



CITY COUNCIL AGENDA STATEMENT



February 5, 2019

File ID: 19-0011

TITLE

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

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista is actively engaged in establishing signature community events that attract residents and visitors. South Bay Earth Day, HarborFest and the Starlight Parade are three of the most labor-intensive events that the City coordinates. These events require work to be performed that includes, but is not limited to, coordination, planning with vendors, musical groups, participants, partner agencies and others, securing subcontractors, and paying invoices. To successfully execute these events, an outside event planning firm is needed. Through the Request for Proposal Process, McFarlane Promotions, Inc. was selected as the firm best suited to execute these events. The attached resolution supports approval of a 28-month, \$150,000 agreement between the City and McFarlane, followed by the option to renew the agreement for up to three one-year periods.

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

The City of Chula Vista collaborates with local agencies, volunteers, businesses and stakeholders to host South Bay Earth Day, HarborFest and the Starlight Parade & Children's Faire. These events attract

thousands of visitors to Chula Vista and showcase our sustainability efforts, cultural traditions, arts, civic pride and more.

The success of each of these events depends upon expert coordination and planning with City departments, organizations like the Third Avenue Village Association, outside vendors and subcontractors, parade entries and more. The Office of Communications solicited proposals from event planning firms to coordinate the 2019 and 2020 South Bay Earth Day, HarborFest, and the Starlight Parade. Five proposals were received and a committee that reviewed all proposals determined McFarlane Promotions Inc., with its experience, qualifications and success in planning large-scale public events, was the best qualified and provided the best value for coordinating these events. The attached resolution supports approval of a 28-month, \$150,000 agreement between the City and McFarlane, followed by the option to renew the agreement for up to three one-year periods.

Potential City risks and liabilities will be mitigated through standard levels of insurance required of the event provider and a special events policy to be purchased by the City and reimbursed out of event proceeds.

DECISION-MAKER CONFLICT

Staff has determined that the action contemplated by this item is ministerial, secretarial, manual, or clerical in nature and, as such, does not require the City of Chula Vista Council members to make or participate in making a governmental decision, pursuant to California Code of Regulations Title 2, section 18704(d)(1). Consequently, this item does not present a conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware, and has not been informed by any City of Chula Vista 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 anticipated current year fiscal impact related to this item. Event costs are anticipated to be funded by sponsorship and grant funds. There may be an impact to the General Fund if sufficient funds are not generated through event sponsorships.

ONGOING FISCAL IMPACT

There are no anticipated ongoing financial impacts related to this item as event costs are expected to be supported by sponsorship and grant funding. There may be an impact to the General Fund if sufficient funds are not generated through event sponsorships. 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.

ATTACHMENTS

McFarlane Agreement

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