

To: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: Paso Robles Festival of the Arts – Extension of Memorial Day Event  
DATE: October 2, 2012

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NEEDS: For the City Council to authorize the extended use of the City Park for the Festival of the Arts on Memorial Day weekend.

FACTS:

1. In February 2009, the City Council authorized the use of the downtown City Park for the inaugural Festival of the Arts (FOTA). The event was launched as a joint effort between the City (in support of the river corridor enhancement efforts) and Studios on the Park (in support of cultural and art enrichment).
2. In November 2009, the City Council authorized the continued use of the downtown park over Memorial Day weekend through 2012 to encourage an event that could attain recognition for Paso Robles as an arts destination.
3. After four successful years, the Festival continues to build its momentum. Please see the attached 2012 FOTA Success Report. Highlights of the 2012 festival include:
  - Friday Day Art Lecture series and Evening Premiere Party
  - Saturday Main Event with 6,000 attendees/143 participating artists
  - Nearly 200 community volunteers supporting the event
  - \$65,000 in Art Sales
  - Sunday Art and Soul Brunch and Art Tour
4. The event is entirely funded by private donations.
5. The net proceeds from festival day art sales have been used to:
  - Fund the following year's Festival
  - Support the REC Foundation's River Enhancement Fund
  - Support Student Art Smart Program at Studios on the Park

6. Goals of the Festival of the Arts remain:
  - Become a sustainable multi-day art festival
  - Implement the City's Economic Strategy
  - Stimulate the local economy
  - Brand Paso Robles as an Arts Destination
7. Planning for the 2013 Festival of the Arts is underway. A three year extension of the festival's use of the downtown city park on Memorial Day weekend will help ensure the festival's growth/success.

ANALYSIS

AND

CONCLUSION:

The continued vision for the Paso Robles Festival of the Arts is to provide a quality art experience to both Paso Robles citizens and visitors alike, while stimulating the local economy. Going into its fifth year, the Festival has great momentum and will continue to provide a medley of art, music, performance, and hands-on art experiences that will spotlight Paso Robles as an arts destination.

FISCAL

IMPACT:

No funding is being requested for this event. Staffing is predominantly through volunteer efforts. City staff time is contributed towards event logistics and marketing, with hard costs (e.g. overtime incurred) to be reimbursed by the festival.

OPTIONS:

- a. Adopt Resolution 12-XXX extending use of the City Park on Memorial Day Weekend through 2015 for the Paso Robles Festival of the Arts;
- b. Amend, modify, or reject the above option.

Attachments :

- 1) Resolution for three year extension of use of the City Park
- 2) 2012 Paso Robles Festival of the Arts - Success Report

RESOLUTION NO. 12-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
RESERVING CITY PARK FOR PASO ROBLES FESTIVAL OF THE ARTS  
ON MEMORIAL DAY WEEKEND

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WHEREAS, the City's Economic Strategy supports cultural and art enrichment, and encourages preservation and enhancement of the community's natural setting and unique character including the Salinas River corridor; and

WHEREAS, the Festival of the Arts has demonstrated a four year track record of providing a quality art experience for both Paso Robles citizens and visitors alike, adding to the excitement of the long weekend, and highlighting the City's river corridor efforts in its format; and

WHEREAS, the continued goal of the Festival is to attract visitors and art buyers to Paso Robles, generating tourism revenue and cultivating Paso Robles' reputation as an arts destination; and

WHEREAS, the festival organizers will continue to work closely with community partners and other stakeholders to grow the value of the event across varied community sectors; and

WHEREAS, securing City park for the sole use of Festival of the Arts on Memorial Day weekends will help ensure successful growth of the festival in future years.

