



Council Agenda Report

From: Freda Berman, Maintenance Superintendent/Events Manager

Subject: Paso Half Marathon – New City-Wide Event

Date: September 7, 2017

Facts

1. A new City-wide event, the Paso Half Marathon, is proposed by the Paso Robles Joint Unified School District and their presenting sponsor, Pacific Premier Bank, for Sunday, November 12, 2017. Event components include a Half Marathon, 5K, Kids Family Mile, and Diaper Dash.
2. The Paso Half Marathon emerged from an effort to revitalize two long-time events, the Paso Robles Harvest Marathon and 5K and the Heritage Oaks Bank (now Pacific Premier Bank) Fun Run.
3. The Harvest Marathon, historically a Rotary event and most recently organized by the School District, was staged in October on County roads winding through vineyards north and east of the Paso Robles Airport. With no obvious connection to the City, sponsor participation supporting event operations and School District beneficiaries was quite limited.
4. The Fun Run has been an anticipated annual September event since 1998. At its peak, 1,000 racers filled the downtown streets and families enjoyed a children-friendly festival in City Park. The bank committed to supporting the community through the event and annually made financial contributions to several organizations. In recent years, runner participation has dwindled to just over 500 and Festival attendance reduced.
5. Elements of both previous events are included in the new Paso Half Marathon:
 - a. Races beginning and ending at City Park with the Half Marathon covering the eastern portion of the City on both roads and trails (see Attachment 1);
 - b. Events targeted to all ages with no participation prerequisites;
 - c. A racer packet pick-up party at the City Park Gazebo on Saturday afternoon, November 11, with entertainment, vendors, food and beverages, including beer and wine;
 - d. A free Festival on the east side of City Park beginning at 6 a.m. on Sunday, November 12 with breakfast, free children's activities including relay races and a roping challenge, live music, student performances, an estimated 15 running and race vendors, BBQ, beer and wine.
6. The School District has retained Race SLO to produce the running events. The Race SLO event portfolio includes the SLO Marathon + Half, the SLO Ultra trail running festival, the SLO MTB mountain bike festival, and SLO GranFondo road cycling festival. Race SLO will coordinate and provide all course marshals, traffic control equipment, permit coordination, neighborhood notifications, no parking posting, water/aid stations, portable restrooms and volunteer management.
7. The School District, through and benefitting its A4 Foundation, will provide overall race direction and stage the City Park activities. The foundation's mission is raising funds to support the District's students, staff, programs and activities in academics, arts, athletics and agriculture. All logistics, security, vendor and activity coordination, operational support and site cleanliness is the responsibility of the School District.
8. Registration fees for the racing events are as follows:
 - a. Half Marathon - \$90
 - b. 5K - \$45
 - c. Kids Family Mile - \$20
 - d. Diaper Dash - \$10
9. Event approval is for 2017 only. Given the fluid nature and late-in-the-year planning for these November activities, any future applications will be considered based on the outcome of this event.
10. Main Street's Elegant Evening is scheduled for Saturday evening, November 11. Elegant Evening focuses on Downtown merchants and does not conflict with any City Park activities. The Main

Street Association has endorsed the Paso Half Marathon, as has the Paso Robles Chamber of Commerce, and the Parks and Recreation Advisory Committee.

Options

1. Take no action.
2. Approve the request of the Paso Robles Joint Unified School District to stage the Paso Half Marathon on November 12, 2017.
3. Direct staff to pursue a different approach.

Analysis and Conclusions

The City of Paso Robles is committed to coordinating a well-balanced event calendar featuring high quality events. The Paso Half Marathon has the potential to become a cornerstone event, attracting residents and visitors to participate in health-oriented, family-friendly events that showcase all the downtown and surrounding area has to offer while supporting local students. In 2017, 300 runners are expected; event organizers project up to 1,000 in coming years.

Running events are by nature logistics intensive and require the support of City staff responsible for public safety. Both the Police Department and Emergency Services Department have reviewed the Paso Half Marathon route and operational plans. The Police Department has determined that one sergeant and four officers are required to facilitate runner and traffic safety. Further, the planned hard closure around City Park and on Riverside Avenue is mandatory.

Emergency Services requires two additional personnel be assigned to the event as a roving unit and will utilize both on-duty engines for any needed response. They have also mandated that a dedicated ambulance be contracted for the duration of the Half Marathon.

All costs associated with these requirements is the responsibility of the Paso Robles Joint Unified School District.

Fiscal Impact

No funding is requested for this event. The Paso Robles Joint Unified School District will reimburse the City for all overtime costs associated with the assignment of five police officers and two emergency services personnel.

Recommendation

1. Approve the request by the Paso Robles Joint Unified School District to stage the Paso Half Marathon in City Park and throughout the City on November 12, 2017.
2. Pending the success of the 2017 event, authorize the City Manager to approve future applications for the Paso Half Marathon.

Attachments

1. Route Map



LEGEND

- POLICE OFFICER (5 STATIONS)
- COURSE MARSHALL (APPROX. 30)
- BARRICADE (APPROX. 60 W/ VOLUNTEER)
- BARRICADE "ROAD CLOSED" (NO VOLUNTEER)
- CONES (APPROX. 1.5 MILES TOTAL)
- RAMP CLOSURE PER CALTRANS STANDARDS
- WATER STATION (3 VOLUNTEERS MIN.)
- FIRST AID STATION
- RESTROOM FACILITIES
- HALF MARATHON ROUTE
- COURSE DIRECTION

