

**COUNCIL POLICY
CITY OF CHULA VISTA**

**SUBJECT: CITY OF CHULA VISTA SPECIAL
EVENT SPONSORSHIP AND ENDORSEMENT
POLICY**

**POLICY
NUMBER**

102-07

**EFFECTIVE
DATE**

05/05/15

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ADOPTED BY: Resolution No. 2015-099

DATED: 05/05/15

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BACKGROUND

The City of Chula Vista is committed to holding special events that promote Chula Vista and attract residents and visitors. It is the City of Chula Vista's intent to further promote events held within the City. This policy addresses the processing of requests for City sponsorship or endorsement.

PURPOSE

The purpose of the City of Chula Vista's sponsorship of special events is to enhance the vitality, quality of life, community engagement and economic prosperity of Chula Vista through the support of large-scale special events held within the City.

The purpose of the City of Chula Vista's endorsement of special events is to help support community events held within the City. City endorsement will increase the quality of the event and demonstrate the Council's commitment to sponsoring and endorsing activities that support and celebrate our vibrant community.

This special event sponsorship and policy is declaratory of Chula Vista's existing administrative practice regarding the classification of events as sponsored or endorsed by the City of Chula Vista. This policy will provide guidance for staff and event planners as to the process for collaborating with the City.

POLICY

A "**Sponsored**" event is defined as a special event in which the City provides underwriting, significant staff support and/or services as well as funding from the General Fund. A majority of the City Council must vote to "Sponsor" a special event unless an appropriation is necessary, which requires a 4/5th vote of the City Council.

An "**Endorsed**" event is defined as a special event in which the City helps facilitate the special event process with staff support at the discretion of the City Manager or his/her designee.

Both sponsored and endorsed special events may use the City name and logo in their promotions, with prior approval from the City Manager or his/her designee before printing/dissemination.

Sponsored Events

A request to have the City sponsor an event must undergo review to determine its relevance and appropriateness to the City's special event purpose. The City Council will review the merits of the

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requested sponsorship, keeping in mind the criteria listed above, to determine whether the event fits the overall conditions of a sponsored event. The City reserves the right to reject or conditions its involvement at its sole discretion, subject to applicable local, state and federal laws.

Furthermore, the following criteria will be used when considering requests for City of Chula Vista sponsorship:

- By majority vote, the City Council may provide sponsorship of special events that are brought forth by a City Councilmember, who is assuming responsibility as the event "leader." In addition, to be considered for City Council sponsorship, a Councilmember should request sponsorship at least six months prior to the actual date of the event.
- Sponsored events are major public events that attract large numbers of visitors and community participants to the City. Sponsored events generate significant, documented levels of financial and/or promotional return to the City. Examples of past City sponsored events include HarborFest and the Starlight Parade. Sponsored events should celebrate our City's cultural diversity and rich heritage.

Budget for Sponsored Special Events

The City Manager's proposed budget shall provide a recommended level of funding for special events based on the criteria noted above. These funds will be used to partially underwrite sponsored events for the upcoming fiscal year. Each sponsored event Council "leader", as noted above, will work with staff to have a budget set forth for the event. The Finance Department will establish a deposit account for each event and provide the City Council a final accounting of the City's sponsorship following the event.

Responsibility for Sponsored Events

Responsibility for each sponsored event will be divided:

- The City Manager or his/her designee will be responsible for overall City participation in event coordination, staff support and the establishment of a budget for each event.
- Events may require contracting an outside professional events coordinator to help with planning and logistics. The cost of the outside professional events coordinator shall be included in the budget for each sponsored event. If the outside events coordinator is under City contract, they will be retained and managed by the City Manager or his/her designee.
- If fundraising is necessary, a designated Councilmember will be the lead for City participation in the raising of funds (through sponsorships or direct donations) to make up the difference between the City budgeted allocation of funds and the actual event cost.

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Each event will require close coordination and regular communication among responsible parties.

Endorsed Events

A request to have the City endorse an event must undergo review to determine its relevance and appropriateness to the City's special events purpose. The City will review the merits of the requested endorsement, keeping in mind the criteria listed above, to determine whether the event fits the overall conditions of an endorsed event. The City reserves the right to reject or condition its involvement at its sole discretion, subject to applicable local, state and federal laws.

At his/her discretion the City Manager or his/her designee may provide endorsement of special events that fall into one of the following categories:

- Special events sponsored by governmental and educational institutions.
- Special events sponsored by organizations that support the City of Chula Vista's operations (such as the Friends of the Library, Fire Fighters Foundation, Friends of Chula Vista Parks and Recreation, Police Activity League).

In addition, to be considered for City endorsement, an event applicant should request endorsement at least three months prior to the actual date of the event. If an event fails to meet the criteria listed above, the event can be proposed for endorsement through the City Council. A majority of the City Council must vote to "Endorse" a special event.