THEREFORE, BE IT RESOLVED that the City Council of the City of El Paso de Robles does hereby authorize the use of the City Park for the Paso Robles Festival of the Arts on Memorial Day weekend through 2015.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 2<sup>nd</sup> day of October 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



## 2012 Paso Robles Festival of the Arts Success Report

The 2012 Festival of the Arts took place Memorial Day Weekend, May 25- 27, 2012 in the Paso Robles City Park and was deemed another unqualified success due to **increased art sales, increased artist participation and a new 3-day format.**

### The Festival of the Arts by the Numbers

#### Friday

- "Quilting a Culture and All That Jazz: A Legacy of African American Artistic Rhythms" guest lecture attendees: 24
- "Don't Feed The Artists" guest lecture attendees: 41
- Premiere Party & Keynote Address attendees: 143
- Feasting on Art Dinner attendees: 45 (sold out)

#### Saturday

- Main Event Attendees: Approximately 6,000
- Participating Artists: 144
- Volunteers: 195
- Outdoor Fine Art Show sales: \$65,000
- Youth Art Projects completed: 4,000
- Bikes parked at the Bike Valet: 48

#### Sunday

- Art & Soul Awards Brunch attendees: 42
- PRAA Art Tour attendees: 65

**Environmental Participants:** 10 organizations and sponsor businesses

**2012 Sponsors:** 65 individuals and businesses contributed cash and in-kind support.

**New Elements Added:** Intensive Fine Art Workshops, Plein Air Masters Exhibition, Guest Lecture Series, Premiere Party & Keynote Address, Feasting on Art Dinner, *Travel Channel's* Sand Masters, Ribbon Trapeze Performers, Art & Soul Awards Brunch, Exclusive Westside Art Tour.

**Beneficiaries:** This year's proceeds totaled approximately \$34,000 with 50% or \$17,000 going back into the Festival, 25% or \$8,500 going into the River Enhancement Fund and \$8,500 going to support Studios on the Park's community arts programming, such as the Kids Art Smart program for Paso Robles elementary school students.





## *Goals Achieved by the Festival of the Arts to Date*

- 1. Becoming a Multi-Day Event by 2012** – The Festival of the Arts achieved its goal of becoming a multi-day event when it added a day in 2011 and became a 3-day event in 2012.
- 2. Meeting the Points of the Economic Strategy** – The Festival meets the following points of the 2006 Paso Robles Economic Strategy: Distinctive Communities, Contributing to the Knowledge Economy, Quality of Life, Quality of Place, Human Intellectual Capital, Social Environment, Place, Positioning, Partnership.
- 3. Stimulating the Local Economy** – Restaurants once again noted an increase in business during the Festival. Additionally, approximately 90% of art buyers were SLO County residents; in 2012, 41% of art buyers came from outside the area, which is about a 30% increase in out-of-town attendees/buyers.
- 4. Branding Paso Robles as an Arts Destination** – With extensive marketing and promotion of the Festival of the Arts, Paso Robles is becoming an arts destination.

This year's out-of-area promotional efforts expanded to include ads on LAtimes.com, TripAdvisor, San Luis Obispo County Visitors and Conference Bureau, Pasowine.com, KPCC (Southern California NPR radio station), along with an aggressive social media sweepstakes campaign that received 900 entrees. Clearly, the idea of an arts festival in wine country attracted attention online.

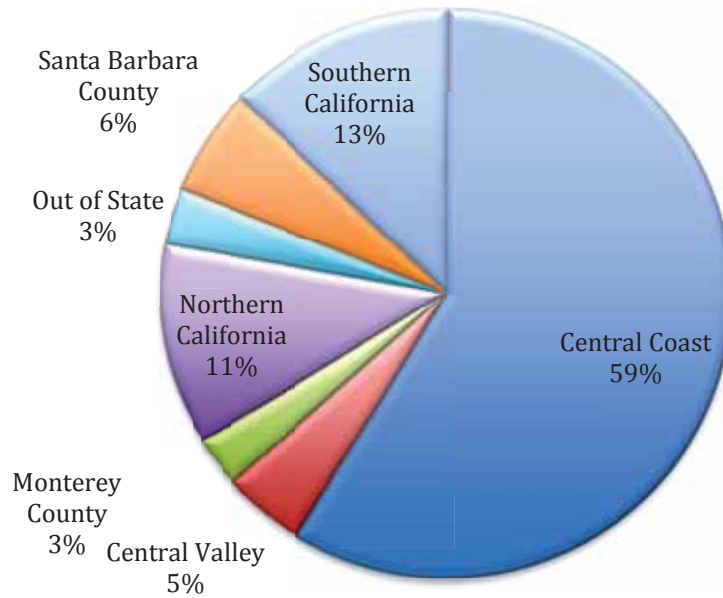
## Looking Forward: 2013 and Beyond

The vision for the 2013 Festival of the Arts is to again provide a quality art experience to Paso Robles residents and visitors while stimulating the local economy. By providing an event filled with art, music, performance and hands-on art experiences, as well as an art show featuring the best, most accessible art the region has to offer, the Festival of the Arts provides both a showcase for the arts in Paso Robles and a means of supporting art programs in the community through funds raised at the festival.

