

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: Professional Service Contracts for Marketing / Tourism Services  
Paso Robles Main Street, Chamber of Commerce, Wine Country Alliance  
DATE: July 7, 2015

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NEEDS: For the City Council to consider professional service contracts with Paso Robles Main Street, Chamber of Commerce and the Paso Robles Wine Country Alliance for a variety of marketing and tourism related services.

FACTS: 1. The City's adopted Marketing Plan includes the key elements of: a) Branding and Visitor attraction; b) Promotions/exposure that build on the platform of the Wine and Culinary industries; c) Hospitality and Visitor service support; and d) enhancement and promotion of the City's historic downtown core.

2. These marketing goals aim to expand the Paso Robles "brand" and attract additional visitors to Paso Robles who in turn inject money into the local economy through hotel stays and patronizing local restaurants, wineries and retail establishments.

3. Tourism related revenue, in the form of Transient Occupancy Tax (TOT), has historically accounted for approximately 6% of the City's general fund budget in 2005 and growing to 15.8% of the \$27.2 million general fund budget in 2014. In the recessionary years, it has been the only sector of income that has actually grown year over year.

4. The City has historically maintained professional service contracts with local non-profit organizations whose missions align with the City's marketing strategy. These organizations and key services are as follows:

Paso Robles Main Street Association - to provide downtown promotion services that enhance the economic vitality of the City's historic downtown business area.

Paso Robles Chamber of Commerce - to operate a Visitor Center to fulfill the hospitality and visitor support aspect of the City's Marketing Plan.

Paso Robles Wine Country Alliance - to pursue public relations opportunities with third party writers (journalists and other media) who visit and publish travel related features/stories about Paso Robles.

5. In 2011, tourism contracts were reduced by 25% across the board as a means of assisting in the City's financial recovery.
6. In 2012, 2013, and 2014 these service contracts were extended for one year increments with no change to service levels or negotiated compensation (scheduled for expiration on June 30, 2015).
7. The City's 2015-2019 Spring Financial Forecast was presented at the June 16, 2015 City Council meeting. The Great Recession significantly decreased City revenues, requiring unprecedented cost reduction initiatives. While economic trends are showing slow recovery, and the FY15/16 Financial Forecast shows a modest operating surplus, the City is still trying to rebuild services lost since 2008.
8. Consequently, each organization was invited to submit proposals for the extension of their respective contracts with the reminder that the City is not seeking expansion of programs or services at this time.
9. Each group submitted a proposal/request to extend their contracts an additional year. Both Main Street and the Wine Alliance have requested an extension at their existing funding levels (\$70K and \$45K respectively). The Chamber of Commerce has requested an extended contract with a 25% funding increase (\$60K going to \$75K). All proposals are attached as background/reference.
10. The established City Council liaison committees assigned to work with each tourism partner organization to review and negotiate terms for the proposed FY 2015/16 service contracts are as follows:  
  
Main Street – Strong & Reed  
Chamber – Strong & Martin  
PRWCA – Strong & Martin
11. In recognition of the continued need to hold the line in City spending until there is a sustained pattern of financial recovery, the key focuses in renewal of the proposed contracts were:
  - One year term
  - Provide same level of services
  - No change in contract costs from previous year

**ANALYSIS &**

**CONCLUSION:** The City's tourism and marketing program has historically engaged Supplementary (outsourced) assistance in achieving downtown promotions, public relations and visitor support service goals.

Main Street has been a key partner in organizing and promoting community and regional scale events in the downtown City Park. In addition, Main Street supports efforts that enhance the historic character of our downtown which in turn enhance the visitor experience.

The Chamber of Commerce has operated the Visitor Center as a point of contact and distribution center for visitor information for many years. The central location in the heart of the downtown is well suited for visitors and continues to provide an opportunity for face to face contact when the visitor arrives to our downtown. The Chamber just completed a major interior remodel of their visitor facilities and plans similar exterior upgrades.

The Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination and strengthens the name recognition and long-term viability of the Paso Robles brand. The PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand.

The proposed service contracts will serve to strengthen the marketing position for Paso Robles.

**POLICY**

**REFERENCE:** Economic Strategy; and 2007 Tourism Marketing Plan.

**FISCAL**

**IMPACT:** Marketing service contracts can be accommodated at their existing levels within the FY 2015/16 Tourism and Marketing Budget (account # 1001310-52240).

