

RESOLUTION NO. 14-131

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING ANNUAL SPONSORSHIP OF THE PACIFIC COAST CUTTING HORSE  
ASSOCIATION (PCCHA) THROUGH 2019

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WHEREAS, in 2006, the City and Chamber of Commerce adopted an Economic Strategy that includes a principal focus on promoting tourism; and

WHEREAS, the strategic importance of tourism includes not only first dollar direct income from visitors, but the opportunity to expose more people to the Paso Robles lifestyle, and in doing so, entice them to return and ultimately invest; and

WHEREAS the Paso Robles Event Center (PREC) is a key asset in hosting events that attract visitors; and

WHEREAS, the PCCHA events in March and in October attract horsemen, owners, trainers and others from across the United States, Canada and Australia; and

WHEREAS, the participants take up lodging in town for these multi-day events which result in local hotel room and retail sales not otherwise realized; and

WHEREAS, in 2008 the City committed to a \$20,000 annual sponsorship through 2014 provided that the “business community” would raise \$10,000 of those funds as matching funds to a City contribution of \$10,000; and

WHEREAS, the PCCHA has made a sponsorship request to the Tourism Collaboration Committee (TCC) to align with their renewed commitment to the Paso Robles Event Center (PREC) for an additional 5-year contract; and

WHEREAS, the TCC discussed the PCCHA’s sponsorship request and had high praise for the value of the event to the community in both first dollar return (TOT and sales tax) and in secondary returns such as real estate and business investment, and voted unanimously to recommend that the City Council support the \$20,000 annual request; and

WHEREAS, on August 26, 2014, the Travel Paso Robles Alliance (TPRA) unanimously supported the TPRA’s continued BID funded community sponsorship contribution to the PCCHA for an additional 5 years, at an increased level of \$10,000 annually; and

WHEREAS, the TPRA recommendation for continued and increased BID community partnership funding at a \$10,000 level will reduce the General Fund fiscal impact of the sponsorship to \$10,000 annually (commensurate with the historic/current funding impact); and

WHEREAS, the PCCHA competitions present a significant opportunity to market the unique character and heritage of the community (highlighting Paso Robles agricultural roots and industry); and

WHEREAS, the PCCHA events generate mid-week lodging and retail sales that result in direct income to the City that might not otherwise be realized.

THEREFORE BE IT HEREBY RESOLVED that the City Council does authorize an annual sponsorship of \$20,000 to the Pacific Coast Cutting Horse Association (PCCHA) through the calendar year 2019.

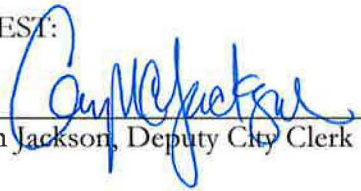
ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 19<sup>th</sup> day of September 2014 by the following vote:

- AYES: Hamon, Steinbeck, Martin, Strong, Picanco
- NOES:
- ABSENT:
- ABSTAIN:



Duane Picanco, Mayor

ATTEST:



Caryn Jackson, Deputy City Clerk