

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND MCFARLANE PROMOTIONS IN THE AMOUNT OF \$15,000 TO COORDINATE THE 2016 CHULA VISTA STARLIGHT PARADE, AND APPROVING UP TO FIVE ONE-YEAR EXTENSIONS

WHEREAS, the City of Chula Vista is actively engaged in establishing signature community events that attract residents and visitors; and

WHEREAS, the 2015 Starlight Parade attracted more than 25,000 residents and visitors to historic Third Avenue; and

WHEREAS, the Starlight Parade is San Diego County's only nighttime parade with more than 100 parade entrants, including local schools and regional organizations, holiday activities, and more, which attract residents and visitors to the Chula Vista Third Avenue Downtown; and

WHEREAS, the success of the Starlight Parade depends upon expert coordination and planning with the Third Avenue Village Association, parade contingents and others; and

WHEREAS, the 2016 Starlight Parade involves work to be performed that includes, but is not limited to, coordination, planning with vendors, musical groups, participants and others, securing subcontractors, paying invoices; and

WHEREAS, the City solicited proposals for an event management consultant to coordinate the 2016 Starlight Parade, and the committee selected McFarlane Promotions as the most qualified; and

WHEREAS, McFarlane Promotions' experience, qualifications and success in planning large-scale public events makes the firm uniquely qualified; and

WHEREAS, McFarlane Promotions warrants and represents that it is experienced and staffed in a manner such that it will coordinate and deliver the services within the timeframes required in accordance with the terms and conditions of the Agreement.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista that it approves the \$15,000 Agreement between the City and McFarlane Promotions to coordinate the 2016 Chula Vista Starlight Parade, in the form presented, with such minor modifications as may be required or approved by the City Attorney, a copy of which shall be kept on file with the Office of the City Clerk, and authorizes and directs the City Manager to execute the same.

BE IT FURTHER RESOLVED by the City Council of the City of Chula Vista that it authorizes and directs the City Manager to extend the Agreement for up to five (5) additional one (1) one-year terms, with any necessary amendments that are mutually agreeable to the parties, by providing written notice to Consultant no fewer than sixty (60) days before the end of any one-year term.

Presented by

Approved as to form by

Gary Halbert
City Manager

Glen R. Googins
City Attorney