



# Council Agenda Report

From: Paul Sloan, Economic Development Manager

Subject: Review of Paso Robles Main Street Association Proposal for Fiscal Years 2024-25 and 2025-26

CEQA Determination: The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Date: May 7, 2024

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## Facts

1. During the March 2, 2024 Budget and Goals Workshop, Councilmember Roden requested groups that have a contribution agreement with the City present during a future City Council meeting to review their work plan for the upcoming fiscal years.
2. The City Council Goals have included several action items relevant to stakeholder group contribution agreements, including:
  - a. Developing long term and strategically aligned partnerships with these groups;
  - b. Supporting a thriving downtown;
  - c. Advancing discussions with all potential regional partners to create collaboration.
3. The City has historically provided contributions to local stakeholder groups in return for these groups providing distinct marketing, public relations, and economic development-related services that align with City Council priorities.
4. The City has previously entered into [contribution agreements, most recently in July 2022](#), with the Paso Robles Main Street Association ("Main Street"), for the provision of downtown marketing and promotion services necessary to enhance the economic vitality of the City and its historic downtown business area.
5. Pending final approval by the City Council, the FY 2024-25 and FY 2025-26 budget includes a contribution to the Paso Robles Main Street Association at the current funding level of \$110,000 per fiscal year, for a total of \$220,000 for the next two fiscal years.

## Options

1. Take no action;
2. Direct staff to include the funding request within the FY 2024-25 and 2025-26 budget and develop a contribution agreement with the Paso Robles Main Street Association for City Council consideration;
3. Direct staff to not include the funding request within the FY 2024-25 and 2025-26 budget; or
4. Provide alternative direction to staff.

## Analysis and Conclusions

The City Council utilizes partnerships with community organizations to support activities that align with City Council goals and community priorities. The City has historically provided contributions to the Main Street Association to support marketing, visitor services, and economic development objectives.

The proposed contribution amount for Fiscal Year 2024-25 and FY 2025-26 remains at the same level, \$110,000, as the prior contribution amount for Fiscal Year 2023-24.

Appropriations for these contributions are currently contained within the proposed budget for Fiscal Year 2024-25 and 2025-26. Absent alternative direction provided by the City Council, staff will bring a contribution agreement back to the City Council for consideration upon approval of the budget.

**Fiscal Impact**

As of today, the FY 2024-25 and FY 2025-26 budget includes a contribution to the Paso Robles Main Street Association at the current funding level of \$110,000 per fiscal year, for a total of \$220,000 for the next two fiscal years.

**CEQA**

The City finds that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

**Recommendation**

Staff requests City Council direction.

**Attachments**

1. Main Street Association Annual Report
2. Budget