



Council Agenda Report

From: Paul Sloan, Economic Development Manager

Subject: Approval of Contribution Agreements for Fiscal Years 2024-25 and 2025-26 with Paso Robles Downtown Main Street Association and Paso Robles Wine Country Alliance, and Visitor Services Agreement with Paso Robles & Templeton Chamber of Commerce.

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: July 16, 2024

Facts

1. 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.
2. The City has previously entered into [contribution agreements, most recently in July 2022](#), with the Paso Robles Downtown Main Street Association, for the provision of downtown marketing and promotion services necessary to enhance the economic vitality of the City and its historic downtown business area, and with the Paso Robles Wine Country Alliance for marketing and workforce development activities. The City has previously entered into [contribution agreements, most recently in September 2022](#), with the Paso Robles Chamber of Commerce for visitor services.
3. 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.
4. During the May 7, 2024, City Council meeting, representatives from the Paso Robles Mainstreet Association presented their work plan and budget to the City Council. At the conclusion of the discussion, the City Council requested all stakeholder groups requesting funding support from the City to present additional detailed financial information at a future City Council meeting.
5. Representatives from the Paso Robles Wine Country Alliance and Paso Robles & Templeton Chamber of Commerce were not able to attend the May 7th meeting due to schedule conflicts, but presented their workplan and budgets at the May 21, 2024 City Council meeting.
6. During the [May 21, 2024, City Council meeting](#), Council directed staff to include the stakeholder groups' funding requests within the FY 2024-25 and 2025-26 budget and develop a contribution agreement with the stakeholder groups for City Council consideration.
7. The City Council adopted the Fiscal Year 2024-25 and 2025-26 budgets on June 18, 2024, which included appropriations for these agreements.

Options

1. Take no action;
2. Approve contribution agreements with the Paso Robles Downtown Main Street Association and Paso Robles Wine Country Alliance, and Visitor Services agreement with Paso Robles & Templeton Chamber of Commerce in substantially final form; or
3. 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, the Wine Alliance, and the Chamber of Commerce to support marketing, visitor services, and economic development objectives.

The proposed contribution amounts for Fiscal Year 2024-25 and FY 2025-26 for Main Street, the Wine Alliance, and the Chamber were determined by Council during the May 21, 2024, City Council meeting.

Appropriations for these contributions are currently contained within the proposed budget for Fiscal Year 2024-25 and 2025-26.

The following table is a summary of contributions made to these groups in the prior two fiscal years, as well as proposed contributions for the next two fiscal years.

Organization	Fiscal Year 2022-23 Contribution	Fiscal Year 2023-24 Contribution	Fiscal Year 2024-25 Proposed Contribution	Fiscal Year 2025-26 Proposed Contribution	Scope of Services
Main Street Association	\$105,000	\$110,000	\$117,000	\$117,000	Downtown Promotion and Events
Wine Alliance	\$75,000	\$85,000	\$85,000	\$85,000	Marketing and Workforce Development
Chamber of Commerce	\$90,000	\$95,000	\$115,000	\$115,000	Visitor Services

Fiscal Impact

Per Council direction on May 21, 2024, the FY 2024-25 and FY 2025-26 budget includes a contribution to the Paso Robles Downtown Main Street Association of \$117,000 per fiscal year, for a total of \$234,000 for the next two fiscal years; to the Paso Robles Wine Country Alliance at the funding level of \$85,000 per fiscal year, for a total of \$170,000 for the next two fiscal years; and to the Paso Robles & Templeton Chamber of Commerce at the funding level of \$115,000 per fiscal year, for a total of \$230,000 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 (Option 2)

Approve contribution agreements with the Paso Robles Downtown Main Street Association and Paso Robles Wine Country Alliance, and Visitor Services Agreement with Paso Robles & Templeton Chamber of Commerce, authorizing the City Manager to make minor changes in consultation with the City Attorney that match the intent of the parties and ensures parity of City's standard contract terms prior to execution.

Attachments

1. Main Street Contribution Agreement FY 2024-26
2. PRWCA Contribution Agreement FY 2024-26
3. Chamber Visitor Services Agreement FY 2024-26