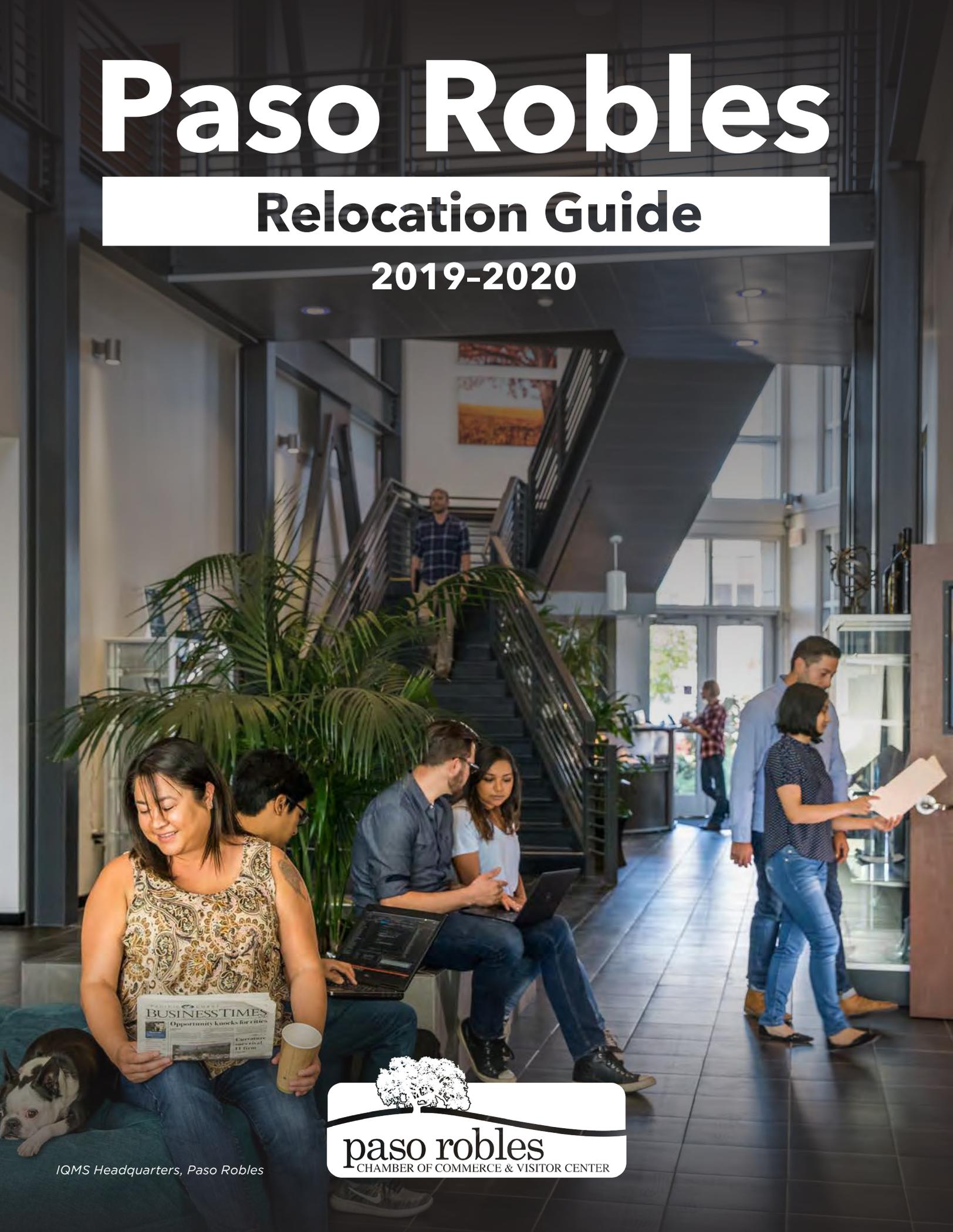


Paso Robles

Relocation Guide

2019-2020



IQMS Headquarters, Paso Robles



paso robles
CHAMBER OF COMMERCE & VISITOR CENTER



Mari Landscaping, Inc.

provides quality landscape design, installation and maintenance with superior service and imagination.

Whether your project includes an intimate outdoor room or breathtaking vistas of wine country, we can help you every step of the way.



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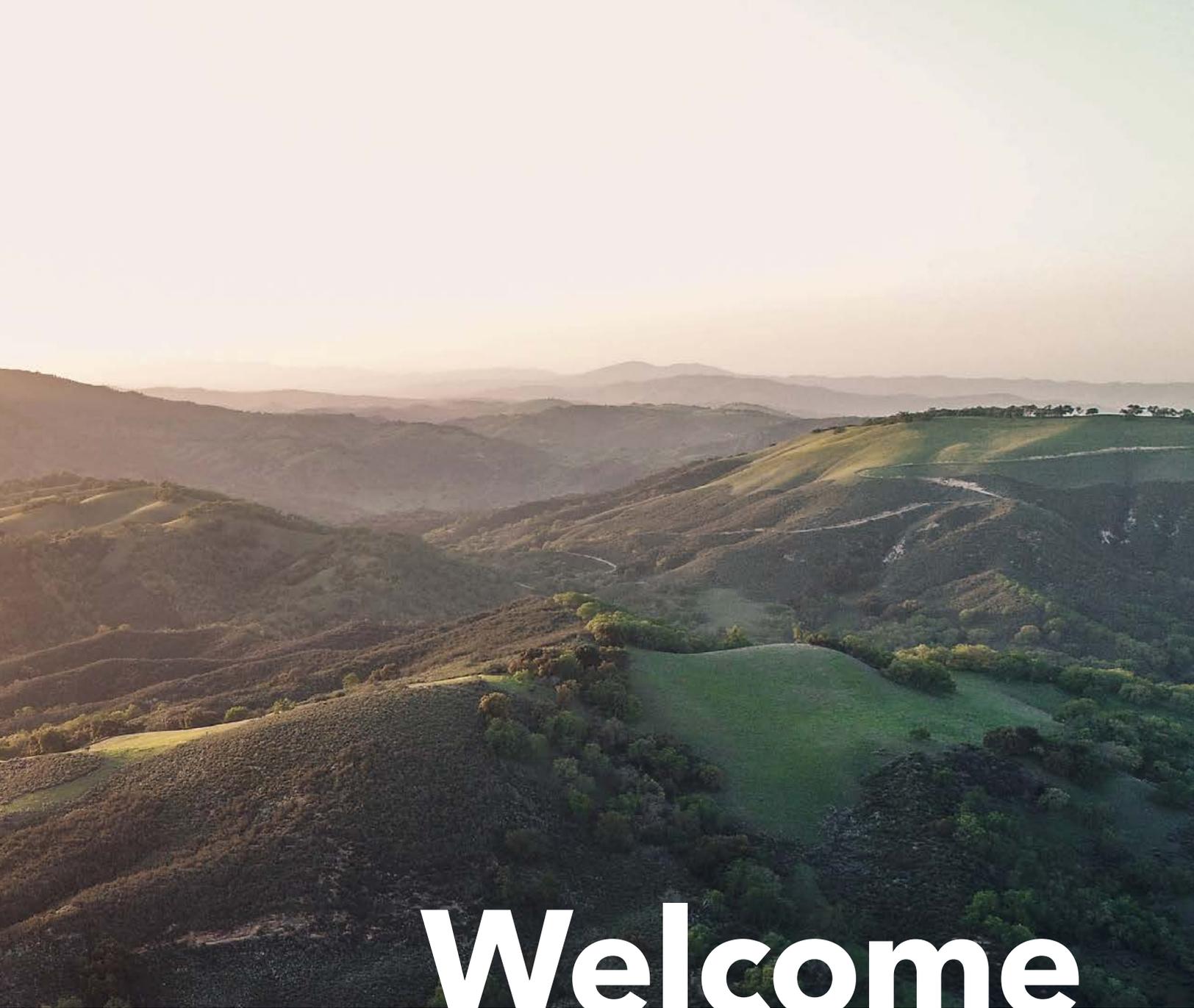
MARI LANDSCAPING, INC.

805-226-9787

info@marilandscaping.com

www.marilandscaping.com

Follow us on Facebook and Instagram!



Welcome



Paso Robles is famous for its hardy pioneer history and is known internationally for its hundreds of premium wineries. We are close to the coast, Hearst Castle, and water sports at Lake Nacimiento, but you won't want to travel far from our historic downtown. We are dedicated to being a community where people live, work, and play.

Whether you are looking for a weekend getaway or business development opportunities, the City and people of Paso Robles say "welcome." You've discovered the California city that is 're-booting' the West!

Steve Martin

Mayor, City of Paso Robles



Table of Contents

| | |
|------------------------------------|-------|
| Chamber Information | 1-6 |
| City Map | 8 |
| Demographics and Quick Facts..... | 9-11 |
| BEST | 13 |
| Paso Technology | 14 |
| Business Success Center | 15 |
| 805 Projects | 16 |
| Paso Robles Opportunity Zone..... | 17-18 |
| Community Development | 19-21 |
| Infrastructure | 22 |
| Location and Transportation | 23-24 |
| Airport Business Development | 25 |
| Business Climate | 26 |



| | |
|---|-------|
| Firestone Walker..... | 27-28 |
| Hotel Cheval..... | 29-30 |
| Education..... | 31-32 |
| City of Paso Robles Business Development Guide..... | 33-38 |
| Recreation | 39-40 |
| Cook Flavoring | 41-42 |
| History..... | 43-44 |
| Fun Facts..... | 45-47 |
| Housing..... | 48 |
| Calendar of Events..... | 49-50 |
| Visit..... | 51-54 |
| Healthcare | 55-56 |
| Public Safety..... | 57-58 |



Our 31,000+ residents live where many others vacation. We work, live, and play right outside our backdoors.



ENJOY PASO // Created by artists Pat Milbery, Pat McKinney & Jason Graves of the So-Gnar Creative Division Studios on the Park mural arts project with generous support from Firestone Walker Brewing Co. & George Shoemaker. Help fund the next Paso mural by contacting Studios on the Park make more art happen! #enjoyPASO // @so_gnarcreativedivision // @studiospr



President's Message

Paso Robles, a charming town in San Luis Obispo County, is centrally located half-way between San Francisco and Los Angeles at the intersection of two major highways. We are known for our rolling hills, natural hot springs, rich pioneer history, wineries, and budding entertainment scene.

From world class golf courses, to state of the art equestrian facilities and headliner entertainment venues, there is always something to do. While nearby lakes, beaches, hiking and biking trails appeal to the outdoor enthusiast, our museums and art galleries provide culturally enhancing experiences for those artistically inclined. Already celebrated for our award-winning wineries, we are now experiencing an increase in the craft beverage movement and are home to internationally known breweries, distilleries, and cideries.

Paso Robles was recently ranked #6 on TripAdvisor's top 20 hot spots as "Destinations on the Rise in 2018." These honored cities were noted for showing the greatest increases in positive venue and destination reviews during the previous year. With so much to do, our 30,000+ residents live where many others vacation and we have found the balance of enjoying the ability to work, live, and play right outside our back doors.

Whether you are coming to play, launch your next entrepreneurial adventure, looking for a place to call home, or desire to raise your family in a great Community, Paso Robles is becoming THE place to be. Come join us in experiencing the Central Coast lifestyle.

Gina Fitzpatrick

President/CEO



2019 Board of Directors

The Paso Robles Chamber of Commerce Board of Directors represents a cross section of North County businesses. The Board develops policies, set goals and objectives, and provides support to the Chamber's overall mission throughout the year.

Members

Sarah Hinds

Chairman
HFG Coastal Insurance

Bill Enholm

Farm Credit West

Brian Potter

A.M. Sun Solar

Don Daniels

Armour Ridge Vineyard

Danielle Skipper

NCI Affiliates

Darryl Stolz

Pacific Trust Mortgage

Henry Elisarraraz

State Farm Insurance

Elizabeth Alflen

IQMS

Fred Bruen

Fred Bruen Real Estate

Mike Talen

Cold Stone Creamery

John Arnold

Holiday Inn Express

Julie Richardson

Community West Bank

Saulo Gomez

Chili's

Nicholas Mattson

PASO Magazine

Reilly Newman

Newman Creative Studios

Warren Frace

City of Paso Robles

Shelley Gurney

Fidelity National Title

Tammy Motley

Tammy Motley, CMT

Chamber Staff

Gina Fitzpatrick

President/CEO
gina@pasorobleschamber.com

Shanay Brown

Event Coordinator, Shanay Brown Events
events@pasorobleschamber.com

Josh Cross

Director of Economic Development
josh@pasorobleschamber.com

Visitor Services Representative

info@pasorobleschamber.com

Howard Olvera

Membership Coordinator
membership@pasorobleschamber.com

Marketing

marketing@pasorobleschamber.com

Lori Woods

Operations & Visitor Service Manager
lwoods@pasorobleschamber.com

Rachael Turner

Member Services
memberservices@pasorobleschamber.com

Chamber at a Glance



Number of 2-for-1 Wine Tasting Cards given to visitors in 2018: **10,000+**



Total Members: **800**



In 2018, the Visitor Center assisted more than **20,000 people**



12,000 Employees Represented



Number of Chamber Events in 2018: **70**

Business Resources



Business and Entrepreneurial Success Team (BEST)



Workforce Solutions



Business Start-Up Guide



Opportunity Zone Information



Quick Start Permit Guides



Development Opportunity Sites



Business Resource Guide



Come visit the Paso Robles Chamber of Commerce and Visitor Center at 1225 Park St. in the heart of beautiful downtown Paso Robles.





