

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** Pioneer Day Committee – Funding Request  
**DATE:** September 16, 2008

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**NEEDS:** For the City Council to consider a request for \$5,000 to support the 2008 Pioneer Day Parade and related activities.

**FACTS:**

1. The Pioneer Day Committee is requesting grant money to support the annual Pioneer Day festivities (see attached letter).
2. 2008 will be the 78<sup>th</sup> anniversary of the annual Pioneer Day event.

**ANALYSIS &**

**CONCLUSION:** The Economic Strategy contains objectives that would encourage support for attractions that showcase Paso Robles' unique identity and heritage. Pioneer Day festivities are a long-standing tribute to this community's agricultural heritage.

Pioneer Day organizers did receive \$10,000 for the 75<sup>th</sup> anniversary celebration. Funding was granted as it was a one-time special anniversary celebration. In 2007, the City Council granted \$5,000 to support the event.

**POLICY**

**REFERENCE:** Economic Strategy; FY 2008-11 Budget.

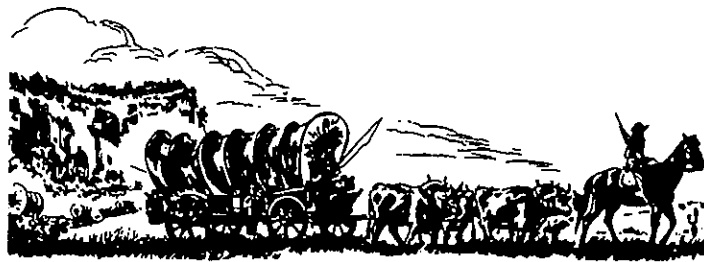
**FISCAL**

**IMPACT:** There are no funds budgeted for this proposal.

**OPTIONS:**

- A. Council Consider the Request and Make a Determination.**
- B. Amend, Modify or Reject the Option Above.**

Attachment: Pioneer Day Committee Letter



# PIONEER DAY COMMITTEE

August 15, 2008

City of Paso Robles  
1000 Spring Street  
Paso Robles, CA 93446

Attn: Mayor Frank Mecham and Members of the City Council

Dear Mayor Mecham and Council Members:

Paso Robles Pioneer Day 2008 marks the 78<sup>th</sup> anniversary of our Community's greatest celebration, which is coming up in less than two months. The date has been set for Saturday, October 11<sup>th</sup>. Committees of volunteers have already been working hard to make this annual event the success it has been for the past 78 consecutive years. It is our way of bringing the City and surrounding areas together for a day of community friendship and commemoration of our unique heritage. Thousands of visitors are attracted each year, many from out of the area to see the parade, enjoy the free bean feed and all the post parade entertainment. Many make this an annual event for class and family reunions and others return to see our rolling collection of antique farm equipment in the parade.

Over the past 78 years the business community has provided outstanding financial support for us to stage the event each year. As we experience the slowing U.S. economy, we too are feeling the impact of less dollars being available from our local individuals and businesses. We are hoping our loyal donors will continue to provide funds to our cause and that we will be able to tap in to new areas with the creation of our website located at [www.pasoroblespioneerday.org](http://www.pasoroblespioneerday.org). However, in spite of this support, costs have escalated to the point that we need additional help. We are asking the City of Paso Robles to join our team by issuing a grant to us in the amount of \$5,000, to help meet the approximately \$30,000 annual expense to continue this great multi-faceted celebration of Paso Robles Heritage. The cost of maintaining our priceless collection of vintage farm equipment seen each year in the parade is above and beyond these costs.

We are very proud that we have been able to continue this very important event, even during tough times. Many communities such as ours have had to commercialize or even discontinue their events for lack of funding. We are equally proud that ours has remained as it was originally intended with all the events

remaining free, hence our motto of "Leave your pocketbook at home". This includes the gymkhana and bean feed for thousands of parade viewers and participants. There is a wonderful "Can Do" attitude in Paso Robles.

Thank you for considering our request. We believe that the Pioneering spirit of our early settlers is kept alive and well by the annual celebration of Pioneer Day and truly portrays "Authentic California" in Paso Robles.

If you should have any questions, please feel free to contact me at 238-2038.

Kindest Regards,

A handwritten signature in cursive script that reads "Walter Kuhn". The signature is fluid and extends across the width of the text area.

Walter Kuhn  
Chairman  
Pioneer Day Committee

Enclosures: Parade Expenses

**Paso Robles Pioneer Day Parade Expenses**

July 1, 2005 to June 30, 2006	\$55, 053.27
July 1, 2006 to June 30, 2007	\$32,940.04
July 1, 2007 to June 30, 2008	\$32,514.75