

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Add L'Eroica Vintage Bicycle Event to City Park Event Schedule
DATE: December 16, 2014

NEEDS: For the City Council to consider a request by Hospice of San Luis Obispo County to stage L'Eroica in City Park and on City streets from April 10-12, 2015.

FACTS: 1. L'Eroica is an international and cultural event featuring vintage bicycles with participants dressed in period attire. A 3-day festival in City Park will be capped by four distance cycling rides for approximately 1,000 riders.

2. The name L'Eroica literally means "the heroic," and was first held in 1997 in Tuscany, Italy with the aim of saving Tuscan crushed gravel tracks from being replaced by asphalt. Today the event promotes appreciation of the environment, sustainable lifestyle and the love of cycling. Since its founding, the event has expanded and is also held in the United Kingdom and Japan.

3. The L'Eroica festival in City Park will feature live music, 30 to 50 food, bike-related merchandise and cultural display booths as well as a pre-ride dinner staged in a large tent on the west side of the park. Planned City-wide activities include City bike tours, wine tours and a film screening.

April 9 - Event set-up.

April 10 - Festival & Registration opens.

April 11 - Festival continues – pre-ride dinner for participants.

April 12 - Festival continues – cyclists depart on 4 different distance rides; pasta feed at conclusion. Event tear-down begins.

April 13 - Event tear-down complete.

4. L'Eroica is a fundraiser for Hospice of San Luis Obispo County and supports its mission of supporting the community in coping with loss and promoting healing by providing free counseling, community education and volunteer support to those grieving a death or dealing with potential end of life issues.

5. Hospice SLO is fully responsible for the operation of L'Eroica and will provide all staffing and logistics support. Private security will be hired for daily Festival operations, dinners and overnight safety. Additionally, a traffic control/cyclist safety group will be hired for ride operations.

6. Event approval applies to 2015 only. Plans for future years are dependent on the outcome of the 2015 event.

7. L'Eroica will have no hard cost impact to the City. Any City staff overtime that may be determined to be necessary will be reimbursed by the organizers.

8. No other prominent in-City events are scheduled for this date.

ANALYSIS &

CONCLUSION: Cycling tourism has been increasing in Paso Robles over the past few years and this event will provide another opportunity for cyclists, their families, and interested spectators to visit the area.

L'Eroica will have negligible operational impact on City staff and resources. The Paso Robles Main Street Association, Paso Robles Chamber of Commerce, Paso Robles Wine Country Alliance and Travel Paso Robles Alliance have all endorsed the event.

FISCAL

IMPACT: No funding is being requested for this event.

OPTIONS: a. Adopt the attached resolution authorizing the use of City Park for L'Eroica on April 10, 11 and 12, 2015.

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

Attachments:

1. Resolution
2. Letters of Support

RESOLUTION NO.14-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE ADDITION OF L'EROICA VINTAGE BICYCLE EVENT TO THE
SCHEDULE AT CITY PARK

WHEREAS, Hospice of San Luis Obispo County proposes to stage L'Eroica in City Park and City streets on April 10, 11 and 12, 2015; and

WHEREAS, L'Eroica promotes appreciation of the environment, sustainable lifestyle and the love of cycling; and

WHEREAS, the event supports Hospice of San Luis Obispo County and its mission of supporting the community for those grieving a death or dealing with end of life issues; and

WHEREAS, the operation and staffing of the festival and cycling events is the responsibility of the organizer; and

WHEREAS, L'Eroica provides an opportunity to promote the increasingly popular cycling tourism and bring visitors to the area; and

WHEREAS, event approval applies to 2015 only; 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 L'Eroica on April 10, 11 and 12, 2015.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 16th day of December 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Steven W. Martin, Mayor

Caryn Jackson, Deputy City Clerk



Paso Robles City Council
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

November 13, 2014

Dear Paso Robles City Council:

On behalf of the Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 490 wineries, winegrape growers, hospitality partners and associated businesses, I am writing in support of the proposed 2015 L'Eroica Paso Robles.

As you are aware, the PRWCA's mission is to promote the Paso Robles American Viticulture Area as one of the premiere wine regions in the world. It was gratifying to see Paso Robles acclaimed as such when Wine Enthusiast named us the 2013 World Wine Region of the Year. While this honor was outstanding for the region, we must continue our efforts to bring new visitors to the area and increase awareness to potential customers in markets around the region, state and country.

For this reason, the PRWCA is in support of the proposed L'Eroica Paso Robles event as it will bring thousands of visitors from around the world who will help continue to spread the positive word-of-mouth about Paso Robles.

Of course, it will not only benefit our community, it is also guaranteed to be a great experience for the riders since Paso Robles offers world class wine, fabulous farm-to-table dining, a historic downtown, breathtaking scenery, beautiful weather and the most welcoming residents.

In hopes that L'Eroica will come to Paso Robles, the Paso Robles Wine Country Alliance is committed to helping wherever feasible, including, but not limited to:

- Wine tasting event(s)
- Custom wine tours of the region
- Securing wineries participation with break stops, road/path access, etc.

I hope we will have the pleasure of seeing L'Eroica in Paso Robles in April 2015.

Thank you for your thoughtful consideration.

Kind Regards,

Jennifer Porter
Executive Director

November 25, 2014

Dear Paso Robles City Council:

This letter is written on behalf of the Travel Paso Robles Alliance tourism advisory committee. Following a presentation from Gracie Rey of Hospice SLO regarding the opportunity to host the L'Eroica cultural event in the downtown park we would like to express support to bring this event to Paso Robles.

The international acclaim and the attraction of visitors to participate in the hosted activities offers an opportunity to grow recognition of Paso Robles as a premier California destination. Hosting the event at the downtown park will allow those who follow the event to experience the one-of-a-kind hub of activity that our park features. Additionally, this event aligns with the overall goals of the Travel Paso Robles Alliance to increase visitors and length of stay in accommodations through branding, marketing and promoting the City of Paso Robles.

Thank you for your consideration,



Amanda S. Diefenderfer | Destination Manager
Travel Paso Robles Alliance | 805.610.6326





Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

November 19, 2014

Honorable Mayor and
Members of the City Council
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

RE: Fund Raiser for Hospice of SLO County
2015 L'Eroica Paso Robles (April 10, 11 and 12)

Gentlemen:

The Downtown Paso Robles Main Street Association fully supports the proposed fund raiser for Hospice of SLO County (2015 L'Eroica Paso Robles) scheduled for April 10, 11 and 12, 2015. This vintage bicyclist event could bring as many as 700 cyclists to Paso Robles for the three-day event. Along with cyclists, they will bring their families and spectators.

The Downtown Paso Robles Main Street Association welcomes family-friendly events like this to our downtown core and which will be not only a fun event, but a great addition to our already booming tourism economy.

Sincerely,

Norma Moya
Executive Director

NM;sca



Gracie Ray
Hospice of San Luis Obispo

November 25, 2014

Dear Gracie,

On behalf of the Paso Robles Chamber of Commerce, I believe the L'Eroica Vintage Bike Race will be a welcome event to the downtown area of Paso Robles and the surrounding areas. The Chamber represents almost 1000 member businesses in Northern San Luis Obispo County. As a travel destination, our members offer a wide variety of high quality tourism services and embrace the opportunity to "show-off" our amazing destination to this distinctive traveler.

Paso Robles and the surrounding area would be a memorable location for your event and we appreciate the additional tourism this event will bring.

Sincerely,

Sunni Mullinax
President/ CEO
Paso Robles Chamber of Commerce
805.238.6401/ sunni@pasorobleschamber.com