The Chamber of Commerce's request to increase their annual contract by an additional \$15,000 would be inconsistent with the continued effort to hold the line on costs until there is a sustained trend in financial recovery and ability to restore certain key services.

If all three of the tourism contracts were increased by 25% the additional annual fiscal impact would be approximately \$44,000.

- OPTIONS:
- a. For the City Council to adopt the following resolutions authorizing the City Manager to enter into professional service contracts for tourism related services at the same annual cost as the previous year:
    - 1) Resolution 15-XXX authorizing downtown promotions services with Paso Robles Main Street for FY 2015/16 in the amount of \$70,078;
    - 2) Resolution 15-XXX authorizing visitor center services with the Chamber of Commerce for FY 2015/16 in the amount of \$60,000;
    - 3) Resolution 15-XXX authorizing public relations services with the Paso Robles Wine Country Alliance for FY 2015/16 in the amount of \$45,000.
  - b. Modify one or more contract amounts allowing for a 25% increase in annual compensation for services rendered;
  - c. Amend, modify or reject above option.

Attachments:

1. Resolution 15-XXX authorizing contract services with Paso Robles Main Street
2. Main Street Renewal letter dated May 29, 2015
3. Resolution 15-XXX authorizing contract services with Paso Robles Chamber of Commerce
4. Chamber of Commerce contract renewal letter dated June 8, 2015
5. Resolution 15-XXX authorizing contract services with Paso Robles Wine Country Alliance
6. Paso Robles Wine County Alliance contract renewal letter dated May 19, 2015



# Paso Robles Main Street Association

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

May 29, 2015

RECEIVED  
CITY CLERK'S OFFICE

MAY 29 2015

CITY OF PASO ROBLES

Meg Williamson  
Assistant City Manager  
City of Paso Robles  
1000 Spring Street  
Paso Robles, CA 93446

RE: Downtown Promotions Contract Renewal

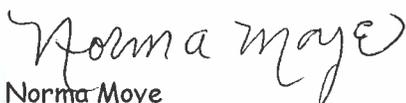
Dear Meg,

Our Lavender Festival (this year will be our seventh) has grown to over 120 vendors. The Olive Festival, now in its 12<sup>th</sup> year, brought over 20,000 people through the downtown in 2014 with olive oil dealers that are not only local, but from northern and southern California. The response to our Taste of Downtown has been phenomenal from tourists who have come to Paso Robles from all over the United States. We have a new event in its second year this October—Golden Oak Honey Festival. We are proud of our mix of events that attract both tourists and locals to the downtown.

Our Board of Directors understands the limitations the City is facing and will work diligently to provide the City with the same level of promotions and tourism information as we have in the past while respecting the financial constraints under which we all find ourselves. We are requesting the same budget and same contract period as last year. We are actively seeking sponsorships to secure the advertising necessary to continue our current promotional calendar and committee activities, all of which provide a draw from both tourists and local residence.

I have attached an updated Scope of Work for your review. If you should have any questions, please feel free to call me.

For Better Downtowns Everywhere . . .



Norma Moyer  
Executive Director

NM:sca  
Encls.



# Paso Robles Main Street Association

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

May 29, 2015

## Downtown Paso Robles Main Street Association

### Contract Scope of Work Update

#### Four Main Street Points: Organization, Promotion, Economic Restructuring & Design

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- Completed over 22 annual promotions in the Downtown. Provide many costumes and equipment for events & storage
- Finalized 2015 Calendar of Events (attached)
- Co-Host monthly Business Mixers for local merchants, staff and city officials
- Quarterly membership newsletter
- Business Planner – a guide to locate new businesses in downtown Paso Robles
- Welcome book for new businesses
- Keep City informed on new businesses in the Business Improvement Assessment district (BIA)
- Promote downtown through radio, news media, TV, fliers, posters, email, Facebook, Twitter, Webpage
- Maintain the downtown kiosk with information on restaurants, hotels, museums, and events taking place in Paso Robles
- Provide tourist information on events and the area by telephone, mail, in person, banners and social media
- Mini-seminars from local speakers at our monthly Economic Restructuring Committee meetings
- Update monthly our FOR LEASE OR SALE DOWNTOWN brochure distributed through the kiosk, our office, and to all local real estate offices
- Mail out a monthly calendar of events to our membership and local officials and media
- Deliver Downtown Directories through the kiosk, several boxes located in the downtown and to both the eastside and Westside wineries
- Update and print a RESTAURANT GUIDE and a WINE TASTING ROOM GUIDE distributed throughout the city
- Keep the downtown and member merchants informed of activities in the downtown through weekly deliveries by volunteer Block Captains
- Provide the current Walking Tour booklets free to tourists
- Spring Clean Up by volunteers of the downtown: Commemorative Bricks placed cleaned, planter barrels placed, weeded and mulched, all by volunteers
- Provide the downtown Christmas Holiday decoration on street light poles, Santa Claus and toys
- Clean and maintenance repairs to the City Park Gazebo and Holiday House by volunteers
- Provide docent tours as requested
- Provided bike racks and bench repairs in the downtown
- Track volunteer hours for all Main Street events and volunteer projects
- Partnerships:
  - Paso Robles Promotions Coordination Committee; Paso Robles Art Association;
  - California Mid-State Fair (Free Pancake Breakfast); Paderewski Festival Committee; Central Coast Lavender Growers Association (Lavender Festival); local schools; El Paso de Robles Area Historical Society; Festival of the Arts.
- Certified as a National Main Street City by the National Trust For Historic Preservation 2015

**FEBRUARY**

- 8 PRWCA - Fri., Annual Gala**
- 15 VALENTINE MOVIE NIGHT -**  
Sun., 7 pm - Movie: "Moonstruck" 1987  
PARK CINEMAS (1100 Pine St), Tickets \$12  
Chocolate/ Champagne OR Popcorn & Soda  
Call 238-4103 for tickets.

**MARCH**

- 1 WEDDING & SPECIAL EVENT EXPO,**  
Sun., 11am-3pm Paso Robles Inn Ballroom
- 28 HOP TO IT — VISIT THE EASTER BUNNY,** Sat., 11am-2pm Downtown City Park Holiday House.

**APRIL**

- 10-12 EROICA CALIFORNIA—**  
Vintage Bicycle Event—3 days — benefits Hospice of SLO
- 25 VINTAGE SIDECAR RENDEZVOUS, RECYCLED TREASURES, ANTIQUE MOTORCYCLES & BRITISH VINTAGE CAR CLUB -** Sat., 9-3, City Park

**MAY**

- 14, 15, 16 & 17 —**  
PASO ROBLES WINE FESTIVAL
- 22-25 -- Great Western Bicycle Rally**

- 23 ARTSFEST (238-9800)**

**JUNE**

- 20 TRADING DAY, KIDS' FLEA MARKET & BIKE RODEO -** Sat., 9 am to 3 pm City Park. No. County's Largest Yard Sale: Antiques & crafts, Kids' Flea Market area (3rd to 8th grades). Bike Rodeo (ages 4-11). Vendors call 238-4103.
- 18, 25 -- CONCERTS IN THE PARK**  
THURS., 5:30 - 7:30 pm (Food/Music)

# 2015 Downtown Paso Robles Main Street

## Schedule of Events

**JULY**

- 11 LAVENDER FESTIVAL (7th Annual)**  
Sat., 10 - 5, City Park; Lavender vendors, food, demos, music. Admission is Free
- 2, 9, 16, 23, 30 --**  
CONCERTS IN THE PARK  
THURS., 5:30 - 7:30 pm (Food/Music)
- July 22 to Aug. 2 - MID-STATE FAIR**
- 30 FREE PANCAKE BREAKFAST,**  
Thurs., 7:30 - 10:30 am, City Park (Partner w/ Mid-State Fair, local farms, local granges)

**AUGUST**

- 6, 13, & 20 --**  
CONCERTS IN THE PARK  
THURS., 5:30 - 7:30 pm (Food/Music)
- 14 PRE-OLIVE FESTIVAL SOCIAL MIXER**  
Fri., Aug. 14th at Allegretto Vineyard Resort by Ayres— 2700 Buena Vista Dr., PR 6 to 8 (\$25 Tickets) Call 238-4103
- 15 OLIVE FESTIVAL (12th Annual)**  
Sat., 10 am - 5 pm - City Park  
Olive Oil, Head-to-head Cook-Off, Cooking Contest, Artists, Crafters, Wine Tasting!

