



City of Chula Vista

Staff Report

File#: 14-0599, **Item#:** 15.

RESOLUTION NO. 2014-254 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE SPONSORSHIP OF THE 2015 HARBORFEST EVENT; APPROVING THE AGREEMENT WITH MCFARLANE PROMOTIONS TO COORDINATE CHULA VISTA HARBORFEST 2015; AND APPROVING AN APPROPRIATION FROM THE GENERAL FUND OF \$7,500 FOR INITIAL PAYMENT TO MCFARLANE PROMOTIONS (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest in August 2015. The event continues to grow in popularity and generates positive publicity and awareness for the City of Chula Vista. The event will promote entertainment and outdoor activities on the Chula Vista Bayfront and Port of San Diego tidelands.

ENVIRONMENTAL REVIEW

The Development Services Department Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378(b)(5) of the State CEQA Guidelines because the project is authorization of the City Manager to sign the agreement between the City of Chula Vista and the HarborFest Consultant is an administrative activity that will not result in a direct or indirect physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

BOARD/COMMISSION RECOMMENDATION

Not Applicable

DISCUSSION

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest in the summer 2015. The event will support activation of the City of Chula Vista bayfront and Port of San Diego Tidelands. Proposed activities include entertainment, a youth zone, live music performances, a Culinary Festival and Wine, Beer and Spirits Garden, a car and boat show, paddle board demonstrations, and other harbor activities. The 2014 HarborFest attracted more than 17,000 participants to the Bayfront. Fundraising efforts generated sufficient funding to support HarborFest 2014 expenses. Sponsorship and fundraising activities are underway for HarborFest 2015 through a committee established by Councilmember Pamela Bensoussan. Grant funding from the County of San Diego, the Port of San Diego and other agencies and organizations are being pursued.

The success of HarborFest 2015 depends upon expert coordination and planning with City of Chula Vista and Port of San Diego staff, vendors, musical groups, festival participants, and others. The

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Office of Communications solicited proposals from event planning firms to coordinate HarborFest 2015. A committee reviewed the proposals received and determined McFarlane Promotions, with its experience, qualifications and success in planning large-scale public events, was the best qualified and provided the best value for coordinating HarborFest 2015. The attached resolution supports approval of an agreement with McFarlane Promotions to coordinate HarborFest 2015.

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 reviewed the decision contemplated by this action and has determined that it is not site specific and consequently, the 500-foot rule found in California Code of Regulations section 18704.2 (a)(1), is not applicable to this decision. Staff is not independently aware, and has not been informed by any Councilmember, 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 Chula Vista HarborFest attracts thousands to the Bayfront which advances the Economic Vitality goal by activating the Bayfront and bringing new and returning visitors to enjoy activities, shop, and dine. The connected Community Goal emphasizes activities, like HarborFest, that enrich the community's quality of life.

CURRENT YEAR FISCAL IMPACT

Staff is requesting an appropriation of \$7,500 from the General Fund to allocate the initial payment for services outlined in the agreement for McFarlane Promotions. This amount will be reimbursed to the General Fund by HarborFest sponsorship dollars when they are received. HarborFest event costs should be funded by revenue generated from HarborFest 2015. There may be an impact to the General Fund if insufficient funds are generated through HarborFest revenues.

ONGOING FISCAL IMPACT

There are no anticipated ongoing financial impacts related to this item. The goal is for HarborFest to become a self-supporting signature event promoting the City of Chula Vista.

ATTACHMENTS

Agreement

Staff Contact: Anne Steinberger