



Council Agenda Report

From: Freda Berman, Public Works Director

Subject: Approval of New City Park Event – Firestone Walker Invitational Kick Off Party

CEQA Determination: The City find that this action is not a project under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines, 15304(e)

Date: April 4, 2023

Facts

1. The Firestone Walker Brewing Company, working with the Pioneer Day Committee, proposes to stage the Firestone Walker Invitational Kick Off Party in City Park on Thursday, June 1, 2023, from 5 p.m. to 8 p.m.
2. The Kick Off Party is a free, family friendly concert geared to residents who may not have the opportunity to attend the ticketed Firestone Walker Invitational Beer Festival held at the Paso Robles Event Center on Saturday, June 3, 2023.
3. Attendees will be able to try Firestone Walker beer and the collaboration beer brewed specifically for the Invitational. Firewalker Walker staff will be on hand to discuss the main brands – Firestone Walker, 805 and Cali Squeeze.
4. All proceeds from the Kick Off Party and the Invitational Beer Festival benefit the Paso Robles Pioneer Day Committee.
5. Firestone Walker is responsible for all event logistical support.

Options

1. Take no action;
2. Approve the request of Firestone Walker to stage the Firestone Walker Invitational Kick Off Party on June 1, 2023, in City Park, or;
3. Provide alternative direction to staff.

Analysis and Conclusions

The Firestone Walker Invitational Beer Festival was founded in 2012 and has grown to great renown, attracting breweries from around the world and selling out the limited tickets in a matter of minutes. Firestone Walker staff and the Pioneer Day Committee would like to offer the local community a taste of the Invitational bringing good music and beer downtown. The event is an appropriate addition to the standing schedule of community events in City Park, is scheduled prior to the 2023 Concert in the Park season and does not conflict with any other planned activities.

Fiscal Impact

No funding is requested for this event. Firestone Walker is responsible for all costs associated with the Kick Off Party.

CEQA Determination

The event is exempt from CEQA under Section 15304(e) of the CEQA Guidelines, as a minor temporary use having negligible or no permanent effects on the environment. If Council approves the recommended action, Recreation Services would process the City's standard Facility Use Permit, that includes standard waivers and procedures.

Recommendation

Approve the request of the Firestone Walker Brewing Company to stage the Firestone Walker Invitational Kick Off Party in City Park on June 1, 2023.

Attachments

1. Event layout