Come Visit Us

We're like Google, but in person. We'll give you and your visitors wine maps, restaurant information, and local business information. Discover our community board, reference binders, and chat with our knowledgeable staff that takes great pleasure in helping answer all your Paso questions. Open seven days a week, folks are welcome to stop by and purchase Paso Robles souvenir items such as our popular license plate frames, t-shirts, and postcards.

Paso Robles Chamber of Commerce and Visitor Center

1225 Park St.
Paso Robles,
CA 93446

Visitor Center Hours

Mon-Fri 9am-5pm*
Saturday 10am-3pm
Sunday 10am-2pm

*Seasonal hours may vary

*Closed on Christmas, Thanksgiving, New Year's Day, and Easter

pasorobleschamber.com



COUNT ON PERSONAL SERVICE.

At Community West Bank, we build trust through financing and cash management services tailored for your business.

You can count on our commitment to you.

Let's work together™

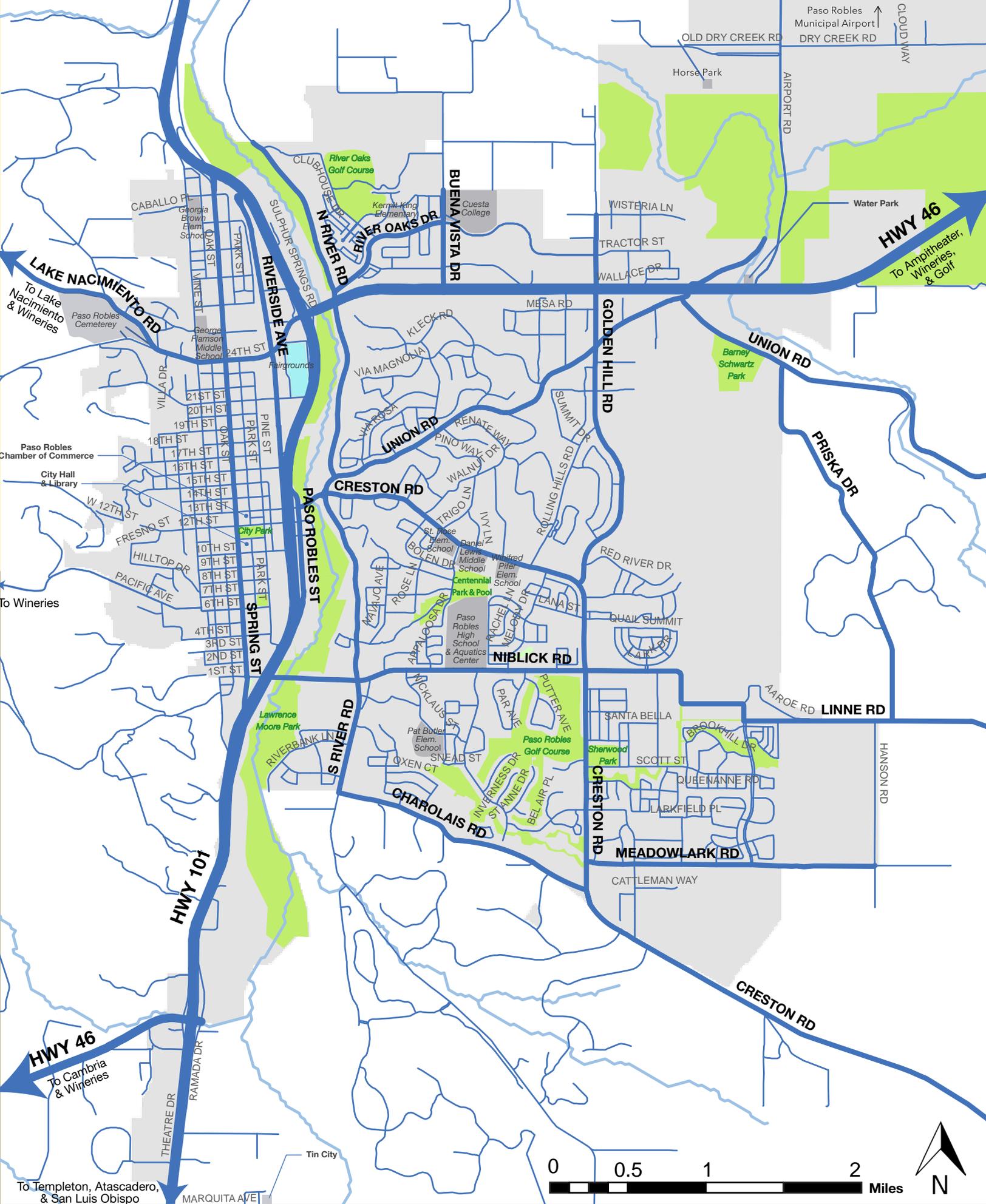


GOLETA • OXNARD
PASO ROBLES • SAN LUIS OBISPO
SANTA BARBARA • SANTA MARIA
VENTURA • WESTLAKE VILLAGE



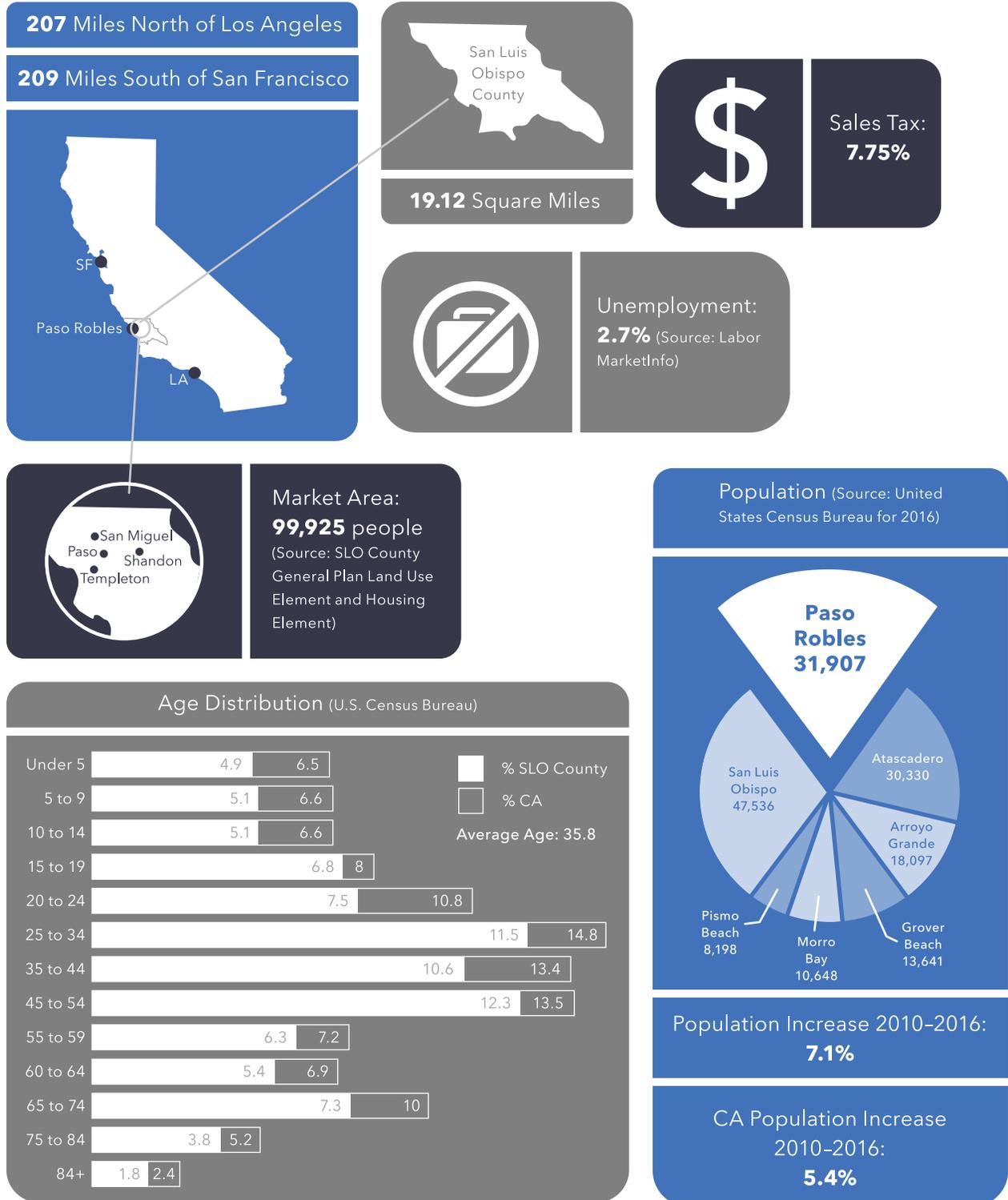
CommunityWestBank.com

Jason Bietz • Casey Appell • Julie Richardson • Laura Maffei
Karen Heisinger • Justin Vanderlinden • Peter Sterling

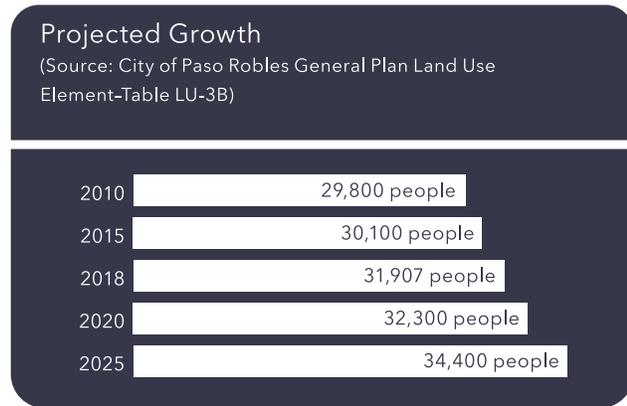


Demographics and Quick Facts

Paso Robles at a Glance



Paso Robles Projected Growth



Potential for up to:

- **2.9 million** additional *commercial* square feet
- **1.5 million** additional *industrial* square feet

(Source: City of Paso Robles General Plan Land Use Element)

Paso Robles Household Information

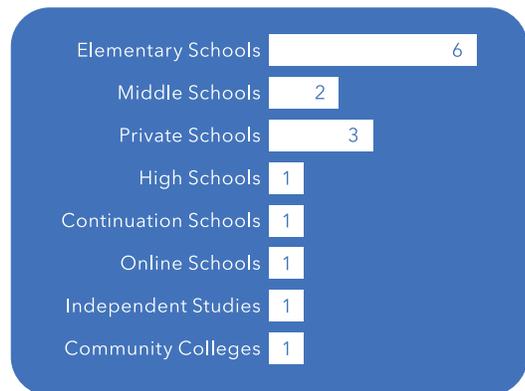


Average Household Income:
\$66,242
 (Source: Workforce Development Board)



Average Household Size:
2.71
 (Source: United States Census Bureau)