**SEPTEMBER**

- 6 PAJAMA PARTY MOVIE -**Sun., 7 pm  
Movie: "The Bird Cage" PARK CINEMAS  
Tickets \$10 (incl. popcorn/soda) 238-4103  
Pajama Costume Contest - Awards!
- 19 TASTE OF DOWNTOWN (18th Annual)**  
Sat, 11 am-4 pm; ARTE DE TIZA, starts 8 am (partner w/ PR Art Assn. - City Park

**OCTOBER**

- 10 PIONEER DAY**
- 17,18,19 Harvest Wine Weekend**
- 24 GOLDEN OAK HONEY FESTIVAL**  
Sat., 9 to 3, City Park,  
Free Admission; Demos, Antiques, Honey & Crafts
- 31 SAFE & FUN HALLOWEEN DOWNTOWN,** Sat., 4-7pm  
Trick or Treat at Downtown Stores, Holiday House—Carved Pumpkin Contest

**NOVEMBER**

- 5—8 Paderewski Festival**
- 14 ELEGANT HOLIDAY EVENING DOWNTOWN,** Sat., 5 - 8 pm
- 27 HOLIDAY CRAFT BAZAAR**  
Fri., 10 am to 4 pm City Park
- 27 29th Annual DOWNTOWN LIGHTING CEREMONY,**  
Fri., 5:30 pm, City Park

**DECEMBER**

- 5 54th Annual CHRISTMAS LIGHT PARADE,** Sat., 7 pm, Theme: "A Christmas Wish List"
- 12 29th Annual VINE STREET VICTORIAN SHOWCASE,**  
Sat., 6-9 pm (Partner Historical Soc.)
- 19 25th Annual VICTORIAN TEDDY BEAR TEA,** Sat., 2 - 4 pm,  
Paso Robles Park Ballroom at 1232 Park St. (Tickets-238-4103)

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**October**

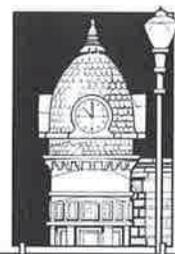
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**MAIN STREET ASSOCIATION  
DOWNTOWN PASO ROBLES**

**WHERE EVERYBODY  
COMES TOGETHER**

835 12th Street #D  
Paso Robles, CA 93446  
805-238-4103 Fax 805-238-4029  
info@pasoroblesdowntown.org  
www.pasoroblesdowntown.org



Jim App  
City Manager  
City of Paso Robles  
1000 Spring Street  
Paso Robles, CA 93446

June 8, 2015

**Re: Paso Robles Chamber of Commerce & City of Paso Robles Visitor Center Agreement**

Dear Mr. App:

We would like to thank you for the opportunity to submit the Paso Robles Chamber of Commerce Visitor Center proposal for consideration of the Visitor Services contract for 2015-2016. As you are aware, the services offered by the Visitor Center have been constantly improved and enhanced over the last year. We have established and implemented an aggressive plan to expand services to our visitors resulting in increased City revenue from sales tax and transient occupancy tax. In addition, we have formed a partnership with the Travel Paso Robles Alliance within the last 12 months that will aid both organizations with respect to cohesive and consistent branding from the TRPA's out-of-area marketing to bring visitors into the City and the Chamber's guidance and interactions with visitors once they have arrived in the City. We are also working closely with the TRPA to provide a consistent message in our annual Visitor Guide and electronically collect visitor data in the Visitor Center to capture demographics and information to measure the success of these joint efforts.

As you are likely aware, the ambience in the Visitor Center has been greatly improved and we are currently in the final planning stage of completion for Stage 2, which entails additional upgrades to the exterior, including new awnings, signage, exterior paint, and overall appearance. Our hope is to brand the Visitor Center in a manner consistent with the message being put forth by the TPRA – simply, we want visitors to recognize the Visitor Center as the official destination for obtaining information about all the great things the TPRA has told them about the City of Paso Robles.

Additionally, the Chamber has worked actively with the downtown and local businesses to ensure that not only are the needs of visitors being met, but that local business and residents have a voice in the downtown area activities, as well. Specifically, the Chamber helped facilitate the amicable transition of the summer concert series from Friday to Thursday evenings from behind the scenes. Also, the Visitor Center has increased its service to the local tourism industry by offering to provide a calm and organized will-call location for events in the Park, most recently for the Wine Festival.

Please find attached a Visitor Center Activity Report for the period of July 1, 2014 through April 30, 2015.

