

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
CHULA VISTA APPROVING AN AGREEMENT WITH  
MCFARLANE PROMOTIONS, INC. TO PROVIDE EVENT  
PLANNING SERVICES FOR THE 2019 AND 2020  
SOUTHBAY EARTH DAY, HARBORFEST, AND THE  
STARLIGHT PARADE & CHILDREN'S FAIRE

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

WHEREAS, South Bay Earth Day is the South Bay's largest Earth Day celebration promoting environmental stewardship and sustainability with interactive demonstrations, exhibits, educational sessions and more; and

WHEREAS, HarborFest is a day-long festival with music performances; vendors; youth zone; community performances; interactive, educational children's activities; harbor activities; a green zone; and more to attract residents and visitors to the Chula Vista Bayfront; and

WHEREAS, the Starlight Parade & Children's Faire is a day of free children's activities including pictures with Santa, a snow hill and children's games which is followed by a nighttime parade with more than 100 parade entrants, including local schools and regional organizations, and attracts residents and visitors to the Chula Vista Third Avenue Downtown; and

WHEREAS, South Bay Earth Day, HarborFest, and the Starlight Parade involve work to be performed that includes, but is not limited to, coordination, planning with vendors, musical groups, participants, partner agencies and others, securing subcontractors, paying invoices; and

WHEREAS, the success of South Bay Earth Day, HarborFest, and the Starlight Parade & Children's Faire depends upon expert coordination and planning; and

WHEREAS, the City requires third-party accounting assistance to collect and manage funds from ticket sales, booth registration fees, and other fees; and

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

WHEREAS, the City solicited proposals for an event planning consultant to coordinate South Bay Earth Day, HarborFest and the Starlight Parade & Children's Faire, and the committee selected McFarlane Promotions, Inc. as the most qualified vendor; and

WHEREAS, Contractor/Service Provider warrants and represents that it is experienced and staffed in a manner such that it can deliver the services required of Contractor/Service Provider to City in accordance with the time frames and the terms and conditions of this Agreement.

WHEREAS, the projected funding sources and expenditures for the events will be included as part of the fiscal year 2019-20 and fiscal year 2020-21 City Manager proposed budgets.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it approves the agreement with McFarlane Promotions, Inc. to provide event planning services for the 2019 and 2020 Southbay Earth Day, Harborfest and the Starlight Parade & Children's Faire, 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 in the Office of the City Clerk, and authorizes and directs the Mayor to execute same.

Presented by

Approved as to form by

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Gary Halbert  
City Manager

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Glen R. Googins  
City Attorney