Education Overview

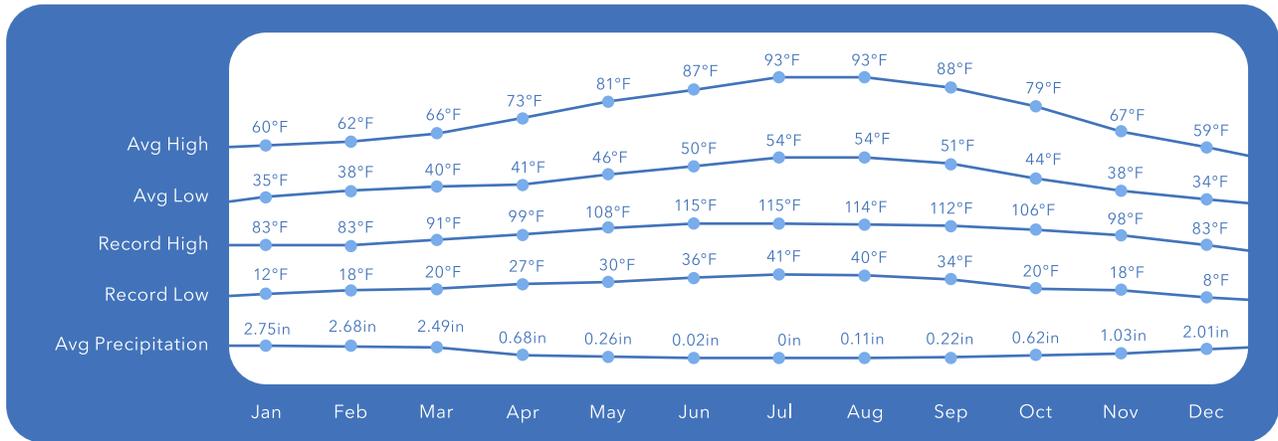


Bachelor's degree or higher:
23.5%

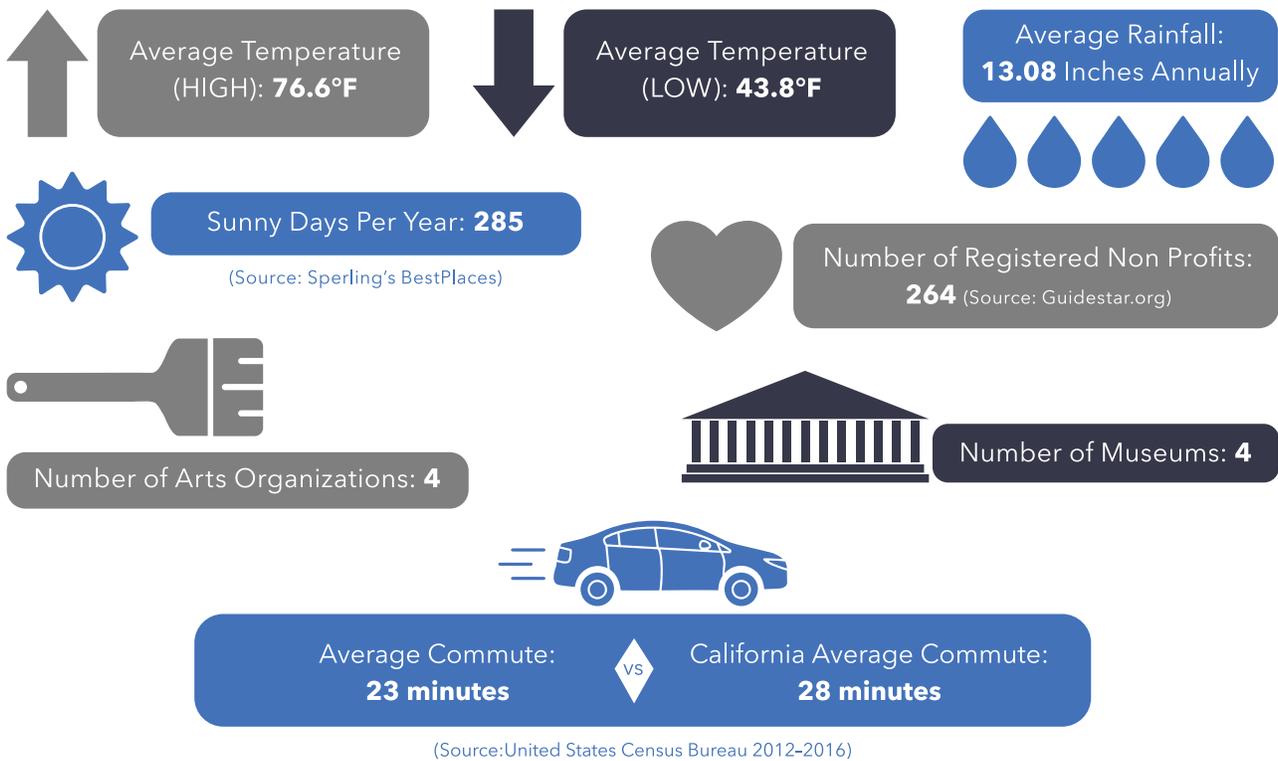


High School graduate or higher:
85.2%

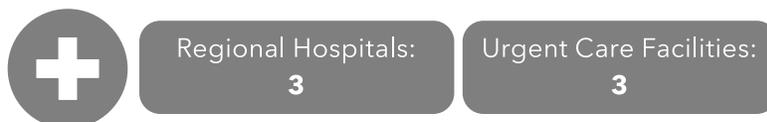
Climate



Quality of Life



Healthcare



Community Banking is Back!

The American Riviera branch in Paso, brings back banking the way you like it. Quick decisions, made by people you know. Money from the community, invested *in* the community.

We're proud to be a community bank, and to be in Paso.



Business Banking | Personal Banking | Agricultural Lending | Small Business Lending | Residential Lending



AMERICAN RIVIERA
BANK

Bank on *better.*



Paso Robles Branch • 1601 Spring Street, Paso Robles, CA 93446

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Need Mentorship or Business Advice? Engage The BEST

The Business and Entrepreneurial Success Team

The BEST was created for you! This free resource includes a diversified team of Paso Robles professionals and business owners who are passionate about supporting businesses and entrepreneurs interested in starting, expanding, or relocating in/to Paso Robles.

We Have Mentors with the Following Areas of Expertise:

- Accounting
- Agriculture
- Airport Development
- Architecture
- Cannabis
- Education
- Engineering
- Finance
- Hiring Agency/Staffing
- Hispanic Business Association-Spanish Services
- Land Planning
- Law
- Marketing
- Military
- Real Estate (Commercial and Residential)
- Restaurant
- Retail
- Tech
- Tourism/Hospitality

Here's How It Works:



Give us a call and answer a few questions about your proposed or existing business. Our phone number is (805) 238-0506. Or fill out a digital application found on the Economic Development Section of the Chamber's website. pasorobleschamber.com



We will take your information, set-up a meeting, and put together a customized team of local professionals eager to assist.



Meet with our team- ask questions, get advice, build a network of contacts to assist you moving forward.



Continue to work with your BEST contacts as new questions/issues arise.



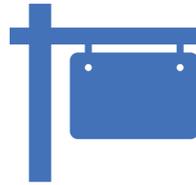
PLAN, LAUNCH, MANAGE, and GROW your business. (See pages 33-38)

Paso Technology

An Opportunity Hub!

Opportunity abounds in Paso Robles for tech firms looking to expand onto the Central Coast. Our proximity to San Francisco, Los Angeles, two airports, and two Highways allows for your business to remain connected to the California, national, and international economy.

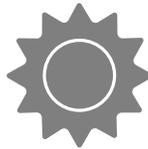
Local Tech Firms Enjoy Working Here for the Following Reasons:



Plenty of developable land that is reasonably priced



The cost of housing is a better value as compared to other cities on the Central Coast



Good weather with 285 sunny days annually



Opportunities for individual employees or departments to work remotely or as a satellite office



Considered the "southern tip of the Silicon Valley"

SF



LA

Located half way between San Francisco and Los Angeles



Paso Robles is recognized as a great place to live and raise a family



Accessible skilled workforce from Cal Poly State University and Cuesta College



Apprenticeship programs available through local high schools and universities



805 Projects

Business Spotlight

805 Projects is creating a platform for entrepreneurs to develop ideas that would otherwise not be feasible at other incubators.

805 Projects was intended to be a hybrid between an accelerator, incubator, and venture capital firm. A place where AgTech entrepreneurs have specifically designed tools, access to agricultural resources, and access to mentors and capital that understand the industry they are trying to change.

At its core, 805 Projects is creating a platform for entrepreneurs to develop ideas that would otherwise not be feasible at other incubators. This platform will also provide for a single source of data for growers - a platform where there is no need to learn multiple user interfaces.

We are looking to create something new, a new tech hub, right in the middle of Paso Robles wine country.

Paso Robles is an interesting place. When we arrived, we had a clean slate - a city filled with opportunity, surrounded by tech savvy agriculturalists, a

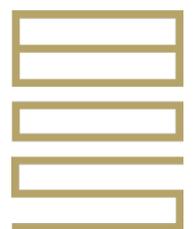
local university system that was producing top-tier graduates, and a community that was ready to challenge norms to become something greater.

There were challenges that would need to be addressed, the lack of a rooted tech culture, logistical constraints, introduction of investment capital, and the reimagining of how Paso Robles would position itself alongside other technology centers - think Silicon Valley.

These challenges didn't deter our decision to move to Paso Robles, they were the main reason we decided to call Paso Robles home. The challenges themselves created an opportunity that no other place in California could offer, the opportunity to start from scratch without having to abide by "tech hub" rules preset by siliconesque models. If having the opportunity to create something from scratch doesn't motivate young, hungry, entrepreneurs, like our team, we don't know what will.

ELIAS V. CABRERA CEO & CO-FOUNDER 805 PROJECTS

Basically, our decision came down to this - while everyone else plays by the rules, we'll be out in Paso Robles breaking them.



Paso Robles Opportunity Zone

Opportunity zones are designed to spur economic development by providing tax benefits to investors

The Paso Robles Opportunity Zone is unique to others found in California in that it encompasses the entire downtown area as well as surrounding residential neighborhoods. Opportunities for investment include vacant parcels, multifamily residential properties with deferred maintenance, commercial/office buildings in need of facade and interior improvements, and a number of businesses that could thrive with additional capital from private investors.

What is an Opportunity Zone?

An Opportunity Zone is located within an economically-distressed area where new investment, under certain conditions, may be eligible for preferential tax treatment.

Investments in these zones through special funds called Opportunity Funds will be allowed to defer or eliminate federal taxes on capital gains earned from the sale of stock, business assets, or property. The Paso Robles Opportunity Zone includes all land within the City boundary that is west of the Salinas River and north of 1st Street.

Economic Benefits

Opportunity Zones (OZ's) are designed to spur economic development by providing tax benefits to investors. First, folks investing in an opportunity zone can defer tax on a prior gain until the investment is sold or exchanged, so long as the gain is reinvested in an Opportunity Zone within 180 days. Second, if

the investor holds the investment for at least ten years, the investor will be eligible for an increase in basis equal to the value of the investment.

Additional Information dof.ca.gov

This summary is to be used for informational purposes only. Individuals wishing to proceed with investing in an Opportunity Zone should consult with a certified financial advisor. The Paso Robles Chamber of Commerce assumes no responsibility for investment within an Opportunity Zone or Opportunity Fund.

The program offers three tax incentives for investing in the Paso Robles Opportunity Zone:

1

Temporary Deferral

Opportunity to defer opportunity gains taxes. Tax on gain must be paid by December 31, 2026.

2

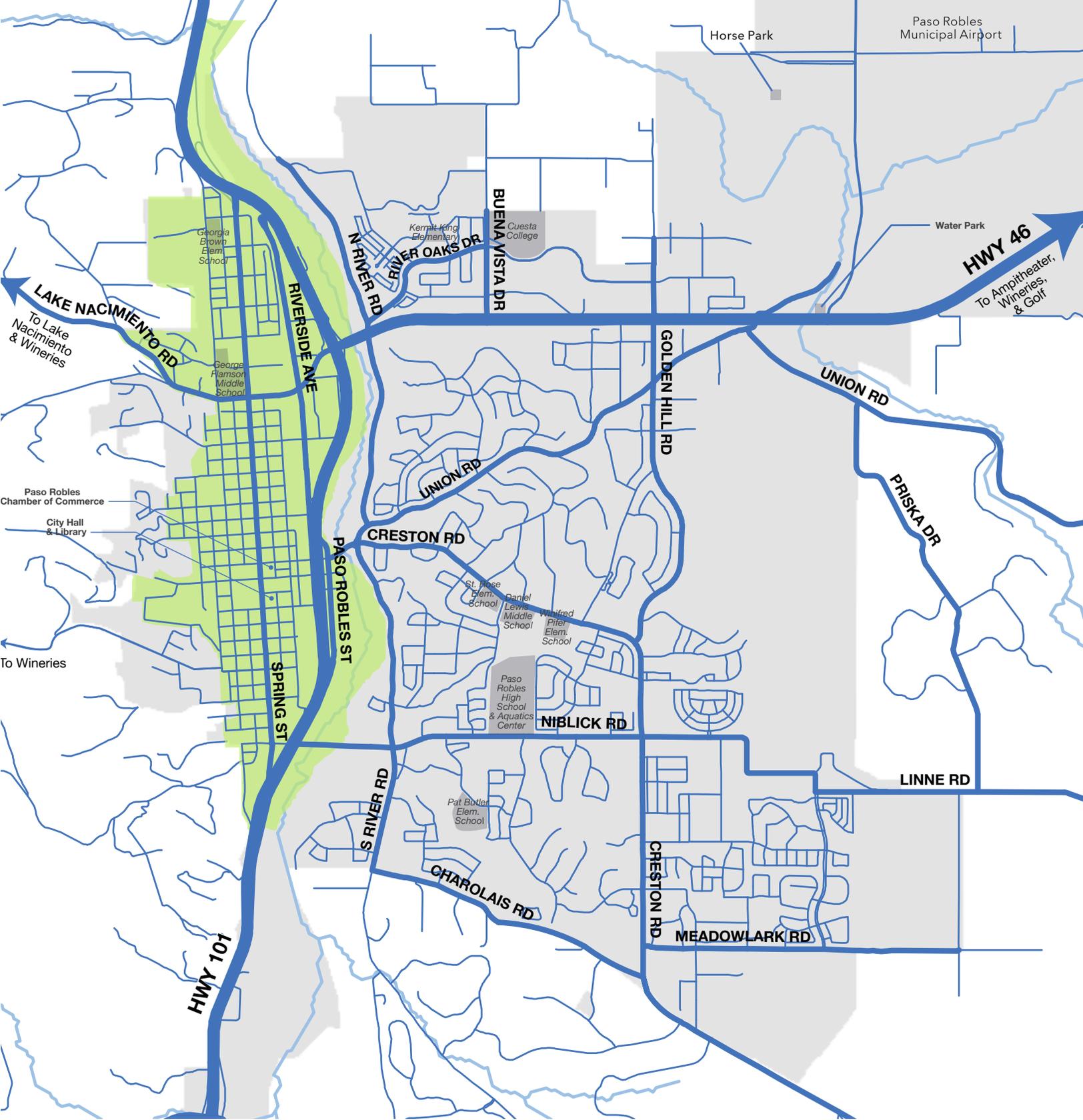
Tax Reduction

10% reduction in capital gains tax if the investment is held for 5 years. A 15% reduction in tax is possible if the investment is held for 7 or more years.

3

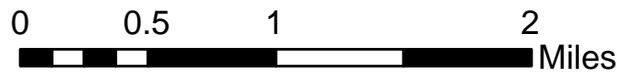
Permanent Exclusion

Investments held for 10+ years are excluded from capital gains tax from the sale of an investment.



Legend

- Opportunity Zone: Census Tract 101.02
- Educational Institutions
- City Limits



Community Development

Planning, building, and engineering divisions are here to help you

Take advantage of our “pre-application” consultations

The Community Development Department (CDD), includes planning, building, and engineering divisions to help you navigate the development process and bring your project to fruition. [The CDD can help clarify City policies, regulations, and expectations to guide your project from concept to grand opening.](#)

The planning division provides free “pre-application” consultations to help determine submittal requirements, an estimate of how long it will take for your project to get approved, and how much it will cost to

[process your project.](#) Planners typically work with design professionals and owners to get their projects approved through the planning division.

The building division includes trained technical experts that review building plans, interpret codes, and inspect construction activities to ensure buildings comply with regulations. Having recently streamlined the review process, the building division has a new link on the City’s website, “Paso Permits” to expedite the building plancheck process.