Finally, as requested by the City, we are now open 7 days a week and have thus far been able to institute an extensive volunteer training program to ensure consistency and professionalism for those calling or coming into the Visitor Center. This program has worked well based on the current availability of volunteers, and we feel strongly that additional paid staff will positively affect our ability to maintain ongoing consistency and deliver on the promises to the City of Paso Robles and the tourism branding alliance the Chamber has made with the TPRA.

To accomplish these objectives, we respectfully request that consideration be given to increase the Paso Robles Chamber of Commerce current contract from \$60,000 to \$75,000 to augment the technology and staffing of the Visitor Center consistent with City and local tourism partner needs.

Best Regards,

A handwritten signature in black ink that reads "Dallas Mosier". The signature is written in a cursive, flowing style.

Dallas Mosier  
Chairman of the Board  
Paso Robles Chamber of Commerce

cc: City Council



## Visitor Center Activity Report

July 1, 2014 through April 30, 2015

### Visitor Center:

Walk-Ins	6,807
Phone Requests	4,478
Email Requests	250
Relocation Packets	71
Visitor Guide Requests (Individuals)	4,691
Visitor Guide Requests (Bulk/Group)	7,516

### Website Referrals:

Visits (75% new visitors)	Approx 60,000
Pageviews	Approx 164,0000
Contact Form Information Requests	595



May 19, 2015

City of Paso Robles  
Meg Williamson  
Assistant City Manager  
1000 Spring Street  
Paso Robles, CA 93446

Dear Ms. Williamson,

Thank you for your support of the Paso Robles Wine County Alliance (PRWCA) and your trust in our abilities to promote the city. Based on past performance, we request renewal of the \$45,000 Public Relations Services Contract for FY 2015/16.

While we are asking to maintain the current funding, we would enthusiastically welcome a return to the pre-recession level of \$60,000, as discussed during the 2014 City Council review, when several councilman expressed a desire to reinstate funding in support of the tourism industry.

The Alliance's efforts to bring media attention to our city and the Paso Robles wine region has proven successful since the Alliance and City first partnered in 2008. In 2015 we plan to continue the momentum, starting with a NYC media visit in February, a media tour in April and another planned in October, as well as individual journalist visits throughout the year. In addition, we will take the Paso Robles message on the road to Chicago (6/3) and San Diego (7/30), with media invited to our Grand Tasting Tour events. Based on this outreach, we are confident the media accolades will continue into FY 2015/16 and beyond.

The PRWCA will provide and maintain a public relations campaign that positions Paso Robles as a year round tourism destination. This strategy generates awareness and further strengthens the name recognition of the Paso Robles brand, leading to increased tourist visitation and rising transient occupancy tax. Following are the three key service areas that have been outlined in the existing contract and will continue in FY 2015/16 upon contract renewal.

- A. Conduct a Media Familiarization Tour to showcase all aspects of Paso Robles – secure 7-10 lifestyle, travel and/or food writers to visit Paso Robles through one annual tour.
- B. Provide strategic public relations counsel to coordinate efforts between local and county tourism entities, including Paso Robles TCC, TPRA and Visit SLO to maximize public relations for Paso Robles.
- C. Work with local organizing committees to support tourism events benefitting Paso Robles (i.e., Beaverstock, Concerts in the Park, CAB Collective, Sunset Savor Central Coast, Paderewski Festival, Garagiste Festival, Rhone Rangers, etc.)

In 2014 the Paso Robles Wine Country Alliance worked with over 100 journalists through a NYC media visit, lifestyle media tour, Bloggers Conference, events and individual outreach. Our efforts garnered over 343.4 million media impressions.

As detailed in our recent First Quarter PR Report, the Alliance has already conducted a media blitz to New York where we met with editors from *Market Watch*, *Wine Spectator*, *Hemispheres Magazine*, *Food & Wine*, *Wine Enthusiast*, and the *Newark Star Ledger*. In just the first three months of this year, 153.3 million media impressions have been earned. The April media tour is sure to see some conversions from a Today Show contributor, *Siempre Mujer*, *Martha Stewart Living online*, *Examiner.com*, *Food & Wine*, *The Village Voice*, and *The Daily Meal*.

The PRWCA is proud to contribute to the economic vitality of the city. On behalf of Alliance staff, Board of Directors and 450+ members, we thank you for your partnership and look forward to it continuing.