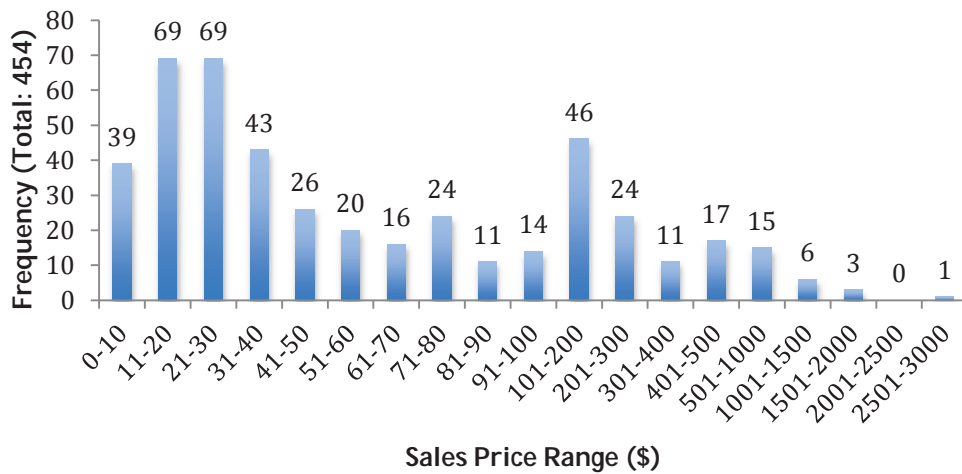




## 2012 Customer Origin



## 2012 Art Sales





## *The Little Art Festival That Could*

### **A Series of Fortunate Events**

Momentum is a thing of beauty. When we started this adventure four years ago, we had no idea if the public would embrace it.

So you can imagine our surprise when the very first Paso Robles Festival of the Arts attracted 5,000 people to the downtown city park. Imagine our further surprise when, in 2010, the number of participating artists nearly doubled. Then, in 2011, when the eminent art historian Jean Stern of the Irvine Museum agreed to be our guest speaker, we got an inkling that this little art festival of ours might turn into something big. And boy, has it ever.

Between sheer courage, lucky connections and lots of hard work, the 2012 Festival of the Arts grew to THREE DAYS!

Our art palette runneth over.

### **Art in the Wild**

2012 was a turning point for the festival in terms of artist participation. We had over 100 artists participating throughout the weekend and 30 of the best plein air artists in California in our Quick-Draw.

Thirty of the bravest and most talented plein air artists in the state converged on the Paso Robles downtown city park on Saturday, May 26<sup>th</sup> for the Quick-Draw, with two hours to complete a painting. The auction of those paintings generated nearly \$20,000 in proceeds for the beneficiaries. Many of them also showed off the best of their existing work in a special exhibition at Studios on the Park called "Plein Air Masters" and were also the subject of the keynote address entitled "Plein Air Painters: Crazy about Nature or Just Plain Crazy?"

We could not have imagined the success of this event to this degree when we started this dream.

And it gets better.

### **The Collaboration of the Titans**

Our committee of 14 hails from all walks of life and business industries. As a result, there is a unique mix of connections that led to an AMAZING lineup of surprises at this year's festival.





Friday's guest lecture series led with a talk on African American quilting called "Quilting a Culture and All That Jazz: A Legacy of African American Artistic Rhythms" by Dr. Denise Sheridan of Cal Poly. That was followed by an avant-garde panel of local artists moderated by *New Times'* editor Ashley Schwellenbach entitled "Don't Feed the Artists." The keynote address, "Plein Air Painters: Crazy About Nature, or Just Plain Crazy?" given by Stephen Doherty, editor of *PleinAir Magazine*, rounded out the all-star mix of guest speakers.

