

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Pioneer Day Committee – Funding Request
DATE: October 7, 2008

NEEDS: For the City Council to consider a funding request 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. At the September 16, 2008 meeting, Council continued the item to the October 7, 2008 meeting to allow the Pioneer Day Committee time to provide past year expenditures and other financial information.

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 75th 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.

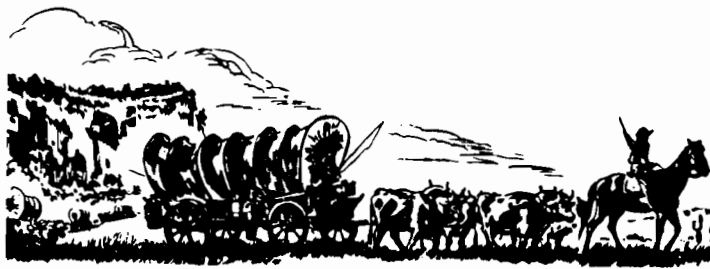
FISCAL

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
Profit & Loss Statement (7/2007 to 6/2008)



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 78th anniversary of our Community's greatest celebration, which is coming up in less than two months. The date has been set for Saturday, October 11th. 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. 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 written in black ink and has a fluid, connected style.

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 |

Paso Robles Pioneer Day Committee

Profit & Loss

July 2007 through June 2008

| | <u>Jul '07 - Jun 08</u> |
|---------------------------------|-------------------------|
| Ordinary Income/Expense | |
| Income | |
| Fundraising | |
| Dinner/Dance Tickets | 7,465.00 |
| Royalty | 1,050.00 |
| Wagons | 50.00 |
| Pioneer Circle \$200 | 4,000.00 |
| Conestoga Circle \$500 | 2,500.00 |
| Royalty Circle \$1000 | 5,000.00 |
| Silent Auction | 2,419.00 |
| Buttons/Badges | 2,025.00 |
| Bean Feed | 50.00 |
| Community Donation | |
| City of PR | 5,000.00 |
| Rotary Club | 7,300.00 |
| SLO County | 1,000.00 |
| Community Donation - Other | 1,810.00 |
| Total Community Donation | <u>15,110.00</u> |
| Total Fundraising | 39,669.00 |
| Earned revenues | |
| Interest-savings/short-term inv | 609.66 |
| Total Earned revenues | <u>609.66</u> |
| Total Income | 40,278.66 |
| Expense | |
| Dinner/Dance | |
| Advertising | 546.98 |
| Band | 1,800.00 |
| Building Rental | 1,250.00 |
| Casino | 695.00 |
| Clean-Up | 100.00 |
| Decorations | 433.28 |
| Food | 1,414.54 |
| Liquor/Beer/Wine | 1,194.81 |
| Liquor License | 25.00 |
| Photography | 250.00 |
| Security | 432.00 |
| Total Dinner/Dance | <u>8,141.61</u> |
| Gymkhana | |
| Arena Rental | 1,000.00 |
| Gymkhana Awards | 996.98 |
| Total Gymkhana | <u>1,996.98</u> |
| Parade | |
| Advertising Expenses | 2,293.83 |
| Badges | 1,042.08 |
| Bean Feed | 3,222.52 |
| Parade Awards | 3,434.41 |
| Parade Hospitality | 1,970.14 |
| Parade Participation | 1,000.00 |
| Parade Programs | 120.40 |
| Parade Misc. | 185.21 |
| Portable Restrooms | 1,320.42 |
| Stall Bedding | 423.64 |
| Stall Rental | 1,360.00 |
| Stamps/Postage | 823.90 |
| Total Parade | <u>17,196.55</u> |

Paso Robles Pioneer Day Committee
Profit & Loss
 July 2007 through June 2008

| | Jul '07 - Jun 08 |
|---|------------------|
| Royalty Expenses | |
| Belle Float Decorations | 116.37 |
| Ladies Tea | 200.00 |
| Marshal's Badge | 139.37 |
| Queens Carriage | 20.00 |
| Total Royalty Expenses | 475.74 |
| Installation Dinner | |
| Building Rental | 100.00 |
| Installation Dinner - Other | 320.00 |
| Total Installation Dinner | 420.00 |
| Tractor Repairs/Maint | 2,289.16 |
| Small Tools/Equipment | 500.00 |
| Wagon/Buggy Repairs & Maint. | 2,030.68 |
| Donations | 200.00 |
| Membership dues - organization | 345.00 |
| Building Maintenance | |
| Electric | 423.69 |
| Pest Control | 320.00 |
| Building Maintenance - Other | 128.38 |
| Total Building Maintenance | 872.07 |
| Office Supplies | |
| Safety Deposit Box Rental | 50.00 |
| Letterhead/Thank you's/ Envelop | 711.87 |
| Office Supplies - Other | 612.27 |
| Total Office Supplies | 1,374.14 |
| Misc expenses | |
| Accounting Fees | 294.00 |
| Auto Expense/License | 82.00 |
| Cash Box Change | 300.00 |
| Director/Officer Badges | 337.52 |
| Exempt Organization Filing Fee | 10.00 |
| Insurance -Gen. Liability | 2,792.00 |
| Insurance - Auto | 139.00 |
| D & O Insurance | 1,000.00 |
| Misc expenses - Other | 20.00 |
| Total Misc expenses | 4,974.52 |
| Property Taxes | 691.74 |
| VOID Transaction | 0.00 |
| Total Expense | 41,508.19 |
| Net Ordinary Income | -1,229.53 |
| Net Income | -1,229.53 |