

**TO:** City Council

**FROM:** James L. App, City Manager

**SUBJECT:** **Economic Strategy – Positioning & Partnership:  
Events Center Attraction Sponsorship**

**DATE:** October 3, 2006

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**NEEDS:** For the City Council to consider partnering with the Paso Robles Events Center, Chamber of Commerce, Visitor & Conference Bureau, and private resources in sponsoring the Pacific Coast Cutting Horse Association (PCCHA) 2007–09 Futurity.

- FACTS:**
1. The 2006 Economic Strategy focuses upon marketing the unique agricultural heritage and character of Paso Robles and partnering with public, private and community resources to improve Paso Robles competitive position.
  2. One key action to market community assets and effect improvement is attractions that showcase Paso Robles unique identity and agricultural heritage at the Paso Robles Events Center.
  3. The PCCHA Futurity is a 12-day cutting horse event that has been held for years in Reno, Nevada. The event attracts over 600 horses along with their owners, trainers, horse show, trade show, banquets, etc. Typically over 4,000 people attend daily for a total of over 40,000 during the 12-day run.
  4. The Mayor urged favorable consideration (see attached letter) as did the Chamber of Commerce.
  5. The Events Center has been successful in a bid to attract the PCCHA's Futurity in 2007 (running through 2009).
  6. The event promises significant visitor attraction. It also requires an investment, to secure the three-year contract, in the form of a cash purse for competitors.
  7. The PCCHA's events offer \$460,000 in prize money. Paso Robles need only provide \$75,000 of the \$460,000. Private parties have committed \$60,000 for each of the three years and the Chamber of Commerce has a member business, and the Visitor & Conference Bureau is, ready to contribute \$5,000 each annually if the City will join in the partnership at \$5,000 per year.

**ANALYSIS &**

**CONCLUSION:** The PCCHA Futurity is a major horsing event. It will attract over 4,000 people per day for 12 days. The participants, e.g. PCCHA members, are individuals of considerable discretionary income who can enjoy the attractions of the area.

*The National Cutting Horse Association surveyed PCCHA membership in 2004. Their data indicates member average income at \$180,000 with a net worth of \$1,500,000. Over half are Presidents, CEO's, or owners of a company who typically spend 37 nights per year in hotels.*

The Futurity offers a significant opportunity to market the unique character and heritage of the community through a tourism attraction that highlights Paso Robles agricultural roots and industry.

**POLICY**

**REFERENCE:** 2006 Economic Strategy

**FISCAL**

**IMPACT:** \$5,000 annually for three years commencing Fiscal Year 2007. The funds are available in the Economic Incentive Fund.

**OPTIONS:** **A. Adopt Resolution Authorizing Appropriation of \$5,000 per Year for Three Years from the Economic Incentive Fund Commencing FY 2007 in Sponsorship of the PCCHA Futurity at the Paso Robles Events Center.**

**B. Amend, Modify or Reject the Option Above.**

Attachment: 4/14/06 Letter  
Resolution

**COPY**

April 14, 2006

Pacific Coast Cutting Horse Association 2007 Futurity:

On behalf of the City, I would like to personally invite you to consider hosting your PCCHA Futurity Show in Paso Robles. Not only do we have the facilities to accommodate your immediate event needs with the Paso Robles Event Center, but we can ensure that your participants and attendees will find many other amenities that will make their stay worth the visit. I know you will find our community to be one that prides itself on its friendly, inviting, historic and western heritage.

We recognize that relocating a longstanding event can be quite daunting, but you can rest assured that we will create a partnership of individuals and organizations dedicated specifically to the success of *your* event.

Paso Robles provides a quality experience for any visitor, whether they stroll through our award-winning downtown, dine at one of the many quality restaurants, taste the extraordinary variety of wines, soak in the mineral baths, or enjoy one of the many special events. Some people say visiting Paso Robles is like a delightful step back in time.

Please consider bringing your event to Paso Robles, as we will do everything we can to ensure it is successful and enjoyable for everyone.

If I can be of any assistance, or if you would like to meet with me or other City representatives, I would be most happy to arrange it.

Sincerely,

Frank R. Mecham  
Mayor

RESOLUTION NO. 06-XXX  
A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES  
AUTHORIZING APPROPRIATION OF \$5,000 PER YEAR FOR THREE YEARS  
IN SPOSORSHIP OF THE 2007-2009 PCCHA FUTURITY AT THE  
PASO ROBLES EVENTS CENTER

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WHEREAS, the 2006 Economic Strategy focuses upon marketing the unique agricultural heritage and character of Paso Robles and partnering with public, private and community resources to improve Paso Robles competitive position, and

WHEREAS, marketing community assets and effecting improvement can be facilitated by sponsoring attractions that showcase Paso Robles unique identity and agricultural heritage at the Paso Robles Events Center.

WHEREAS, the Pacific Coast Cutting Horse Association (PCCHA) Futurity is a 12-day cutting horse event that attracts over 600 horses along with their owners, trainers, horse show, trade show, banquets, etc., and typically over 4,000 people attend daily for a total of over 40,000 during the 12-day run, and

WHEREAS, the Events Center has been successful in a bid to attract the PCCHA's Futurity in 2007 (running through 2009), and

WHEREAS, the event promises significant visitor attraction, it also requires an investment, to secure the three-year contract, in the form of a cash purse for competitors, and

WHEREAS, the PCCHA's events offer \$460,000 in prize money, and Paso Robles need only provide \$75,000 of the \$460,000, and private parties have committed \$60,000 for each of the three years and the Chamber of Commerce has a member business, and the Visitor & Conference Bureau is, ready to contribute \$5,000 each annually if the City will join in the partnership at \$5,000 per year.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of El Paso de Robles that the City Manager is authorized to appropriate \$5,000 per year from the Economic Incentive Fund (Account # 115-110-5235-103) for three years commencing 2007 in sponsorship of the PCCHA Futurity at the Paso Robles Events Center.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 3rd day of October 2006 on the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

ATTEST:

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Frank Mecham, Mayor

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Deborah Robinson, Deputy City Clerk