

TO: James L. App, City Manager

FROM: Julie Dahlen, Director, Library and Recreation Services

SUBJECT: 125th Anniversary Celebrations – New City Park Events

DATE: March 5, 2013

Needs: For the City Council to authorize the community's Quasquicentennial Committee to hold three new events in City Park in honor of Paso Robles' 125th Anniversary in 2014.

Facts:

1. March 11, 2014 marks the 125th anniversary, or quasquicentennial, of the incorporation of Paso Robles as a City.
2. A Quasquicentennial Committee composed of City staff and citizens has developed a year-long plan to celebrate 125 years of Paso Robles' rich and varied history and, in so doing, honor and preserve the past for future generations.
3. Celebratory plans include three new events to be held in City Park, the traditional venue for gatherings and festivities which unite our community.
 - a. Tuesday, December 31, 2013—Kick-off fundraising event. The entire community will be invited to attend a New Year's Eve event in City Park complete with a live band and fireworks at midnight. The event is a ticketed event with proceeds to fund the year-long celebration activities. Food, alcohol and non-alcoholic beverages and a variety of entertainment included.
 - b. Tuesday, March 11, 2014 – "Happy Anniversary, Paso Robles" free public event. Marching bands, speeches and fun-filled celebration mark the date Paso Robles became a City. Free admission. Giant cupcake display and commemorative merchandise for sale.
 - c. Wednesday, December 31, 2014 – Culminating celebration. Like the previous New Year's Eve party, all of Paso Robles will be invited to enjoy entertainment, fireworks, food and beverages in honor of the community leaders, community members, volunteers and sponsors who helped make 2014 a banner celebration. This is a ticketed event will any proceeds directed to the quasquicentennial beneficiaries.
4. The Quasquicentennial Committee intends to seek sponsorships for all costs associated with the celebration, with any unused funds to be directed to the Pioneer Day Committee, the Paso Robles Historical Society and the Pioneer Museum.

Analysis and Conclusion:

The City of Paso Robles' Quasquicentennial Committee has developed a plan to celebrate the 125th anniversary of the incorporation of Paso Robles as a City in 2014. Plans include three new City Park events to be funded via ticket sales and sponsorships.

Policy

Reference: Live within our means.

**Fiscal
Impact:**

All 125th Anniversary Committee activities will be funded by sponsorship dollars. No hard cost impact to the City is anticipated. Any unused funds generated on behalf of the 125th Anniversary Celebration will be directed to the Pioneer Day Committee, the Paso Robles Historical Society, and the Pioneer Museum to support their missions of preserving, honoring and celebrating history of Paso Robles.

Options:

- a. Adopt resolution #13-XXX, authorizing the use of City Park for three new events commemorating the 125th anniversary of the incorporation of Paso Robles as a City: Kick-off event on December 31, 2013, "Happy Anniversary Paso Robles" on March 11, 2014 and culminating celebration on December 31, 2014.
- b. Amend, modify, or reject the above options.

Attachments:

- 1. Resolution

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL PASO ROBLES
TO AUTHORIZE THE COMMUNITY'S QUASQUICENTENNIAL COMMITTEE TO HOLD
THREE NEW EVENTS IN CITY PARK IN HONOR OF
PASO ROBLES' 125TH ANNIVERSARY IN 2014

WHEREAS, March 11, 2014 marks the 125th anniversary, or quasquicentennial, of the incorporation of Paso Robles as a City, and;

WHEREAS, a Quasquicentennial Committee composed of City staff and citizens has developed a year-long plan to celebrate 125 years of Paso Robles' rich and varied history and, in so doing, honor and preserve the past for future generations, and;

WHEREAS, celebratory plans include three new events to be held in City Park, the traditional venue for gatherings and festivities which unite our community: 1) Tuesday, December 31, 2013 – kick-off event; 2) Tuesday, March 11, 2014 – "Happy Anniversary Paso Robles" event; 3) Wednesday, December 31, 2014 – culminating celebration.

WHEREAS, the Quasquicentennial Committee intends to seek sponsorships for all costs associated with the celebration, with any unused funds to be directed to the Pioneer Day Committee, the Paso Robles Historical Society and the Pioneer Museum.

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles, to authorize the use of City Park for three new events commemorating the 125th anniversary of the incorporation of Paso Robles as a City.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 5th day of March, 2013 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk