

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: Light Up The Night - Downtown Lighting Ceremony – Extension of Event Authorization
DATE: January 15, 2013

NEEDS: For the City Council to authorize the extended use of City Park for the Light Up The Night – Downtown Lighting Ceremony on the day after Thanksgiving through 2015.

- FACTS:**
1. In July 2012, the City Council authorized the use of the downtown City Park for Light Up The Night on November 23, 2012. The event was operated as a joint effort between The Wellness Community – California Central Coast and the Paso Robles Downtown Main Street Association and transformed the park with professional lighting of 12 trees in the park. As is traditional, the event included candlelit community caroling, live music and speeches from 5:30 to 7:30 p.m. and follows Main Street's Holiday Craft Bazaar.
 2. The thousands of white LED lights drew an enthusiastic response from the nearly 1,500 participants. (Past years have drawn approximately 500 enthusiasts to kick off the holiday season.) The trees remained lit throughout December, bringing positive attention to the historic Downtown and its merchants.
 3. A professional tree lighting company will continue to supply the lights and install them. The company is well known for holiday light installations throughout the United States and provides the manpower, equipment and all necessary insurance.
 4. The Paso Robles Downtown Main Street Association is fully responsible for the operation of the Holiday Craft Bazaar and the traditional entertainment elements of Light Up The Night.
 5. The Wellness Community is fully responsible for the cost of the tree light installation. The organization uses the event as a fundraiser for their mission of providing support, education and hope to people with cancer and their families. Individuals, groups and businesses sponsor a light bulb(s), a branch, or an entire tree. Funds raised in excess of the lighting costs remain with The Wellness Community.
 6. Plans for 2013 and beyond are in development. Securing Council approval for the event through 2015 will allow for early planning and the inclusion of more holiday activities associated with the tree lighting in the Park in the timeframe between Thanksgiving and New Years. Per established policy, additional requests for City Park use will be brought to City Council for approval.
 7. The Light Up The Night event has no hard cost impact to the City.

ANALYSIS &

CONCLUSION: The continued vision of Light Up The Night is to bring positive attention to the historic Downtown – hotels, businesses and restaurants -- while supporting the missions of both The Wellness Community and Downtown Main Street Association. The event has no operational impact on City Staff or resources.

FISCAL

IMPACT: No funding is being requested for this event.

OPTIONS: a.) Adopt the attached resolution authorizing the use of City Park for Light Up The Night on the day after Thanksgiving through 2015.

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

Prepared by:
Freda Berman, Events Manager

Attachments:
1. Resolution

RESOLUTION NO.13-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE EXTENSION OF THE LIGHT UP THE NIGHT EVENT AT CITY PARK

WHEREAS, in July 2012 City Council authorized the use of the downtown City Park for Light Up The Night on the day after Thanksgiving, November 23, 2012 as an effort of The Wellness Community – California Central Coast, in partnership with the Paso Robles Downtown Main Street Association; and

WHEREAS, thousands of white LED lights illuminating 12 trees drew an enthusiastic response from attendees and brought positive attention to the historic Downtown throughout the holiday season; and

WHEREAS, full operational responsibility and funding for the event remains with The Wellness Community and Paso Robles Downtown Main Street Association; and

WHEREAS, The Wellness Community will use the tree lighting as a fundraiser, sustaining their mission of providing support, education and hope to people with cancer and their families; and

WHEREAS, securing event approval through 2015 will allow for the inclusion of more holiday activities associated with the tree lighting; and

WHEREAS, the event 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 for Light Up The Night on the day after Thanksgiving through 2015.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 15th day of January 2013 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk