

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA APPROVING PARTICIPATION IN THE SAN
DIEGO COUNTY FAIR 2017 STREET BANNER PROGRAM
TO PLACE FAIR PROMOTIONAL BANNERS IN THE CITY
OF CHULA VISTA FEATURING CITY LOGO AND SAN
DIEGO COUNTY FAIR AND PRESENTING SPONSOR
LOGOS

WHEREAS, the San Diego County Fair (Fair) has invited the City of Chula Vista to participate in its 2017 Street Banner Program; and

WHEREAS, the installation of 50 San Diego County Fair banners in the City will connect Chula Vista with the largest annual event in San Diego County and one of the ten largest fairs in North America, drawing more than 1.5 million visitors; and

WHEREAS, the City of Chula Vista is actively engaged in building awareness of Chula Vista throughout the region; and

WHEREAS, the Fair banner program will feature Chula Vista residents and citizens; and

WHEREAS, the Fair will create banners and pay all production and installation costs, install in May and remove after July 4th, replace Fair banners with new City-produced banners in July, and place one Chula Vista-branded banner on Jimmy Durante Boulevard and one banner inside fairgrounds; and

WHEREAS, there is no ongoing fiscal impact by participating in this program.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista that it approves participation in San Diego County Fair's 2017 street banner program to place Fair promotional banners in the City of Chula Vista featuring City logo and San Diego County Fair and presenting sponsor logos.

Presented by

Approved as to form by

Gary Halbert
City Manager

Glen R. Googins
City Attorney