

TO: Thomas Frutchey, City Manager  
Dick McKinley, Public Works Director

FROM: Freda Berman, Maintenance Superintendent

SUBJECT: Consider Allowing Eroica California Vintage Bicycle Event to Use City Park for an Event Scheduled for April 6-10, 2017 and Being a Sponsor for the Event

DATE: September 20, 2016

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NEEDS: For the City Council to consider a request by Hospice of San Luis Obispo County to again stage Eroica California in City Park and on City streets from April 6-10, 2017, and to consider being a sponsor for the event.

- FACTS:
1. Eroica California is an international and cultural event featuring vintage bicycles with participants dressed in period attire. A 2-day festival in City Park will be capped by three distance cycling rides for approximately 1,500 riders.
  2. The name 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, Japan, and Spain.
  3. The 2015 and 2016 festivals in City Park featured live music, food, bike-related merchandise and cultural display booths as well as rider meals staged in a large tent on the west side of the park. With the support of Public Works and the Police Department, riders departed from Park Street between 10<sup>th</sup> and 11<sup>th</sup> Street on their distance rides.
  4. The 2017 event is similarly planned with a Vintage Bicycle Fair, Concours d’ Elegance, an estimated 85 sports, apparel, food, beverage, and bicycle vendors, local organization booths, and live music.  
  
April 6 & 7 Event set-up  
April 8 Riders arrive -registration begins; Festival opens; Vintage Bicycle Fair; Bicycle Concours d’ Elegance; Pre-Ride Dinner with music  
April 9 Festival continues; cyclists depart on 3 different distance rides; rider meal at conclusion; event tear-down begins  
April 10 Event tear-down complete
  5. Eroica California 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.
  6. Hospice SLO is fully responsible for the operation of Eroica California and will provide all staffing and logistics support. Private security will be hired for daily

Festival operations, dinners and overnight safety. Hospice SLO will be developing rider routes with cyclist safety being the first priority.

7. Hospice SLO is requesting that the City of Paso Robles agree to be listed as a sponsor of Eroica California in recognition of the City's support of the event. Event sponsorship will allow Hospice SLO to have City staff hang their event banner at 1<sup>st</sup> and Spring Streets. Sponsorship does not relieve Hospice SLO of any requirements to indemnify and hold harmless the City of Paso Robles for activities related to their event.
8. Eroica California 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. Additionally, Eroica California will be responsible for the material costs to repair damage to any irrigation lines, valve boxes, or irrigation heads caused by the event.
9. Event approval is for 2017 only. Each year's application is considered based on the outcome of the prior year's event.
10. 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 provides another opportunity for international and local cyclists, their families, and interested spectators to visit the area.

Eroica California is planning on 1,500 cyclists, starting the ride in groups of 100, to have less of an impact on normal street traffic. It is critical that Hospice SLO and Eroica California provide the City route information no later than January 2017 to allow for staff analysis, consideration, and arrangement of appropriate support. Additionally, organizers must recognize and care for the newly renovated City Park in their load-in, operation, and teardown of the event.

#### FISCAL

**IMPACT:** No funding is being requested for this event. All necessary overtime has been built into the budget and will be reimbursed by the organizers. Some additional sales tax and TOT is expected to be generated by this event.

#### OPTIONS:

- a. 1) Authorize the use of City Park for Eroica California from April 6-10, 2017 and;  
2) Agree to be listed as a sponsor of Eroica California 2017; or
- b. Amend, modify, or reject the above option.