



CITY COUNCIL AGENDA STATEMENT



February 18, 2020

File ID: 20-0027

TITLE

- A. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING CHULA VISTA 4TH FEST 2020, HARBORFEST 2020, AND THE 2020 STARLIGHT PARADE & CHILDREN'S FAIRE AS CITY SPONSORED EVENTS FOR FISCAL YEAR 2020

- B. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE CITY'S FILING OF AN APPLICATION FOR A \$15,000 COMMUNITY ENHANCEMENT GRANT FROM THE COUNTY OF SAN DIEGO AND APPROVING A RESOLUTION FOR THE GRANT APPLICATION REQUIRED BY THE COUNTY; SHOULD THE CITY BE AWARDED GRANT FUNDING, AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND THE COUNTY OF SAN DIEGO AND RELATED DOCUMENTS FOR THE GRANT, AND APPROPRIATING SAID FUNDS ACCORDINGLY (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolutions.

SUMMARY

The City of Chula Vista is committed to holding community events that promote the City and attract residents and visitors. The City is collaborating with local organizations, businesses, agencies and volunteers to hold Chula Vista 4th Fest on July 4, 2020, HarborFest on August 15, 2020, and the Starlight Parade & Children's Faire on December 5, 2020.

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed project for compliance with the California Environmental Quality Act (CEQA) and has determined that the project qualifies for a Categorical Exemption pursuant to State CEQA Guidelines Section 15304 Class 4 (Minor Alterations to Land); Section 15323 Class 23 (Normal Operations of Facilities for Public Gatherings); and Section 15061(b)(3) because it is a temporary event that would not involve the removal of mature, scenic trees or have any permanent effects on the environment. Thus, no further environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

Chula Vista 4th Fest 2020

More than 10,000 are projected to attend the 2020 fireworks display with residents and visitors alike enjoying the event at the Chula Vista Elite Athlete Training Center and Mountain Hawk Park.

HarborFest 2020

The City of Chula Vista is collaborating with the Port of San Diego to hold HarborFest on August 15, 2020. HarborFest is one of the region's biggest summer events, attracting more than 40,000 participants to Chula Vista, focusing the spotlight on the beautiful South Bay waterfront, and promoting shops, restaurants, recreational and cultural activities.

Starlight Parade & Children's Faire 2020

On December 5, 2020, more than 35,000 spectators are anticipated to line Third Avenue to watch 100 parade entries march down Third Avenue. From marching bands to dance troops to flatbed floats and Santa on a fire truck, the Starlight Parade brings the magic of the holidays to Chula Vista's historic downtown. Prior to the Parade, the Children's Faire in Memorial Park captivates kids of all ages with free family activities, including a real snow hill, pictures with Santa and Library and Recreational activities.

The attached A) Resolution approves City-sponsorship of Chula Vista 4th Fest 2020, HarborFest 2020 and the 2020 Starlight Parade & Children's Faire. The attached B) Resolution approves the filing of an application with the County of San Diego for Community Enhancement Program funding of \$15,000.

Staff will identify funds for these Special Event Sponsorships as part of development of the FY 2020 budget.

DECISION-MAKER CONFLICT

Staff has reviewed the property holdings of the Chula Vista City Council and has found that Mayor Mary Casillas Salas and Councilmember Steven Padilla have real property holdings within 1,000 feet, but beyond 500 feet, of the boundaries of the property which is the subject of this action (Mayor Salas for the Starlight Parade, Councilmember Padilla for 4th Fest). Staff has determined that, pursuant to California Code of Regulations Title 2, sections 18700 and 18702.2(a)(8), this item does not present a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.) for the above-identified members.

Staff is not independently aware, and has not been informed by any Chula Vista City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

There is no fiscal impact from authorizing the City Manager to sign an agreement to receive \$15,000 in grant funding for Chula Vista 4th Fest, HarborFest and the Starlight Parade from the County of San Diego. These one-time funds will be used to help offset the cost of the events.

ONGOING FISCAL IMPACT

A County grant award will help fund the events scheduled in Fiscal Year 2020. Any General Fund allocations to support City-sponsored events will be recommended as part of the development of the FY 2021 budget. The goal is for each of the events to become self-supporting signature events promoting the City of Chula Vista. Staff may request an appropriation of funds to pay for day-of event expenses if the event has insufficient funding. The appropriation of funds will be reimbursed to the General Fund once sufficient sponsorship dollars are received. There may be an impact to the General Fund if insufficient funds are generated through event revenues.

ATTACHMENTS

1. County of San Diego Resolution

Staff Contact: Olga Berdial