Kind regards,

Jennifer Porter  
Executive Director  
Paso Robles Wine Country Alliance

Cc: James App, City Manager  
Chris Taranto, PRWCA Communications Director

RESOLUTION NO. 15-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR  
PROFESSIONAL SERVICE CONTRACT WITH PASO ROBLES MAIN STREET  
FOR TOURISM / MARKETING SERVICES FOR FY 2015/16

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WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; c) Public Relations that build on the platform of the Wine and Culinary industries; and d) enhancement and promotion of the City's historic downtown core; and

WHEREAS, the City currently contracts with Paso Robles Main Street for downtown promotion services to enhance the economic vitality of the downtown business area consistent with the City's Marketing Plan; and

WHEREAS, the downtown promotions contract engages the services of Paso Robles Main Street to strengthen tourism activities and promotions in the downtown core by retaining and expanding the downtown small town pedestrian character and to support/attract new businesses that enhance the visitor experience; and

WHEREAS, Paso Robles Main Street has established and continues to advance a marketing and promotions effort that supports and highlights the downtown business core through events and activities of interest; and

WHEREAS, Paso Robles Main Street is uniquely positioned to leverage dollars with/from their own membership base to promote the downtown core area; and

WHEREAS, the current Main Street contract is scheduled to expire on June 30, 2015; and

WHEREAS, Main Street submitted a contract renewal letter that requests no change in service scope or fees for service for Fiscal Year 2015/16; and

WHEREAS, the City Council liaison committee met with representatives of Main Street to discuss terms for the proposed FY 2015/16 downtown promotions service contract; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2015/16.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with Paso Robles Main Street for Downtown Promotions and related efforts that support and enhance the downtown small town pedestrian character per the attached "Exhibit A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 7th day of July 2015 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Steven W. Martin, Mayor

ATTEST:

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Kristy Buxkemper, Deputy City Clerk

RESOLUTION NO. 15-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL  
SERVICE CONTRACT WITH THE PASO ROBLES CHAMBER OF COMMERCE FOR  
VISITOR CENTER SERVICES FOR FY 2015/16

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WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the City currently contracts with the Paso Robles Chamber of Commerce for the operation of Visitor Center to provide for hospitality and visitor support per the City's Marketing Plan; and

WHEREAS, their current service contract is scheduled to expire on June 30, 2015; and

WHEREAS, the Chamber of Commerce submitted a contract renewal request that proposed a 25% funding increase with the same scope of services for Fiscal Year 2015/16; and

WHEREAS, the City Council liaison committee met with representatives of the Chamber of Commerce to discuss terms for the proposed FY 2015/16 visitor center contract; and

WHEREAS, until there is a sustained pattern of financial recovery and restoration of other key public services, the focus of contract renewal is: a) a one year term; b) provision of same level of services; and c) no change in contract costs from previous year; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2015/16.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Chamber of Commerce for Visitor Center Services per attached "Exhibit A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 7<sup>th</sup> day of July 2015 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

\_\_\_\_\_  
Steven W. Martin, Mayor

ATTEST: \_\_\_\_\_  
Kristy Buxkemper, Deputy City Clerk

RESOLUTION NO. 15-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR  
PROFESSIONAL SERVICE CONTRACT WITH THE PASO ROBLES WINE COUNTRY  
ALLIANCE FOR PUBLIC RELATIONS SERVICES FOR FY 2015/16

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WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the City currently contracts with the Paso Robles Wine Country Alliance (PRWCA) to pursue the public relations portion of the City's Marketing Plan; and

WHEREAS, the Public Relations contract engages the services of the PRWCA to develop key messages consistent with the Paso Robles "Brand" and to work through media contacts and a news bureau data base to reach and host travel and lifestyle writers who will best position Paso Robles for visitor exposure; and

WHEREAS, the Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination, strengthens the name recognition and long-term viability of the Paso Robles brand, and builds demand for week-long events/corporate retreats and seminars that enhance the economic vitality of the City; and

WHEREAS, the PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand; and

WHEREAS, the current PRWCA service contract is scheduled to expire on June 30, 2015; and

WHEREAS, the PRWCA submitted a one year contract renewal proposal that requests no change in service scope or change in fee for service for Fiscal Year 2015/16; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2015/16.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Wine Country Alliance for Public Relations Services per the attached Exhibit "A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 7<sup>th</sup> day of July 2015 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Steven W. Martin, Mayor

ATTEST:

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Kristy Buxkemper, Deputy City Clerk