



# Council Agenda Report

**From:** Lynda Plescia, Recreation Services Manager

**Subject:** Paso Robles Art in the Park – New City Park Event

**Date:** August 1, 2017

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## Facts

1. A free *Paso Robles Art in the Park* event is proposed for April 28 and 29, 2018 in City Park featuring over 100 exhibitors from all over California presenting original fine art and fine craft for sale.
2. Promoter Steve Powers has produced over 300 art shows since 1975 in venues including the Madonna Inn and Morro Bay.
3. The Paso Robles event will be similar to the Morro Bay show, featuring gourmet foods and nonalcoholic beverages.
4. Steve Powers & Company staff will manage the load-in and load-out process as follows:
  - Thursday, April 26: booth layout 3pm - 6pm.
  - Friday, April 27: exhibitor set-up from 8am - 6pm.
  - Saturday, April 28: show 10am - 5pm.
  - Sunday, April 29: show 10am - 5pm; break down 5pm - 8pm.
5. Steve Powers & Company will assume full responsibility for the operation of *Paso Robles Art in the Park* and will provide all staffing and logistics support. Powers will hire private security on Friday and Saturday evenings for overnight protection of display booths.
6. Pending the success of the April event, Mr. Powers has also requested use of City Park in October, making *Paso Robles Art in the Park* a biannual event.

## Options

1. Take no action.
2. Approve the request by Steve Powers to host *Paso Robles Art in the Park* April 28 & 29, 2018 in City Park with the option to increase to a biannual schedule pending the success of the April 2018 show.
3. Amend, modify, or reject the above option.

## Analysis and Conclusions

The City of Paso Robles is committed to coordinating a well-balanced event calendar featuring high quality events that reflect our unique character, highlight our diverse community, and enhance the quality of life for the residents of Paso Robles while showcasing the City to visitors and participants. *Paso Robles Art in the Park* is such an event.

## Fiscal Impact

No hard cost or staff time is associated with *Paso Robles Art in the Park*. The City will benefit from City Park rental revenue of over \$2,000, vendor permit fees, and sales tax generated via art sales at the event.

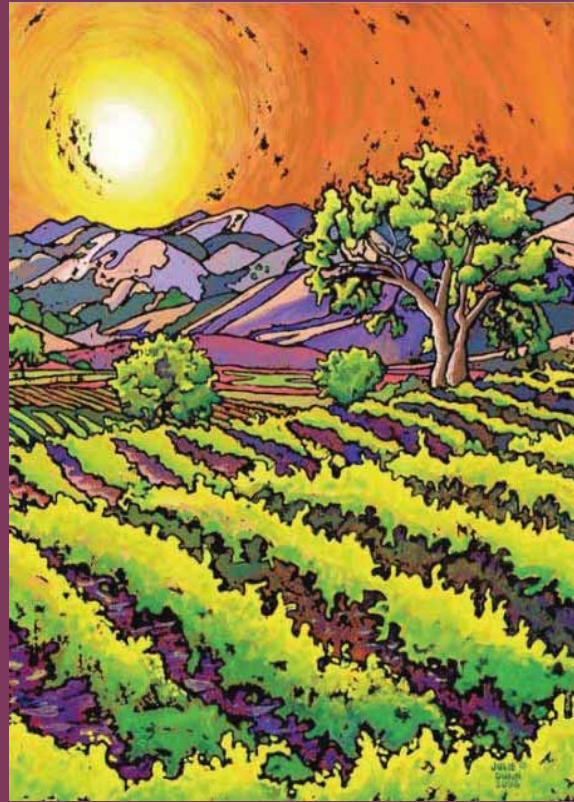
## Recommendations

1. Approve the request by Steve Powers to host *Paso Robles Art in the Park* April 28 and 29, 2018 in City Park.
2. Pending the success of the April 2018 show, authorize the City Manager to approve a biannual schedule for *Paso Robles Art in the Park*.

## Attachments

1. Material from the *Art in the Park* website

Paso  
Robles  
ART  
In The  
PARK



Fine  
Art

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Quality  
Crafts

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Gourmet  
Foods

**Paso Robles  
City Park**

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April 28-29  
2018

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Sat. 10-5 Sun 10-5  
Free Admission

100 Fine Artists & Craft Designers from 5 Western States

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[www.pasoroblesartinthepark.com](http://www.pasoroblesartinthepark.com)  
[facebook.com/pasoroblesartinthepark](https://facebook.com/pasoroblesartinthepark)

# 12th Street

sidewalk

North



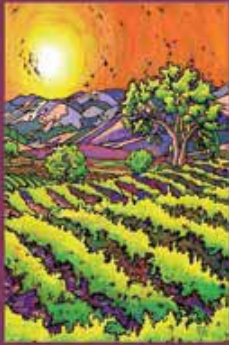
sidewalk

Pine Street

sidewalk

# 10th Street

Paso Robles  
ART  
In The  
PARK



Photos of Steve Powers Produced Morro Bay Art in the Park 2017