The engineering division helps

with planning improvements in the public right-of-way, processes property subdivisions, and a myriad of other complex technical studies such as studying traffic, road design, and ensuring that new development properly connects to the City’s infrastructure for water, sewer, and utilities.

[The CDD team is readily available every step of the way to help realize your development goals.](#)

Contact Us

prcity.com/188/community-development
(805) 237–3970

Paso Robles Community Development Department’s customer service is second to none. We are all incredibly busy but something I hear all the time is how surprised people are to be helped right away or how easy we are to work with. Paso is becoming a bigger place but we are still able to provide small-town customer service.

Susan DeCarli

Business Licenses

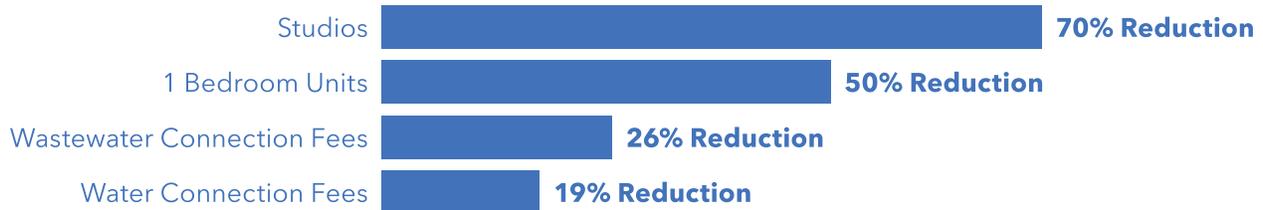


Valuation of Construction Permits



Development Impact Fees

In 2017, the City overhauled their Development Impact Fees. Here are a few highlights:



Building Permits

Real Time Billing for inspection deposits provides incentives to contractors with possible refunds upon project completion.

Permit Process Timing

The Building Division strives to better relationships with applicants by providing simplified requirements and a streamlined

process to keep plan check time frames down. Single family residential permits are typically issued within a month, including one round of comments.

Major Projects Recently Processed by the Community Development Department

Newly Implemented Land Management System

Accela Civic Platform:

This new software system increases customer service by providing transparency to the public from an online portal with real time billing, and allows for plans to be reviewed and tracked concurrently for quicker turnaround times.

Blue Oak Apartments

141 market-rate apartment units with a caretaker single family residence, community room, pool, and additional site amenities.

Oak Park Phase 3

76 low-income apartment units.

San Antonio Winery

126,000 sf. winery.

Ancient Peaks Winery

64,300 sf. winery.

Creston Garden Apartment Upgrades And Rehabilitation

Remodel and upgrade of 60 low-income townhome style apartments, new community room, and site improvements.

Oxford Suites

5-story, 151 rooms hotel, and 1,850 sf. meeting space.

Paso Robles Inn Expansion

4-story, 23-room boutique hotel.

Firestone Brewery Expansion

12 new, 65 ft tall fermentation vessels and 6,300 sf. cellar tank building.

On the Horizon

The following overview describes approved development projects. Note that while these projects are approved, continuously evolving market factors may affect the viability of these projects to move forward through construction as described below.

La Entrada/Sensorio

Outdoor garden adventure park attraction. 200 room hotel and conference center, restaurant, wine hospitality, and retail. Temporary installation (interim project) of a major outdoor light and landscape installations on a 346-acre site.

Paso Market Walk

16,000 sf. upscale retail center of local purveyors of fine food, craft beverages, art, entertainment, restaurants, and wine bars.

Bellissimo

Mixed-use development with 4 apartment units above a 4,210 sf. Italian restaurant with 3,500 sf. of outdoor garden seating.

"Biergarten" Downtown Beer Garden

Outdoor family beer garden on the north eastern corner of Railroad and 13th streets.

Tozzi's Micro Brewery

2,500 sf. plus outdoor table area, Railroad Street.

Multifamily Development

There are 251 multifamily units under construction.

New Light Industrial Facilities

A total of 1,135,700 sf. of new light industrial facilities are entitled, are in plancheck, and are under construction in various locations throughout the City.

Firestone Brewery Warehouse

60,000 sf. storage warehouse.

River Oaks II Expansion

271 single-family residential units approved for development.

Development At A Full Range Of Price-Points

The City has approved 21 hotels, 2 RV parks, and 8 hotels for development at a full range of price-points from luxury to economy. Some projects are in plancheck and some are under construction. One of the RV parks is already complete.

The Oaks Assisted Care Facility

100 beds, building permits are approved and project is ready to start construction.

Beechwood Specific Plan

Request for 911 residences (including a mix of single-family and multifamily) are in planning and environmental review.

Infrastructure

The city of Paso Robles has plenty of water to last through General Plan buildout and beyond.

Water

Water continues to be an important concern for Paso Robles residents and government officials. Decades ago, the City recognized that securing a diverse water portfolio would be essential to overcoming a future water crisis. Fast forward to today, and the City is proud to offer three water sources and has a fourth under construction. These include Salinas River wells, groundwater wells, Lake Nacimiento water, and a recycled water plant that will provide non-potable water for landscaping, irrigation, and industrial use.

These sources will accommodate the full General Plan population buildout of approximately 44,000 people as well as for all proposed hotels, commercial, industrial, recreation, and institutional uses.

City residents and business owners made a strong effort to conserve water during previously

declared statewide drought emergencies. In fact, Paso Robles exceeded the state-mandated conservation target. Although the state's drought emergency mandates may not currently be in place, similar conditions may return, and it is always important for our community to use water wisely.

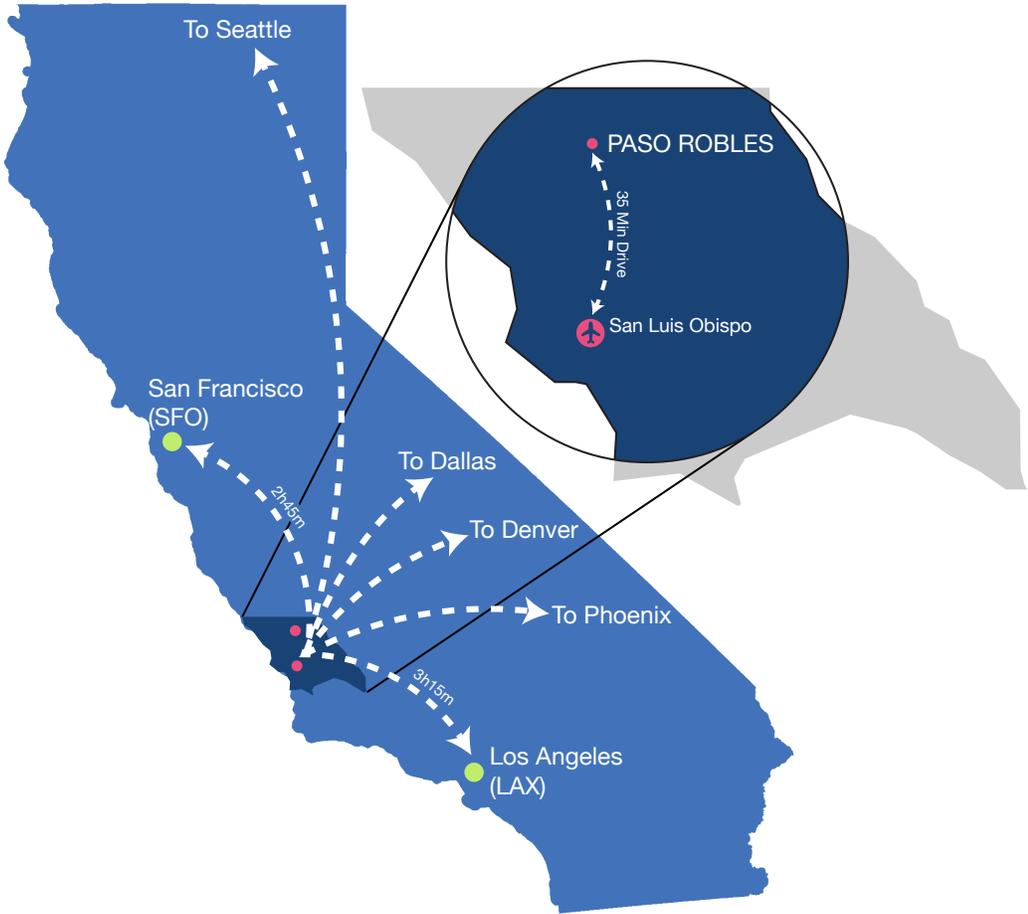
Streets

The City maintains about 160 lane miles of roadways within City limits. In 2012, City residents voted for a ½-cent sales tax increase, which continues to generate approximately \$5.5 million per year for road improvements. An additional \$50k is generated through Gas Taxes, bringing the annual total for road repairs and reconstruction to \$6 million. Even with this limited annual budget, the City has made repairs to 96 roads since 2012.

DID YOU KNOW

It is considerably more expensive to repair a road with significant deterioration compared to the cost of keeping a good road in good condition?

Daily flights to/from SF, LA, Denver, Dallas, Seattle, and Phoenix are available at the SLO County Regional Airport.



Airport Business Development

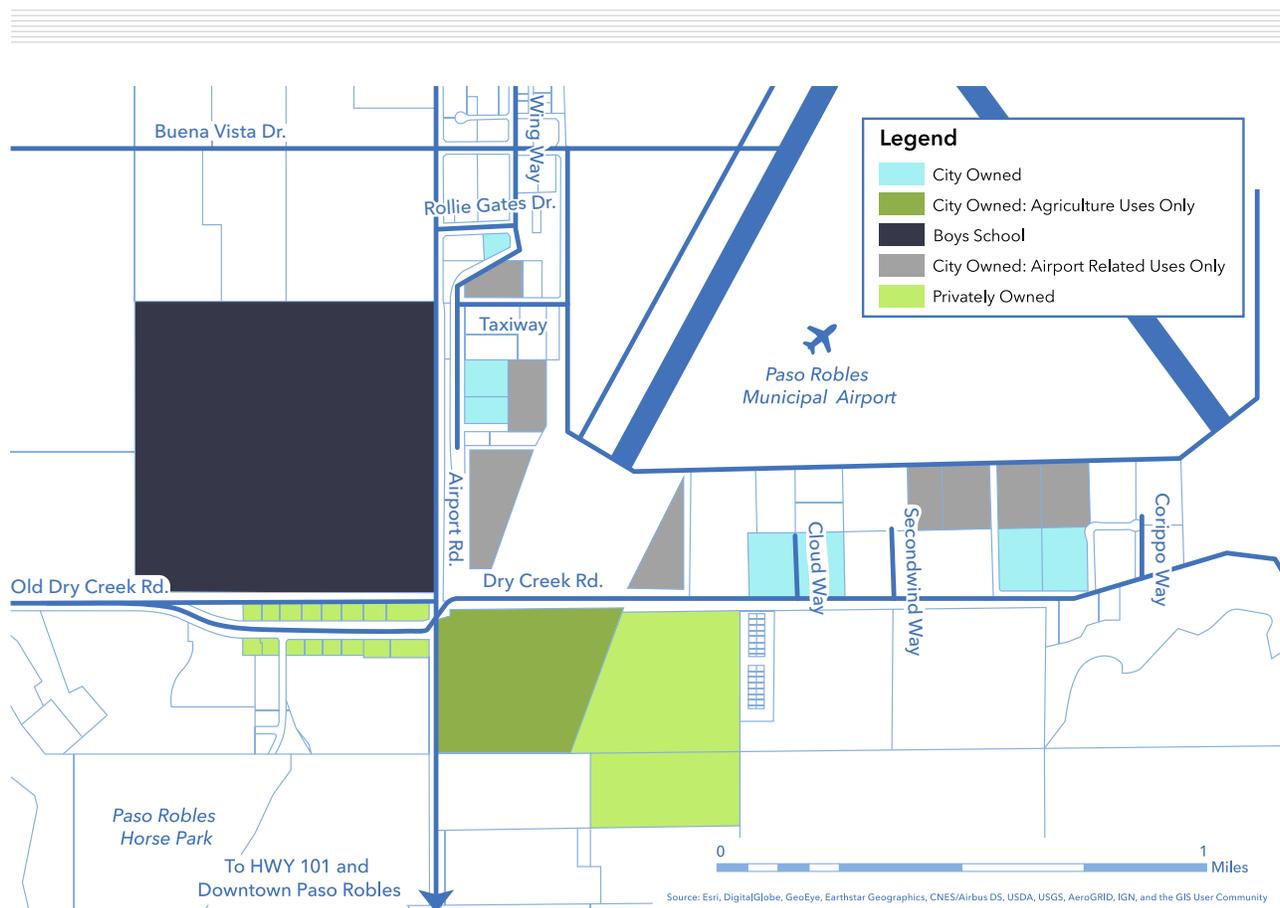
Location, Location, Location

With more than 250 acres of developable land, the Paso Robles Municipal Airport is a strategic location for businesses looking to expand into Paso Robles.

Sky's the Limit!

- Undeveloped parcels owned by the City = build-to-suit potential
- City motivated to offer long-term leases
- Both aeronautic and non-aeronautic uses are welcome
- Quick access to Highway 46, Highway 101, and I-5
- All weather airport = fewest foggy days in Central Coast region
- A number of developable parcels will become available in 2019 due to infrastructure investments by the City

Airport Development Opportunities



Business Climate

We are committed to help you build your business!

