

TO: James L. App, City Manager

FROM: Julie Dahlen, Director, Library and Recreation Services

SUBJECT: Bicycle Happy Hour – Extension of Event Authorization

DATE: March 19, 2013

NEEDS: For the City Council to authorize the extended use of City Park for the Bicycle Happy Hour in May through 2015.

- FACTS:**
1. In April 2012, the City Council authorized the use of the downtown City Park for a Bicycle Happy Hour on May 11, 2012. The event was sponsored by Best Bike Zone, a Paso Robles cycling store, San Luis Obispo Regional Ride Share and the San Luis Obispo Bicycle Coalition, and attracted local cyclists to celebrate May's Bike Month. Food, beer and wine tasting and a bike valet were offered to the attendees. The event also aided in the application with the League of American Cyclists to have Paso Robles designated a "Bicycle Friendly City," and give out-of-town cyclists additional reasons to stay overnight and patronize local businesses and hotels.
 2. The 2012 event brought positive attention to the City and was well-received by the attendees.
 3. The 2013 Bicycle Happy Hour is proposed for Tuesday, May 14 from 5 to 8 p.m. Programming mirrors the prior event, with the same sponsors, and will include a new presentation by SLOCOG on safe bicycle routes to school and the De Anza Trail project.
 4. Bicycle Happy Hour will have no cost impact to the City. All event elements are the responsibility of the sponsoring organizations.
 5. No other prominent in-City events are scheduled for this date.

ANALYSIS &

CONCLUSION: The continued vision of the event is to bring positive attention to the City and its variety of recreational and community-oriented activities. The event has no operational impact on City Staff or resources.

FISCAL

IMPACT: No City funding is requested for this event.

OPTIONS:

- a.)** Adopt the attached resolution authorizing the use of City Park for Bicycle Happy Hour in May 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 EXTENSION OF THE BICYCLE HAPPY HOUR EVENT AT CITY PARK

WHEREAS, in April 2012 City Council authorized the use of the downtown City Park for a Bicycle Happy Hour on May 11, 2012; and

WHEREAS, Bicycle Happy Hour is sponsored by Best Bike Zone, San Luis Obispo Ride Share and the San Luis Obispo Bicycle Coalition in celebrating May's Bike Month; and

WHEREAS, Bicycle Happy Hour brings positive attention to the City and spotlights the variety of recreational and community-oriented activities available locally; and

WHEREAS, the event will provide attendees with additional reasons to patronize local businesses and hotels; and

WHEREAS, Bicycle Happy Hour is projected to be an annual event with a variety of programming; and

WHEREAS, the event will have no financial 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 Bicycle Happy Hour in May through 2015.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 19th day of March 2013 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk