

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

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
CHULA VISTA APPROVING THE RELEASE OF A REQUEST  
FOR PROPOSALS TO SOLICIT AN EVENT PLANNER FOR A  
SPONSORED CITY EVENT TO BE HELD IN EASTERN  
CHULA VISTA IN SPRING 2016

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

WHEREAS, the goal is to establish a signature event that can be held annually, builds awareness for Chula Vista as an event destination, highlights the multi-cultural Chula Vista community, attracts thousands of attendees, and can be self-supporting through ticket sales and booth vendor fees; and

WHEREAS, the Request for Proposals (RFP) would solicit an experienced, qualified event planner to produce all aspects of the event by securing vendors, musical acts, food and beverage, permits, rentals and equipment, provide third-party accounting assistance to collect and manage funds from ticket sales, booth registration fees, and other fees, and coordinate all other logistics; and

WHEREAS, California Government Code section 37110 authorizes legislative bodies, such as a city council, to spend money from the general fund for music and promotion; and

WHEREAS, a signature event in eastern Chula Vista would benefit the community and as such, promotes the general welfare of the community and serves the public purposes of promoting the City and providing a cultural and recreational activity for residents and visitors; and

WHEREAS, \$10,000 in funds have been allocated for signature special events and up to \$20,000 in additional funding will be allocated from the marketing budget.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it approves the release of a Request for Proposals for an event planner to coordinate a sponsored City event to be held in eastern Chula Vista in spring 2016.

Presented by

Approved as to form by

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Gary Halbert  
City Manager

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Glen R. Googins  
City Attorney