The Chamber's Economic Development Department is a great place to begin when starting a business

It should come as no surprise that the economic health of a city directly correlates to the prosperity of its residents and businesses. In Paso Robles, prosperity means that residents have the opportunity to live,

work, shop, and play right here in our community. It also means that **businesses have access to a skilled workforce, opportunities to expand, access to capital, and connections to a variety of commerce routes.**

At the Chamber of Commerce and the City, we have a number of tools to help businesses. In fact, there has never been a more exciting time to do business in Paso Robles! With an abundance of available property, relatively low cost of housing, a recent reduction in permitting fees, and a progressive community outlook, **now is the time to open, grow, or relocate your business here.**

Our Top Economic Clusters Include:

| | | | | |
|-------------|-----------------------|---------------|---------------------|-----------|
| Agriculture | Airport Business Park | Construction | Downtown Commercial | Education |
| Ag-Tech | Hi-Tech Business | Manufacturing | Regional Commercial | Tourism |

Largest Employers:



Quick Facts



Rated #11 in the nation for a good work-life balance
(Source: nerdwallet.com 2013)



Rated #45 in the nation as the best place to start a business
(Source: nerdwallet.com 2015)



Beer Before Glory

Firestone Walker Brewing Co.



Firestone Walker Brewing Company

Business Spotlight

Firestone Walker Brewing is proud to call Paso Robles their home

Enjoy delicious food at Firestone Walker's Taproom restaurant

As you drive south on Highway 101 from downtown Paso Robles, one billboard says it all: "Proudly Brewed Here." Such is the mantra of Firestone Walker Brewing Company, which has been brewing its beer in Paso Robles since 2001. Since that time, Firestone Walker has grown from a small regional brewery to one of the largest craft beer producers in the nation—but its local roots remain stronger than ever.

Here, Firestone Walker favorites such as Union Jack IPA, DBA British Pale Ale, Firestone Lager and the Luponic Distortion IPA Series have become local staples and emblems Paso-brewed beer.

In 2012, Firestone Walker opened its Taproom restaurant, and also launched its popular 805 brand. In 2017, a major brewhouse extension was completed. Expanded brewery tours were introduced at the same time.

Firestone Walker Brewing Company was founded in Santa Barbara County in 1996 by David Walker and his brother-in-law Adam Firestone. Five years later, after growing out of their original brewery, they relocated to the City of Paso Robles.

"This brewhouse extension was a fitting milestone in the wake of our 20th anniversary, and it deepens our local roots for the next 20 years and beyond here in Paso Robles," says David Walker. "The majority of our beers are still enjoyed within 200 miles of the brewery, and that makes us smile because the sweetest beer to drink is the one closest to the brewhouse." Adds Adam Firestone, "We are committed to the community that raised and supported us faithfully all these years. [This is our home.](#)"

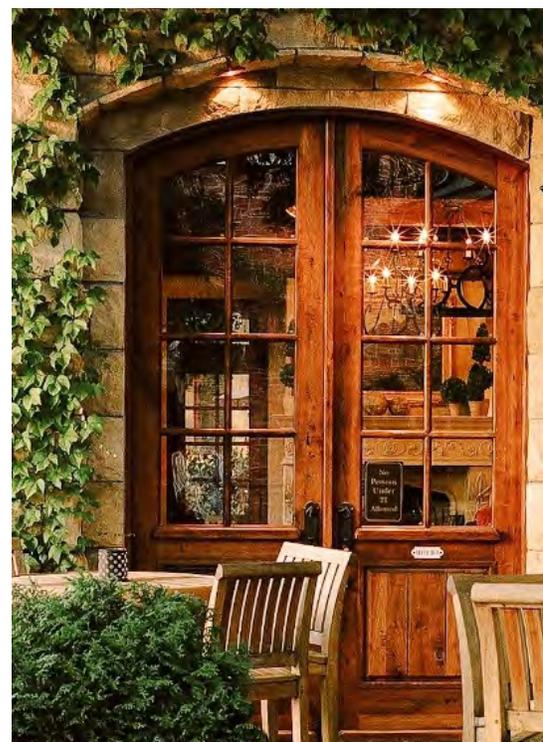
In Paso Robles, Firestone Walker Brewing Company found it all—a welcoming small-town community; a city that understands local business; a talented work force; excellent year-round weather; and a bias for artisanal wine, beer, and food.





#1 Small Hotel in The US

Hotel Cheval





Hotel Cheval

Business Spotlight

Hotel Cheval was named #1 small hotel in the US by tripadvisor

Paso's positive spirit is deeply embedded in our employees

Paso Robles's Positive Spirit

Since building and opening Hotel Cheval in downtown Paso Robles in 2007, my wife Sherry and I have both been continually amazed and inspired by the local business community.

We have found the attitude and energy in downtown Paso Robles to be so positive and unwavering. We have always felt welcome and proud to be part of the local landscape. Paso Robles has such a positive spirit.

Our Amazing Employees

In the beginning, we didn't really imagine the kind of success we might experience. It was obvious that Paso Robles was a very special place with huge appeal to visitors, but we soon came to realize that it is our amazing employee base (all

locally recruited) that is our real advantage. This was confirmed to us by Trip Advisor (we very gratefully were named #1 small hotel in the US by Trip Advisor for 2018).

We feel this positive spirit of Paso Robles is deeply embedded in our employees. Particularly impressive to us is the generous hospitality shown by so many; to make recommendations, to share referrals, and to lend a hand when someone needs it.

What unites everybody together is a strong sense of civic pride and genuine excitement about being here. From the city officials to the citizens to the business community, everybody likes and cares about Paso Robles. This positive attitude is the community's greatest asset.



Education

Paso Robles High School is one of the top in the country

Forbes Magazine named Cal Poly SLO the "top-ranked CSU" in 2011

Paso Robles Joint Unified School District

The award-winning Paso Robles Joint Unified School District (PRJUSD) serves over 7,000 students in the Paso Robles community and features several California Gold Ribbon Schools. Paso Robles High School is one of the top high schools in the country, earning a silver medal from U.S. News & World Report. From early education to high school, PRJUSD provides many programs that align with the district belief that "every student will have success."

Higher Education

Paso Robles is also home to the NorthCountyCuestaCommunity College campus, providing an

opportunity for residents to pursue higher education closer to home and employment. Opened in 1998, the campus has blossomed to provide over 200 course offerings, with enrollment soaring to over 3,000 students. The North County Cuesta campus is also the sole provider for classes in the Licensed Vocational Nursing program, offered in partnership with Compass Health since 2006. Additionally, Cuesta offers high school students the opportunity to enroll concurrently, allowing them to experience the next level of learning and earn college credits. The main Cuesta College campus is located in San Luis Obispo. San Luis Obispo County high school graduates

are eligible for 2 years of free tuition through the Promise Scholarship Program.

Just a short 30 minute commute south lies Cal Poly San Luis Obispo, named the "top-ranked California State University" in 2011 by Forbes Magazine. It is a distinctive learning community offering academically focused students a hands-on educational experience that prepares them for today's scientific and technical world. Over 60 undergraduate majors are offered. The university's career orientation is evident in its programs in Agriculture, Architecture, Business, Design, Education Engineering, Graphic Communication and Journalism.



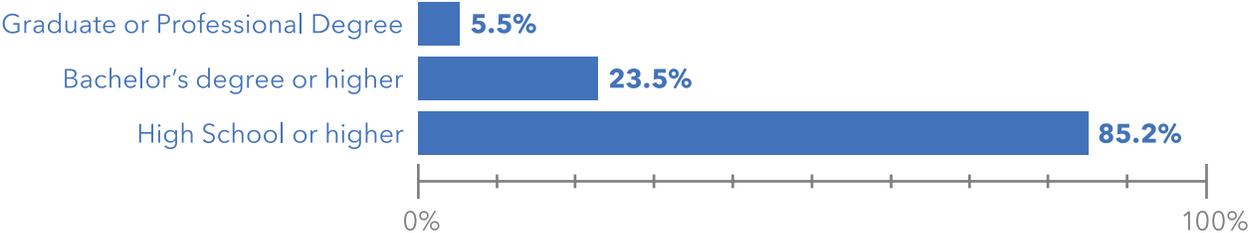
747 high school students earned college credit last year through a dual enrollment program with Cuesta College



43% of juniors and seniors are enrolled in advanced placement courses



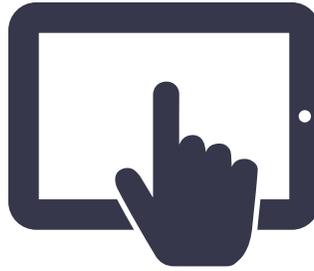
450 students in the graduating class of 2018



"Every Student Will Have Success" Motto Holds True For the Following Reasons:



Weekly instruction in dance, art, music, and physical education at all elementary schools



Incorporation of 21st Century Learning Technologies in every classroom, starting in kindergarten, with all secondary students receiving individual Chromebooks to use at school and home



Two magnet elementary school programs: Georgia Brown Elementary (dual immersion Spanish language) and The Arts Academy at Bauer Speck (visual and performing arts)



Free after-school activities such as organized athletics for all 3rd-5th graders and enrichment in the visual and performing arts



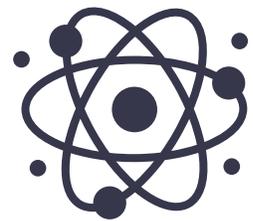
Upgrade to all PRJUSD facilities with passage of **\$95 million** school improvement bond, Measure M, in 2016



Emphasis on preparing students to be both college and career ready with one of the top high school career technical education programs in the state and numerous college preparatory and advanced placement courses

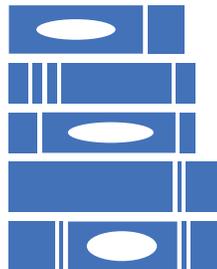


Community collaboration with Studios on the Park where elementary school students learn from professional artists and high school students are employed and sell their own artwork



Focus on **STEAM** (science, technology, engineering, arts, and math) in all grades

55 dual-enrolled sections in partnership with Cuesta College allowing high school students to earn free college credit



For more information about PRJUSD schools and programs, visit www.pasoschools.org.



The City of Paso Robles

Business Start-Up Overview

The following overview explains how to *Plan, Launch, Manage, and Grow* a business in Paso Robles:



Plan

You've got a great idea. Now, make a plan to turn it into a great business!

1. Idea

What service/product are you offering and what makes it unique?

2. Understand Your Market and Competition

Websites such as sizeup.com can help you understand how your proposed business compares to similar businesses in our region.

3. Business Plan

A business plan will help you determine how your business will operate before applying for your business license. This will serve as a road map for how to prepare for the rest of the business setup process and will be helpful in securing loans to start or grow your business. The following website has a number of free templates to get you started: bplans.com/sample_business_plans.php

4. Calculate Your Startup Costs

Office space, equipment and supplies, insurance, and inventory are some of the common startup costs you're likely to incur no matter what type of business you choose to operate. Calculate the startup costs for your small business so you can request funding, attract investors, and estimate when you'll turn a profit. The following website is a good place to start: sba.gov/business-guide/plan-your-business/calculate-your-startup-costs

5. Funding Sources

Through partnerships with local organizations and state programs, California helps small business owners access the funding they need to manage their businesses.

State Funding Sources

- **Small Business Loan Guarantee Program (SBLGP):** Provides loans to small businesses that experience capital access barriers. Through this program, a small business can establish a favorable credit history with a lender and obtain access to future loans on its own, independent of the program. ibank.ca.gov/small-business-finance-center/
- **Jump Start Loan Program (Jump Start):** Helps small businesses start, grow, and thrive. Jump Start provides microloans, technical assistance, and financial literacy training. ibank.ca.gov/small-business-finance-center/
- **Farm Loan Program:** Supports direct loans to small farms through participating Financial Development Corporations (FDCs). Loans are 90% guaranteed by the U.S. Department of Agriculture, Farm Serviced Agency (FSA). ibank.ca.gov/small-business-finance-center/
- **California Capital Access Program:** Designed to encourage banks and other financial institutions to make loans to small businesses that have difficulty obtaining financing. [.treasurer.ca.gov/cpcfca/calcap/](http://treasurer.ca.gov/cpcfca/calcap/)
- **California Coastal Loans:** This corporation services the financial needs of small businesses and farmers. California Coastal operates several loan programs including a Farm Loan Program, SBA 504 Program, SBA Micro Loan Program, Intermediary Relending Program, State Guarantee Program, and Community Advantage 7(a) Loan. The typical loan range is from \$5,000 to \$5,000,000 and can be utilized for building purchase, machinery and equipment, inventory, or working capital. calcoastal.org

Business Development Guide

5. Funding Sources Continued

- **Industrial Development Bonds:** Tax-exempt securities issued up to \$10 million to provide money for the acquisition, construction, rehabilitation, and equipping of manufacturing and processing facilities for private companies. ibank.ca.gov/programs/industrial-development-bond-financing/

Federal Funding Sources

- **Small Business Administration (SBA):** The SBA works with lenders to provide loans to small businesses. The agency doesn't lend money directly to small business owners. Instead, it sets guidelines for loans made by its partnering lenders, community development organizations, and micro-lending institutions. sba.gov/funding-programs/loans

Other Funding Sources

- **Crowdfunding** is the practice of funding a business venture by raising many small amounts of money from a large number of people, typically via the internet. Popular websites include: Kickstarter, Indiegogo, Peerbackers, SoMoLend, and Endurance Lending Network.

6. Mentorship Assistance

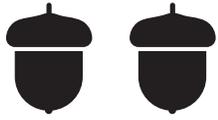
- **Business And Entrepreneurial Success Team - BEST:** Feeling overwhelmed? Have a lot of unanswered questions? Need direction? The Paso Robles Chamber of Commerce offers a free service that will answer your questions and pair you with a customized team of local professionals and businesses. We call this the Business and Entrepreneurial Success Team or BEST. Email best@pasorobleschamber.com or call 805-238-0506 to set up a meeting.
- **Mission Community Services Corporation (MCSC):** Mission Community Services Corporation is dedicated to enhancing opportunities for potential entrepreneurs and small business owners to become self-sustaining, successful contributors to their communities, with special assistance for women, low-income, minority, veterans, and non-profit businesses in San Luis Obispo County. mcscorp.org/
- **SCORE** is the nation's largest network of free, expert business mentors. SCORE offers assistance with getting a business started including writing a business plan, budgeting, mentoring, and education. Their website includes a digital library of helpful business templates, eguides, checklists, and videos. sanluisobispo.score.org/
- **California Manufacturing Technology Consulting (CMTC)**

The CMTC offers a California Manufacturers Accelerator® (CMA) program designed for small and medium sized manufacturers providing a free, fresh review of your business, bringing technical expertise and leadership to identify and solve problems. Each year our advisors assist hundreds of manufacturers in identifying and implementing solutions to remove barriers to growth. cmtc.com/

Feeling Stuck?

Feel free to reach out to our team of economic development professionals for assistance at best@pasorobleschamber.com or (805) 238-0506.





The City of Paso Robles



Launch

Turn your business into a reality.

1. Zoning Check

Certain business types are permitted in designated parts of the city and it is prohibited to run a business in a building that is not permitted or zoned for that type of activity.

Step 1:

Review Table 21.16.200 of the City's Municipal Code to *find your business type* (referred to as 'Land Use'). Note which Zoning Districts your business type is permitted in.

Step 2:

Compare the Zoning Districts your business is permitted in to the City's Zoning Maps. Need Assistance? Contact the City of Paso Robles Community Development Department at (805) 237-3970.

3. Negotiate a Lease

Do not sign a lease until you've checked with the city to make sure the building can be used for your type of business. You'll most like choose to retain a commercial broker to help find a space and negotiate lease terms like rent and other important items. Have the broker prepare a Letter Of Intent (LOI) memorializing the deal terms. Visit the Paso Robles Chamber of Commerce website and search the business directory that includes a number of commercial brokers.
pasorobleschamber.com

5. Apply For a Business License

Licenses are the city's way of keeping track of businesses. They establish a legal connection between businesses and their owners, and regulate certain types of commerce. Business licenses can be obtained from the City's Administrative Services Department: (805) 237-3999 or online at businesslicense.prcity.com

6. Site Plan

Navigating construction rules and city code can be complicated. A professional architect, civil engineer, or contractor may be able to offer helpful advice and planning assistance, as well as create necessary plans which include site plan drawings and construction documents (CDs). For large projects, you may need a licensed architect to "draw and stamp" your plans before showing them to city staff.

2. Site Selection

Location! Location! Location! Find the right spot for your business by visiting the Paso Robles Chamber website and using their interactive web-based property search, called OppSites. This tool shows some of the commercial properties available for sale in Paso Robles. You can also visit OppSites oppsites.com. Looking for a location in downtown Paso Robles? The Paso Robles Downtown Main Street Association offers a list of available properties pasoroblesdowntown.org. If you plan to make tenant improvements, renovations, or install equipment, call the Building Division at the City of Paso Robles to determine if you need to submit plans and/or obtain building permits (805) 237-3850.

4. Register Your Business

Most new businesses will need to create a Fictitious Business Name or DBA (Doing Business As). This can be completed at the County Clerk's Office in person or online at slocounty.ca.gov. A north county office is located within the Atascadero Library on the 2nd floor at 6555 Capistrano Avenue, Atascadero. If you are considering becoming a corporation, a limited liability company, or a partnership, you must file with the California Secretary of State's Office: (916) 657-5448 sos.ca.gov

Business Development Guide

7. Permits

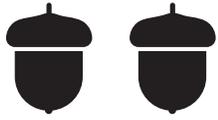
Permits are proof that your building and facilities follow city regulations and are safe for you, your employees, and your customers. If you are starting a new business, the permitting process takes a minimum of 30 days to get through.

State Funding Sources

- If your business is selling or leasing tangible goods, you will need a Sellers Permit from the State Board of Equalization: (800) 400-7115 boe.ca.gov
- If your business intends to prepare and/or sell food of any type, you will need a Health permit from the San Luis Obispo County Department of Environmental Health (805) 781-5544 slocounty.ca.gov
- If your business will sell or serve alcoholic beverages, you will need a license from the Alcoholic Beverage Control Board: (805) 543-7183 abc.ca.gov. You may also need a Conditional Use Permit from the Planning Commission (805) 237-3970 prcity.com

8. Inspections

As you complete each phase of construction, you'll need to have city inspectors visit to ensure the work meets the safety standards in the Paso Robles city code. Common items to be inspected are: *foundation excavations, concrete work, wood framing, ventilation equipment, plumbing, electrical, shear wall nailing, and roof nailing*. You may need several inspections from each category as construction proceeds. Any work which requires a permit will require inspections. When a permit is received, an Inspection Card will be issued. This card must be posted on the job site. The plans which were approved by the Building Division must also be available during each inspection. To schedule an inspection, visit the City's website at prcity.com/189/building or call (805) 227-7222.



The City of Paso Robles



Manage

Run your business like a boss.

1. Hire Employees

- An employee is defined as “every person that is engaged in the operation or conduct of any business in Paso Robles, whether as the owner, member of the owner’s family, partner, associate, agent, manager, and every person employed or working in such business, whether full-time, part-time, permanent, or temporary, for a wage, salary, commission, or room and board”.
- Each employee must complete Form I-9 and Form W-4 on or before their first day of employment. [irs.gov](https://www.irs.gov)
- Need assistance hiring employees? A couple resources include Eckerd Connects in Paso Robles eckerd.org/region/ca/#paso-robles, which offers paid work experience and The San Luis Obispo County Workforce Development Board: sloworkforce.com

2. Marketing

Marketing is everything you can do to build a relationship between your company and your customers. It is the process by which a product or service is introduced and promoted to potential customers and sustaining relationships over time. Once you’ve devised a plan, you will need to develop a strategy for creating and distributing content (e.g. text, images, videos) that inform your customers about what you’re selling and how they can buy it. Messaging is a term to describe who you are and why you exist as a company. A well crafted message will highlight your unique benefits, target a specific audience, and support your mission.

- **Website:** A central online location for your products or services. It gives customers a place to go to access information about your company, and how to purchase your products and services.
- **Social Media:** Digital channels to communicate with your customers. Social media offers platforms for storytelling, promotion, building your reputation, and creating a dialog with your customers that strengthen your relationship. Popular social media platforms include: Facebook, Instagram, Twitter, and YouTube.
- **Design and Print Materials:** Physical artifacts like posters, flyers, banners, pamphlets, and other things that inform customers.

3. Networking

Networking is all about getting to know people, making connections, and developing relationships. Showing up to events and becoming an active part of the community helps to spread the word about who you are and what your business can offer. Going to local meet-ups gives you an opportunity to interact with professionals and enthusiasts in your industry face-to-face.

The Paso Robles Chamber of Commerce

- The Chamber offers opportunities for networking through various events and committees. In addition to member discounts, we offer marketing and promotion opportunities and publications and materials to keep you informed. For a more detailed list, visit the member benefits page. For information on membership pricing contact the Chamber. pasorobleschamber.com

City of Paso Robles Calendar of Events

- Find out about upcoming special events in Paso Robles. travelpaso.com/events-list

Meet Up

- Meetup connects groups of people with similar interests. Search for groups with interests like yours. Visit meetup.com

Business Development Guide

Grow

1. Expand

Expansion can mean adding employees, acquiring new equipment, increasing production, or opening a new location. Once you're ready to expand, update your marketing plan and confirm that your business is financially prepared. Then, consider the following steps:

Step 1:

First, update your marketing plan. How will your expansion leverage additional sales? Think about your target customer, sales plan, and competitive advantage. Make sure your updated marketing plan is just as thorough as your initial plan.

Step 2:

Compare your business to the competition, learn about our local market, and get a sense of the advertising market with sizeup.com

Step 3:

Next, review your business finances. Build a forecast that projects estimated costs and estimated revenue. Take a close look at your balance sheet to make sure you can cover the costs of expanding. If you don't have enough capital, consider applying for more funding.

2. New Funding

If your business is up and running but needs more capital, you can rely on previously used funding sources. However, funding an existing business still requires slightly different preparation.

- You'll need to make a solid business case for more funding. Produce a short statement with the total requested amount and specific reasons for it.
- A business case should give assurances that new funds won't be mismanaged. Include descriptions of your management team to highlight their skills and expertise.
- Display that your business is doing well with financial history statements. Show how your business has grown by reporting revenue, expenses, and profit over time. If you don't have a history of positive growth, explain why more funding will allow you to turn it around.
- Show how your business will grow in the future with a forecast. Your business forecast can be based on intuitive judgment, quantitative analysis, or both. Show your projected revenue and expenses, and clearly explain how you arrived at those estimations.
- Meet with local experts, counselors, and business mentors at a local SBA resource center if you need help preparing your business to get more funding.
- Additional funding options for existing businesses are similar to funding options for a new business. You'll have the same general set of options, which include small business loans, credit cards, and crowdfunding.
- Existing businesses have the advantage of an established financial history with credit reports, business bank accounts, and internal financial reports. Lenders, investors, and even crowdfunders can use that information when they decide whether to fund your business.
- If you have trouble getting a traditional business loan, look into SBA-guaranteed loans. When a bank thinks your business is too risky to lend money, the SBA may guarantee your loan – that way the bank has less risk and could be more willing.
- Use Lender Match to find lenders who offer SBA-guaranteed loans. sba.gov/lendermatch

Recreation

Go play outside at one of Paso Robles’s recreation facilities

Every summer, the City Park gazebo hosts Concerts in the Park

Recreation Services

The Paso Robles Recreation Services mission is to create a better community through people, programs, places, and experiences. Recreation Services offers a variety of classes, camps, lessons, and leagues for youth and adults with over 200 recreation options to meet all areas of interest. Recreation programs are featured in the City’s Recreation Guide produced quarterly and mailed to residents in their City

water bill. Each summer, the Paso Robles REC Foundation and Paso Robles Recreation Services collaborate to host a free concert series on Thursday evenings in the City Park gazebo. Hundreds of locals and visitors flock to the park for great music, food, drink, and dancing in a charming setting. Additional Recreation Services events include a Fall Family Fun Fest in September and a Super Summer Sign-Up Party in May.

Learn More

To learn more about the Recreation Services upcoming events and program offerings visit prcity.com/394/recreation or call (805) 237-3988. Those who wish to receive a quarterly Recreation Guide may email recservices@prcity.com to join the mailing list. Recreation Services is located at Centennial Park, 600 Nickerson Drive, Paso Robles, CA 93446. Registration desk hours are Monday through Friday from noon to 5:00 pm.

Quick Facts:



12 miles of trails



16 Parks



1 dog park



1 skate park



2 community pools

Privately Operated Recreation and Entertainment:



Cook Flavoring Co.

Business Spotlight

Hand-cultivated, hand-pollinated, and hand-cured

Our artisanal cold extraction process has been used for a century

We at Cook Flavoring Co. like to think we were among the first to “discover” Paso Robles. Our late founder, Raymond R. Lochhead, re-located his vanilla extract business here from St. Louis in 1964, when hardly anyone knew of this beautiful little gem of 7,000 people on California’s Central Coast. Ray chose Paso Robles for its fine weather, perfect for the single-engine Cessna he used for his sales calls, and its prime location on Hwy 101 almost exactly halfway between Los Angeles and San Francisco.

It turned out to be a brilliant choice. Cook was among the early manufacturing businesses in Paso Robles and we’ve flourished here ever since. We manufacture pure vanilla extract, retail and wholesale, for bakers, ice cream makers and chefs, including some of Paso’s fine local restaurants. Our raw

material is among the finest ingredients of the food world – the vanilla bean – grown on orchid vines and entirely hand cultivated, hand-pollinated and hand-cured by small farmers throughout the Tropics. We extract the beans by the same artisanal cold extraction process we’ve used for a century. Cook and vanilla mesh perfectly with the small-scale, rural ethos that is Paso’s own proud heritage.

We are proudly celebrating our 100th anniversary this year as an entirely family owned and operated business. Ray’s daughter Josephine Lochhead Schmidt and her husband, Don, now run the business in Dad’s mold. We’ve raised our families here, going on 3 generations, knowing there’s no better place to live, or do business, than this beautiful, bountiful, and friendly city of Paso Robles.





Hand-Cultivated, Hand-Pollinated And Hand-Cured

Cook Flavoring Co.





Hotel El Paso de Robles burned to the ground on December 12, 1940.
Early photo, date unknown

History

Paso Robles first began as a hot springs destination and was once known as the "Almond City"

Historic El Paso de Robles Est. 1889

El Paso de Robles, "The Pass of Oaks," has deep roots in California's rich history. Before the Mission Era, the area was inhabited for thousands of years by the Salinian Native Americans. Early history shows that [Paso Robles was known to the Salinian and the Mission Fathers as the "Springs" or "Hot Springs" due to the many hot mineral springs in the area.](#) The town began as part of a Spanish Land Grant purchased in 1857 by town founders and brothers, Daniel and James Blackburn. Daniel Blackburn realized the healing potential of the natural hot sulfur waters and in 1864 the first hotel and bathhouse were built on the corner of what is now 10th Street and Spring Street. Drury James joined the partnership in 1868 when he purchased a half interest in the Paso Robles town site. The entrepreneurial partners of Blackburn and James envisioned more than a small village and began selling town lots at a grand auction in 1886. Ambitious townspeople built banks, hardware stores, saloons, and a world-class hotel and bathhouse, solidifying Paso Robles as a bustling and beautiful town. [Agriculture was important](#)

to the growth of the town and at one time Paso Robles also became known as "Almond City" due to the largest concentration of almond orchards in the world. While many of the ranch lands have since become olive orchards and vineyards, Paso Robles has remained true to its origins. It maintains a vibrant downtown with fine restaurants, shops, art galleries, museums, community events, and won the National Main Street Great American Main Street Award in 2004. [Paso Robles is currently rated as one of the top wine regions in the nation.](#) We hope all those who come here will enjoy the beauty of the area and the heritage of those who have made Paso Robles what it is today!

