

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Request to Add Paso Robles Digital Film Festival to City Event Schedule
DATE: September 16, 2008

NEEDS: For the City Council to consider a request by Buffalo Benford Productions, LLC to add the Paso Robles Digital Film Festival to the event schedule at City Park and the City Council Chambers.

- FACTS:**
1. Benford Standley/Buffalo Benford Productions, LLC has submitted a request to stage a portion of the Paso Robles Digital Film Festival at both City Park and the City Council Chambers. The theme of the Festival is "Music in Film."
 2. The event in City Park is scheduled for November 21 and 22, 2008 and is described as film screenings and live acoustic music, as well as the serving of food and alcoholic beverages. A 40' x 80' tent is proposed to be erected to hold the event.
 3. The event in City Council Chambers is also scheduled for November 21 and 22, 2008, and is described as films and live acoustic music for children
 4. Submitted plans include special parking for VIPs, festival attendees and production staff.
 5. As of July 15, 2008, the event producer had publicized the event in a press release.
 6. The event will require approximately 32 hours of Public Works overtime support.
 7. Adopted Council Goals for 2006-2009 include master planning all parks beginning with City Park. This goal resulted from a proposal from REC Foundation to contribute \$10,000 to the master planning of City Park with the condition that no further park development (i.e., changes of any kind including new events) be implemented until the master plan is complete. Staff has been operating with this direction since the Goals were adopted.

ANALYSIS &

CONCLUSION: This new event will require additional infrastructure support (portable toilets, trash containers/dumpsters) and staff overtime. Additionally, impact to the City Park irrigation and turf caused by the placement of a large tent, generator and catering will require staff maintenance efforts after the event.

No City allocation of funds exists for this event. Staff proposes that the event producer reimburse the City for all hard and soft costs associated with set-up, operations and tear-down of the Film Festival. These costs are to be documented and submitted to the event producer at the conclusion of the event.

Other requests for new events in City Park have, been either denied by staff, or taken to Council for approval. Council is asked to consider the request in light of existing policy.

POLICY

REFERENCE: Council Goals for Fiscal Years 2006 – 2009, adopted March 1, 2005.

FISCAL

IMPACT: Thirty-two hours of Public Works staff overtime totaling approximately \$1665.00. Estimated pre and post event labor costs of \$300.00. Infrastructure costs of approximately \$1,500.00. All costs to be accounted for and billed to event producer.

OPTIONS:

a). Waive current policy and approve the request to add the Paso Robles Digital Film Festival to the City Park event schedule.

b.) Amend, modify, or reject the above option.

Prepared by:
Freda Berman, Events Manager

RESOLUTION NO. 08-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
ADDING THE PASO ROBLES DIGITAL FILM FESTIVAL TO THE
CITY EVENT CALENDAR

WHEREAS, Buffalo Benford Productions, LLC are staging a digital film festival to be held in City Park and the City Council Chambers on November 21 and 22, 2008; and

WHEREAS, City Council has established a policy precluding the addition of any new event in the park until such time as a park master plan is complete; and

WHEREAS, permitting the Paso Robles Digital Film Festival could be construed as an addition of a new event in violation of the established policy; and

WHEREAS, the event producer would be required to reimburse the City for all costs associated with the event.

NOW, THEREFORE, BE IT RESOLVED, AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby approve the addition of the Paso Robles Digital Film Festival to the City event calendar to be held on November 21 and 22, 2008.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 16th day of September 2008 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Deborah D. Robinson, Deputy City Clerk