

The City Council has approved LakeFest, a City-sponsored event to be held at the Olympic Training Center (OTC). The LakeFest event will be held September 24, 2016. The event starts with a 5K Fun Run/Walk at the OTC and then continues with a festival with music, sports demonstrations, family activities, food trucks and more. The event will promote entertainment, recreation, sports and outdoor activities at the OTC. Event planning services are needed to coordinate the inaugural LakeFest event.

ENVIRONMENTAL REVIEW

Environmental Notice

The Project qualifies for a Class 23 Categorical Exemption pursuant to Section 15323 (Normal Operations of Facilities for Public Gatherings) of the California Environmental Quality Act State Guidelines.

Environmental Determination

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 Class 23 Categorical Exemption pursuant to Section 15323 (Normal Operations of Facilities for Public Gatherings) of the State CEQA Guidelines because it is a temporary event that would not have any permanent effects on the environment. Thus, no further environmental review is required.

BOARD/COMMISSION RECOMMENDATION

Not applicable

DISCUSSION

The City Council approved a \$10,000 City sponsorship for the LakeFest event to be held on September 24, 2016. Councilmember John McCann is the Council lead for sponsorship and fundraising activities. The event starts with a 5K Fun Run/Walk at the OTC and then continues with a festival with music, sports and family activities, food trucks and more.

The success of LakeFest 2016 depends upon expert coordination and planning with City of Chula Vista and OTC staff, vendors, musical groups, festival participants, and others. The Office of Communications solicited proposals from event planning firms to coordinate a LakeFest fun run/walk and a festival. A committee reviewed the proposals received and selected two event planners for LakeFest activities. Kelly Lannom Event Management was selected to coordinate the logistics of the LakeFest event including securing music acts, vendors, coordinating sports activities, kids events, and other activities. Kelly Lannom has experience coordinating events for Third Avenue Village Association, KPBS, Anheuser Busch, and other organizations. Omar Lozano was selected to coordinate the 5K fun run/walk. He has coordinated a number of competitive and non-competitive bicycling and run/walk events. The attached resolutions are for approval of an agreement with each of the event planners: Kelly Lannom Event Management and Omar Lozano.

Potential City risks and liabilities will be mitigated through standard levels of insurance required of the event planners.

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 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 Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The LakeFest event will attract residents and visitors to the Olympic Training Center for recreation and entertainment in eastern Chula Vista. The connected Community Goal emphasizes activities, like LakeFest, that enrich the community's quality of life.

CURRENT YEAR FISCAL IMPACT

The Office of Communications has \$10,000 remaining funds available for special events. The contracts being considered in this item total approximately \$14,000 which is greater than the funds currently available. The difference is anticipated to be funded by sponsorship funds, registration fees, and revenue generated from LakeFest 2016. If sufficient funds are not generated from the event, there may be a General Fund impact.

ONGOING FISCAL IMPACT

At this time, there are no anticipated on-going impacts. Any future events will be brought back for Council consideration.

ATTACHMENTS

Kelly Lannom Event Management Agreement
Omar Lozano Agreement

Staff Contact: Olga Berdial