Paso Robles Historical Society

For more information about Paso Robles, visit the Paso Robles Historical Society located within the historic Carnegie Library in downtown Paso Robles.

Hours of Operation: Open Tuesday and Thursday through Saturday 10:00 a.m. to 4:00 p.m.

Sunday 11:00 a.m. to 3:00 p.m.
Closed Monday & Wednesday.
Closed on major holidays.

Explore Historic Paso Robles

The town of El Paso de Robles has many historic homes and commercial buildings. [The following guides are available at the Paso Robles Historical Society located in Carnegie Library at the City Park](#) to help visitors enjoy these interesting and unique properties.

- A Self Guided Tour of Historical Homes of Paso Robles, Ca. \$3, available at the Carnegie Library and the Main Street Office
- Self Guided Walking Tour of Historic Buildings, El Paso de Robles, California. Donation, available at the Carnegie Library and the Main Street Office
- Paso Robles California; From California's Oldest Watering Place to the Present. An illustrated history of Paso Robles. Donation, available at the Carnegie Library
- Paso Robles Pioneer Museum. A walk on the grounds of the Pioneer Museum takes one back in time. Free admission. 2010 Riverside Ave, Paso Robles



California Mid-State Fair

Fun Facts



Hot sulfur springs still flow through Paso Robles and are open to the public in two locations: River Oaks Hot Springs Spa and Franklin Hot Springs



Marilyn Monroe and Joe DiMaggio spent the first night of their honeymoon at the Clifton motel on the south side of Paso Robles in 1954. They were married in San Francisco and were en route to Palm Springs. While no longer a motel, the building is still on the corner of 1st and Spring streets



Drury James, the uncle of the outlaw Jesse James, was one of the city's original architects who built the original Hotel El Paso de Robles. He also gave the town a two-block city park and envisioned a planned spa community, heavily publicizing the area as a hot springs tourist attraction



Beginning in 1914 and for 25 years thereafter, the piano virtuoso and Polish statesman Ignacy Paderewski visited Paso Robles as a place of respite between his concert tours and other responsibilities. He purchased 2,000 acres and planted Petite Sirah and Zinfandel on his Rancho San Ignacio vineyard in the Adelaide area. With his performances at the Paso Robles Inn, he became a fixture amid a glittering scene, which entertained the likes of Jack Dempsey, President Theodore Roosevelt, Phoebe Apperson Hearst, Douglas Fairbanks, Boris Karloff, Bob Hope, and Clark Gable

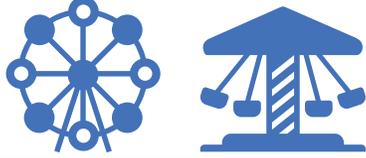


Once known as the "Almond City," Paso Robles possessed the world's largest concentration of almond orchards until the Central Valley gained access to plentiful irrigation



Hotel Cheval Paso Robles has been named the #1 Small Hotel in the United States by TripAdvisor

From 1924 to 1934, the Pittsburgh Pirates were headquartered at Hotel El Paso de Robles during their spring training. The ballpark they used in downtown Paso Robles had been previously used by the Chicago White Sox



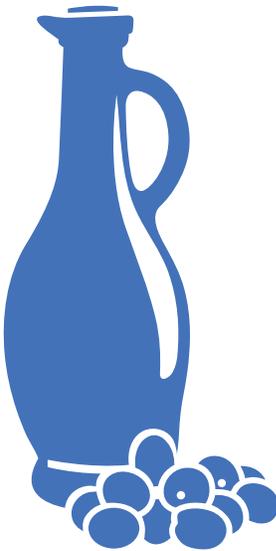
The California Mid-State Fair draws more than 400,000 attendees annually to the Paso Robles Event Center. Known for showcasing big-name bands and artists such as Aerosmith, Tim McGraw, Rod Stewart, Alan Jackson and Fergie, the fair has been in existence since 1946

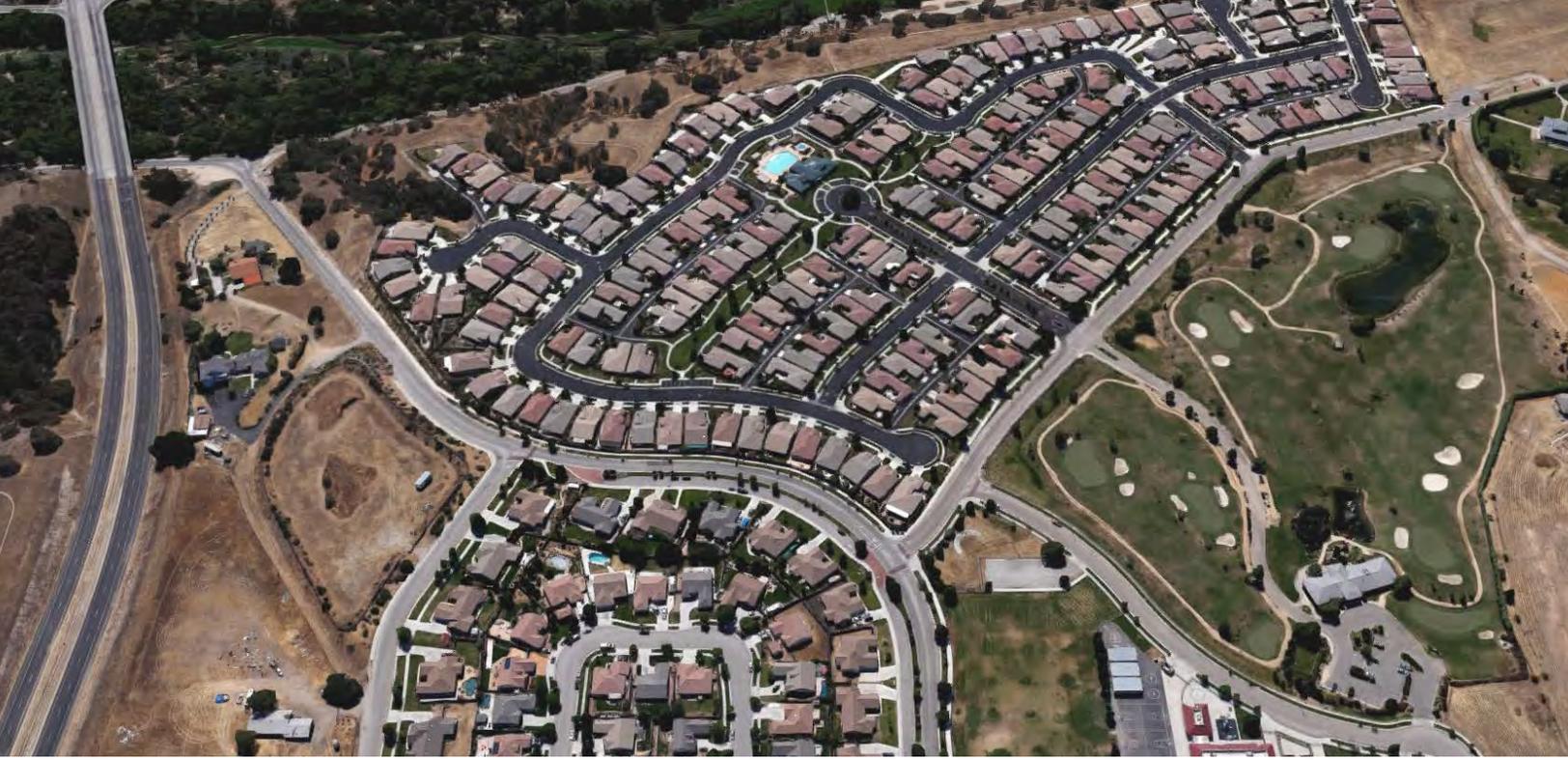
The "Templeton Gap," a notch in the coastal Santa Lucia mountain range, allows marine air to cascade inland and across the Paso Robles wine country—a cooling influence that fosters quality and complexity in the local wines. Temperature swings of 50 degrees within a 24-hour period are not uncommon during the late summer months



Travel & Leisure magazine rated Paso Robles as one of the "25 Top Places to Visit for the Holidays" in 2015 and in 2016. Other accolades for Paso Robles include "America's Healthiest Small Towns", "Best Small Main Street Towns in America", "America's Happiest Cities", "Best Food and Wine Festivals", "Winery of the Year" (Tablas Creek, Justin), and "Brewery of the Year" (Firestone Walker Brewing, multiple times) among others

As the health benefits of olive oil become more well-known, Paso Robles is becoming a mecca for all things olive-related. You can tour an olive processing facility and take your pick of a number of olive oil tasting rooms, found amongst the wineries and in Downtown Paso Robles





Housing

The American Dream Lives Here!

Perhaps no other decision has a greater impact on the happiness and health of your family than the choice of where you live. A classic farmhouse in the country; a quaint Victorian home within walking distance to our vibrant downtown, a home within a family-friendly subdivision, or an amenity rich 55+ active adult neighborhood... each of these living situations are available here in Paso Robles to make your home ownership dreams come true.

Housing Quick Facts



Median Home Sales Price:

\$463,200

(Source: Zillow.com, December 2018)



California Median Home

Sales Price: **\$500,200**

(Source: Zillow.com December 2018)

Median Gross Rent Per Month:

\$2,208

(Source: Zillow.com May 2018)



California Median Gross Rent

per Month: **\$2,650**

(Source: Zillow.com May 2018)

June

- Firestone Walker Invitational Beer Fest
- Start of Concerts In The Park (Thursday)
- Farm To Fork

July

- Paso Pops
- Lavender Festival
- California Mid-State Fair
- Free Pancake Breakfast
- Four Chamber Mixer

August

- Winemaker's Cook Off
- Trading Day/Kid's Day In The Park
- Concerts In The Park End

September

- Arte de Tiza
- Taste Of Downtown
- Pajama Party Movie
- Annual Taste Of Downtown

October

- Paso Robles Harvest Wine Weekend
- Halloween Harvest Costume Ball
- Golden Oak Honey Festival
- Harvest Marathon
- Safe & Fun Halloween Downtown
- Pioneer Day Parade
- Craft Beverage Tour

November

- Garagiste Festival
- Elegant Evening Downtown
- Paso Robles Half Marathon
- Holiday Craft Bazaar
- Holiday Lighting Ceremony
- Paderewski Festival
- Women Who Mean Business

December

- Lighted Christmas Parade
- Vine Street Victorian Showcase
- Victorian Teddy Bear Tea

Visit

Ranked #13 by the Matador Network List of the "25 coolest towns in America" – 

Come visit more than 200 wineries and tasting rooms

Just thirty miles from the Pacific Ocean, Paso Robles is surrounded by scenic rolling hills dotted with oak trees, vineyards, almond and olive tree orchards, and open space. Home to world-renown wineries, tasting rooms, craft breweries, and distilleries, there is something for everyone. Visitors continue to return because [one visit just isn't enough time to take in everything Paso has to offer!](#)

Downtown Paso Robles is quickly becoming recognized as the [culinary capital of the Central Coast](#) due to its culinary arts scene that features fresh products sourced from local farms and ranches.

In addition to fine food and wine experiences, a [thriving arts and live entertainment](#) sector contributes to diverse and culturally rich experiences for all ages and interests. Each summer, big name entertainers such as [Garth Brooks, Aerosmith, Pitbull, Tim McGraw, KC and The](#)

[Sunshine Band, and ZZ Top](#) grace the stage at the California Mid State Fair... America's Favorite Fair.

Access to abundant outdoor recreation assets such as road cycling, golf, horseback riding, mountain biking, a water park, and large inland lakes round out the activities our visitors and residents enjoy on a year-round basis.

Accolades continue to roll in from a variety of media sources including Trip Advisor who identified Paso Robles as a ["Destination on the Rise for 2018"](#) and VIA Magazine who named Paso Robles one of the ["8 Great Places to Visit in 2018."](#) Forbes Magazine included the Central Coast and Paso Robles in a list as one of the [less expensive](#) places to visit in 2018 – one of only four domestic destinations referenced.

Tourism continues to be the major economic engine for the

City of Paso Robles. Transient occupancy tax collections, viewed as an indicator of tourism success, increased in 2017 by approximately 12% over the previous year. This funding stream provides the City with revenue for its general fund that is used to enhance and maintain many of our community's most desired assets including public safety, abundant parks and trails, recreation and library services, and streets. Our tourism economy provides diverse employment opportunities that sustain many small and large businesses that consider Paso Robles to be their home.

Meeting/Conference Facilities

From our large-scale Event Center that can host up to 2,300 folks to the Hotel Cheval's intimate library room for 12, Paso Robles has a variety of meeting facilities to meet your needs.

Quick Facts:



Large-Scale Event Venues With Indoor Meeting Space

| Venue | Contact Info | Capacity | Description |
|--|--|--|--|
| Paso Robles Event Center 2198 Riverside Avenue Paso Robles, CA 93446 | (805) 239-0655 midstatefair.com/facility_ information.php | Indoor facilities for up to 2,300: <ul style="list-style-type: none"> • Adelaide Hall: 14,094 ft² • Estrella Hall: 18,624 ft² • Frontier Pavilion: 4,554 ft² • Ponderosa Pavilion: 11,993 ft² | This 4-acre property, located within walking distance of several hotels, features over 75,000 ft ² of building space and offers a selection of both indoor and outdoor meeting/event space. |
| Rava Wines and Events 6785 Creston Road Paso Robles, CA 93446 | (805) 238-7282 ravawines.com | Indoor and outdoor facilities for up to 1,000: <ul style="list-style-type: none"> • Indoor space: 17,000 ft² | 505 acre boutique vineyard in the heart of wine country. |
| San Antonio Winery 2610 Buena Vista Drive Paso Robles, CA 93446 | (805) 226-2600 sanantoniowinery.com | Indoor event facility for up to 250: <ul style="list-style-type: none"> • Heritage Room: Up to 50 • Patio Alfresco: Up to 125 | Winemaking facility and visitor event center that can accommodate various functions. |

Hotel Meeting Spaces

| Venue | Contact Info | Capacity | Description |
|--|--|--|--|
| Allegretto Vineyard Resort 2700 Buena Vista Dr. Paso Robles, CA 93446 | (805) 369-2500 allegrettovineyardresort.com | Number of rooms: 171 Indoor facilities for up to 350: <ul style="list-style-type: none"> • Veneto Ballroom&Conference Center: 3,933 ft² • Breakout Rooms: 1,549 ft², 1,242 ft², 1,143 ft² • Dylan Board Room: 433 ft² • Additional indoor function spaces available | Located in the heart of east side wine country, this luxury resort features a full spa, fitness classes, poolside bar and cabanas, bocce ball, on-site wine tasting, full restaurant, and is pet friendly. |
| Best Western Plus Black Oak 1135 24 th Street Paso Robles, CA 93446 | (805) 238-4740 bestwesternplusblackoak.com | Number of rooms: 110 Facilities for up to 28: <ul style="list-style-type: none"> • Meeting Room: 484 ft² | Located just a short walk from the Paso Robles Event Center, this property features a business center, fitness center, pool, sauna, and outdoor picnic area with BBQ pits. |
| Courtyard by Marriott 120 S. Vine Street Paso Robles, CA 93446 | (805) 239-9700 marriott.com/sbppr | Number of rooms: 130 Facilities for up to 100: <ul style="list-style-type: none"> • Vineyard: 1,148 ft² • Harvest: 644 ft² • Boardroom: 448 ft² | Ideally located off Hwy 101, this property features a fitness center, pool, business center, spa services, on-site wine tasting, and bistro. |
| Hampton Inn & Suites 212 Alexa Court Paso Robles, CA 93446 | (805) 226-9988 hamptoninnpasorobles.com | Number of rooms: 81 Facilities for up to 100: <ul style="list-style-type: none"> • Meeting Room: 1,250 ft² | This property, located near west side wineries, features a business center, complimentary breakfast, pool, fitness center, and wine and cheese reception. |
| Holiday Inn Express Hotel & Suites 2455 Riverside Avenue Paso Robles, CA 93446 | (805) 238-6500 hixpaso.com | Number of rooms: 91 Facilities for up to 100: <ul style="list-style-type: none"> • Meeting Room: 1,150 ft² | A short walk from the Paso Robles Event Center, this property features complimentary breakfast, business center, fitness center, indoor pool, on-site wine tasting, and is pet friendly. |
| Hotel Cheval 1021 Pine Street Paso Robles, CA 93446 | (805) 226-9995 hotelcheval.com | Number of rooms: 16 Facilities for up to 12: <ul style="list-style-type: none"> • Library: 360 ft² | This luxury boutique property, located in downtown Paso Robles, features a wine bar offering small plates, complimentary breakfast, outdoor courtyard with fireplace, s'mores butler, spa services, and is pet friendly. |
| La Bellasera Hotel & Suites 206 Alexa Court Paso Robles, CA 93446 | (805) 238-2834 labellasera.com | Number of rooms: 60 Facilities for up to 140: <ul style="list-style-type: none"> • Conference Center: 2,200 ft² | This luxury boutique property, located near west side wineries, features a full restaurant, pool, whirlpool and fireside cabana, fitness center, spa services, and on-site wine tasting. |
| LaQuinta Inns & Suites 2615 Buena Vista Drive Paso Robles, CA 93446 | (805) 239-3004 laquintapasorobles.com | Number of rooms: 138 Facilities for up to 90: <ul style="list-style-type: none"> • Meeting Room: 1,250 ft² • Boardroom: 324 ft² | Located just off Hwy 46 near east side wineries, this property features complimentary breakfast, pool, fitness center, business center, wine and gift shop, and is pet friendly. |
| The Oaks Hotel 3000 Riverside Avenue Paso Robles, CA 93446 | (805) 237-8700 pasooaks.com | Number of rooms: 90 Facilities for up to 40: <ul style="list-style-type: none"> • Conference Room: 500 ft² | This independent property, located within walking distance to the Paso Robles Event Center, features complimentary breakfast, full restaurant, fitness room, pool, on-site wine tasting, and is pet friendly. |
| Paso Robles Inn 1130 Spring Street Paso Robles, CA 93446 | (805) 238-2660 pasoroblesinn.com | Number of rooms: 98 Facilities for up to 350: <ul style="list-style-type: none"> • Grand Ballroom: 3,600 ft² • Exec. Boardroom: 591 ft² • Paderewski: 256 ft² • Matador: 892.5 ft² | This historical property, located in downtown Paso Robles, features mineral hot springs, spa services, pool, steakhouse and bar, gardens with Koi ponds, and is pet friendly. |

Wine

The Paso Robles American Viticultural Appellation (AVA) is home to more than 200 wineries and 40,000 vineyard acres focusing on premium wine production. The distinct microclimates and diverse soils, combined with warm days and cool nights, make growing conditions ideal for producing more than 40 wine varieties from

Cabernet Sauvignon and Merlot, to Syrah, Viognier and Roussanne, to Zinfandel, the area's heritage wine variety.

Visit pasowine.com for additional information. Stop by the Paso Robles Chamber of Commerce for a free wine tasting map and tips from our knowledgeable staff.

Quick Facts



Travelers can check up to **twelve bottles** of wine for free when traveling with Alaskan Airlines out of the San Luis Obispo County airport



77% of wineries produce **less than 5,000 cases** of wine

Paso Robles was awarded Sunset magazine's pick for Best Wine Country Town in 2016



95% of wineries are family owned



39% of total grapes planted are Cabernet Sauvignon



200+ wineries

The **economic impact** of wine and wine grapes in the Paso Robles AVA is estimated at **\$1,467 billion**



The San Luis Obispo County wine region attracts over **1.2 million tourists** annually



612,000 acres in the AVA





Paso Robles has nearly 300 wineries and is the 3rd largest wine region in California.



Public Safety

Public Safety includes police, fire, and emergency services

You can get involved! There are a variety of options to choose from

Police Services

It is the mission of the Paso Robles Police Department to render the highest level of service, working side by side with the community to solve problems related to crime and social disorder, thereby ensuring safety and improving our community's quality of life.

A number of programs and services are offered throughout the year, which allows our partnership with the community

to grow. Working together, we will continue to enjoy a safe community.

Here's How YOU Can Get Involved

- Invite us to speak at one of your service club or other organization meetings.
- Come on a tour or ride-along with our officers.
- Become a member of our Community Volunteer Patrol Program and work alongside us!

- Volunteer for a variety of assignments inside the Department.
- Call (805) 237-6464 to speak to a dispatcher.
- For non-emergency reporting, go to the Online Reporting System. For all emergencies, dial 911.

Emergency Services

The Paso Robles Department of Emergency Services provides a variety of services to the community including Fire

Police Service Quick Facts:



Suppression, Emergency Medical Services, Rescue, Hazardous Materials and other emergency responses. Additionally, the Fire Marshal's office handles Fire Sprinkler and Alarm Plan Review and Permitting.

Emergency Services has automatic and mutual aid contractual agreements with CAL FIRE and the other surrounding municipal departments for emergency response to these areas. The city and these districts provide a clearly defined response plan for dispatching the nearest fire and EMS personnel and equipment to an emergency.

The Paso Robles Department of Emergency Services stands ready to assist the community in a variety of ways. We offer a wide range of services, from

emergency medical response to specialized rescue and a whole host of things in between.

Our goal remains to deliver the highest possible level of service at a reasonable cost to our customers. Caring, compassionate, and effective service remains a cornerstone of our organization. Our Department members are constantly on the lookout for ways in which to improve the service we provide. We readily seek the input of our customers and appreciate the suggestions we receive.

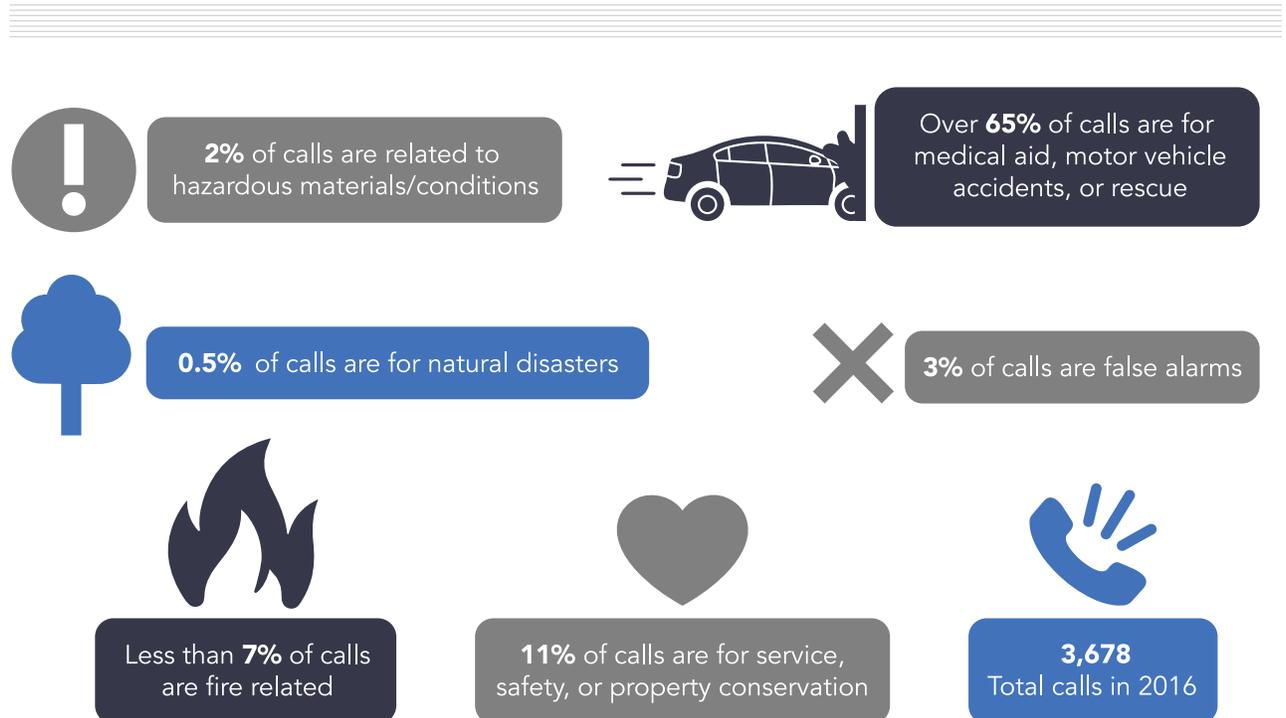
Department Overview

Emergency Services is staffed by 21 shift personnel (6 captains and 15 firefighters), one fire chief, 3 battalion chiefs, one fire marshal, and one administrative

coordinator. The department consists of three fire stations located on the west and east side of the Salinas River and the third at the Paso Robles Municipal Airport. The shift personnel (firefighters) are divided into three shifts, each shift working a 24-hour day (56-hour work week).

In a rapidly growing community our personnel are continuously asked to take on greater responsibilities, while responding to an ever-increasing call volume. Above all, our personnel are trained to perform the operations of the Department under the most severe conditions. The mission of the Paso Robles Department of Emergency Services is to Survive, Prevent Harm, and Be Nice.

Emergency Services Quick Facts:



Healthcare

Hospitals

Our region is fortunate to be supported by three hospitals: Twin Cities Community Hospital, Sierra Vista Regional Medical Center, and French Hospital Medical Center. These facilities have created a network of people and services that work together to deliver impeccable care when and where it's needed most.

Additional Medical Facilities include MedPost Urgent Care centers, First California Physician Partners, imaging centers, diagnostic centers, outpatient laboratories, primary care physicians, and hundreds of medical specialists.

Quick Fact

Fit Bit released data showing that The Central Coast ranked second for "lowest resting heart rate" in the nation. *Source: KSBY*



Twin Cities Community Hospital



122
beds



600
employees



598 babies
delivered in 2017



42,882 patients
treated in 2017

Specializes in: emergency care, obstetrics, orthopedics, and a broad array of medical, surgical, and outpatient services.

1100 Las Tablas Rd. Templeton, CA 93465
(805) 434-3500, twincitieshospital.com



Sierra Vista Regional Medical Center



164
beds



800
employees



1,232 babies
delivered in 2017



36,626 patients
treated in 2017

Specializes in: neurosurgery, orthopedics, high-risk pregnancy, high-risk newborn care, pediatrics, and trauma

1010 Murray Ave. San Luis Obispo, CA 93405
(805) 546-7600, sierravistaregional.com



French Hospital Medical Center



98
beds



650
employees



468 babies
delivered in 2017



31,294 patients
treated in 2017

Specializes in: cardiac, orthopedics, cancer care, women's health, obstetrics, and emergency services

1911 Johnson Ave. San Luis Obispo, CA 93401
(805) 543-5353, frenchmedicalcenter.org



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