanned Spring Street from 4<sup>th</sup> to 16<sup>th</sup> Streets. Both the 2010 and 2011 events were smoothly run with all operational challenges handled in a professional and efficient manner. Local charities benefit from a variety of raffle drawings.
  4. Proposed changes to the Cruise on Friday, August 31 entail moving the route from Spring Street between 4<sup>th</sup> and 16<sup>th</sup> to Spring Street between 6<sup>th</sup> and 21<sup>st</sup>. Volunteers and paid event security will assist in managing the route with Police and Public Works staff.
  5. Proposed changes to the Car Show on Saturday, September 1 include:
    - (1) Closing 12<sup>th</sup> Street between Spring and Pine in addition to the previously approved closed 11<sup>th</sup> Street between Spring and Pine and Pine Street between 11<sup>th</sup> and 12<sup>th</sup>;
    - (2) The addition of a beer and wine garden on the south side of 12<sup>th</sup> Street;
    - (3) Eight to ten car-related vendors on the south side of 12<sup>th</sup> Street;
    - (4) Six to eight food vendors on the south side of 12<sup>th</sup> Street next to the beer and wine garden;
    - (5) Three dealership car displays on the north side of 12<sup>th</sup> Street;
    - (6) A family zone with vendors and activities on the north side of 12<sup>th</sup> Street near Spring Street.

6. The Chamber of Commerce is 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.
7. Event approval applies to 2012 only. Approval of future events is contingent on operational success.

ANALYSIS &

CONCLUSION: The request to add alcohol and a variety of vendors to the Car Show will change its basic nature from a car collector's event to a more standard festival atmosphere.

The anticipated impacts associated with the addition of the wine and beer garden to the car show environment can be mitigated by implementing the permit/security mandates of the California Department of Alcoholic Beverage Control and in implementing the additional recommendation of the Paso Robles Police Department to hire two (2) bonded security personnel to patrol the park during show hours.

The Chamber of Commerce has stated that food vendors will be limited to those not in direct competition with the surrounding downtown businesses and downtown restaurants will be given the first opportunity to participate.

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.) Authorize the use of City Park for the modified Paso Robles Classic Car Weekend, including a beer and wine garden, multiple vendors, and the attendant security requirements, scheduled for Friday and Saturday, August 31 and September 1, 2012.; or
- b.) Authorize the use of City Park for the Paso Robles Classic Car Weekend, without the requested event modifications; or
- c.) Amend, modify, or reject the above options.

Prepared by:  
Freda Berman, Events Manager

Attachments:

1. Resolution
2. Car Show map

RESOLUTION NO.12-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  
WEEKEND – ON LABOR DAY WEEKEND 2012

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WHEREAS, the Paso Robles Chamber of Commerce proposes to host the third annual Paso Robles Classic Car Weekend, including both a cruise and classic car show, on August 31 and September 1, 2012; and

WHEREAS, the event is organized with the assistance of the Golden State Classic Car Club, a group with a 13 year history of safe and successful car shows at City Park benefitting local charities; and

WHEREAS, changes to the event for 2012 include the addition of a beer and wine garden and multiple food and merchandise vendors; and

WHEREAS, all required security for the event as mandated by the California Department of Alcoholic Beverage Control and Paso Robles Police Department is the responsibility of the Chamber of Commerce; and

WHEREAS, the Chamber of Commerce will secure all funding for the weekend with no fiscal impact to the City; and

WHEREAS, to date the event has been a positive addition to the schedule of 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 for the modified Paso Robles Classic Car Weekend event on Labor Day Weekend 2012.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 17th day of July 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

# Spring Street