For Saturday's Main Event the *Travel Channel's* Sand Masters built gigantic sandcastles on Pine Street and taught our children how to do the same – all sponsored by PG&E. The Paso Robles REC Foundation commissioned a giant sculpture to be placed on the river walk trail and the artist who is building it brought it here for the public to see the work in progress; the Dragon Knight Stilt Walkers returned to the delight of all; there were aerial ribbon acrobats performing; the fun local band the Mother Corn Shuckers performed in the enlarged River Lounge on Pine Street; in addition to 70+ talented artists displaying and selling their work, 9 environmental partners, 10 youth activities and over a dozen live performances throughout the day!

Sunday kicked off with the Art & Soul Awards Brunch. Guests munched on delicious treats and enjoyed the inspirational gospel music of the Karen Tyler Trio – a great time was had by all. Immediately following was the self-guided Exclusive Westside Art Tour that was put on by the Paso Robles Art Association. The first tour of its kind in Paso Robles, it passed through the private collections of two local home owners and was a surprise hit with the 80+ art lovers who took part.

We definitely have a tiger by the tail.

In a good way. The future looks bright for the arts in Paso Robles.

### A Community Thanks You

The Festival of the Arts is a symbol of the spirit of Paso Robles on so many levels: It's not afraid to think outside the box and take chances; it brings visitors to town to help keep the local economy healthy; it continues to thrive in the face of a recession; and it is bringing something new and amazing to the community and visitors because it's the right thing to do.

None of us take for granted that 200 volunteers helped us pull this off; that dozens of sponsors supported this event and most of all, and that locals and visitors came out to the event and continued to support the arts in Paso Robles. We thank everyone that participates in this event.

**The 2012 Paso Robles Festival of the Arts was a major success!**







## FOTA Testimonials

### ARTISTS:

A BIG THANK-YOU to the Paso Festival of the Arts Team for your time & support! We had a great chance to share art with other Central Coast Sculptor Group artists AND tell folks about making fused glass with Larry in June & July. So proud to be part of this event! – Larry LeBrane, participating artist

It was great seeing all the children excited and able to take part. I think you are doing everything right--I loved the sand sculpture this year!

As the president of another art group I was most impressed with the quality, quantity and friendliness of your a huge group of volunteers. Who knew such a tiny town could create such buzz around art!?! Job well done! - Carole Belliveau, participating artist

A most rewarding experience. I was in awe at the amount of planning/coordination and work that made it such a success! The volunteers were magnificent!! - Sue McKee, participating artist

As always, it was an honor to be included in Paso's Festival of Arts---top event in our region. Best Success as you evolve. - Larry Le Brane, participating artist

Overall the entire weekend's events were quite well organized and absolutely orchestrated perfectly...I honestly cannot see room for improvement. – Marsha Rebstock, participating artist

The Festival has a well-earned reputation for providing a wonderful experience for the exhibiting artists as well as attendees. We made new friends and I'm sure it increases the tourist destination value of Paso Robles. It's a class event. Bryn Bridenthal, participating artist

I think that extending the festival to a two day event is the right thing to do. I would support a canopy fee of \$200 and a reduced commission for a two day affair. The value of this festival has already been established as one of the premier events on the Central coast. By adding another day, this would encourage artists from out of the area consider participating in this show as worth their time and effort. – Lynne Kishiyama, participating artist





## VOLUNTEERS:

Such a successful day at Paso Robles Festival of the Arts! It was so nice to create a sketch image in pencil and watch as toddlers and children and adults worked together to create 55 feet of vibrant color that was more splendid than I could have ever imagined. I don't think I can communicate how very validated I feel right now. – Mae Bradley, public mural project volunteer

“Spectacular event! I had a great time!!” - Barbara Antanavich, 2012 FOTA volunteer

“The ‘community’ for the Festival is ever widening. The quality of the art and the event’s organization makes Paso Robles a destination Memorial Day Weekend.” - Kay Waltz, 2012 FOTA volunteer

“Love the stilt walkers—they make the event magical. The Chinese dancers were amazing. The children’s events were really fun and nicely spaced out. The live auction was a blast!” - LynneDee Althouse, 2012 FOTA volunteer

“I believe the ‘bones’ of this event are in place and it will continue to grow and get better and recognized. I loved the Quick Draw!” - Diane Ward, 2012 FOTA volunteer



