



# City of Chula Vista

## Staff Report

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**File#:** 15-0030, **Item#:** 8.

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RESOLUTION NO. 2015-036 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE SPONSORSHIP OF HARBORFEST 2015 AND STARLIGHT PARADE 2015; AUTHORIZING THE FILING OF AN APPLICATION FOR A \$25,000 COMMUNITY ENHANCEMENT GRANT FROM THE COUNTY OF SAN DIEGO, APPROVING THE REQUISITE RESOLUTION PROVIDED BY THE COUNTY; AND AUTHORIZING THE CITY MANAGER OR DESIGNEE TO SIGN AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND THE COUNTY OF SAN DIEGO AND RELATED DOCUMENTS

### **RECOMMENDED ACTION**

Council adopt the resolution.

### **SUMMARY**

The City of Chula Vista is committed to holding community events that promote the City and attract residents and visitors. The City is collaborating with local agencies and volunteers to hold HarborFest on August 22, 2015 and the Starlight Parade December 5, 2015.

### **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 approval of an agreement for grant funds for the HarborFest and Starlight Parade, 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**

#### HarborFest 2015

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest in August 22, 2015. HarborFest is an exciting regional festival bringing 20,000 participants to Chula Vista; focusing the spotlight on the beautiful South Bay waterfront; and promoting shops, restaurants, recreational and cultural activities on Port Tidelands. Activities include entertainment, a Kids Zone, live music performances, a Culinary Festival and Wine and Craft Beer Garden, an Art Guild Celebration, a car and boat show, water activities, and other events.

#### Starlight Parade 2015

The return of the Chula Vista Starlight Parade in 2014 was a great success. More than 25,000

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spectators lined Third Avenue in the Village to watch more than 100 parade entries. From school bands to marching moms to a flatbed with swinging dancers and Santa on a fire truck - the Starlight Parade brought the magic of the holidays to Chula Vista's historic downtown. The City collaborates with the Third Avenue Village Association (TAVA) to support Holiday in the Village and create a festive day of holiday activities. Work is underway to hold the Starlight Parade on Third Avenue on December 5, 2015.

The attached resolution approves the sponsorship of these two signature events in Chula Vista – HarborFest 2015 and Starlight Parade 2015 – and the filing of an application for \$25,000 with the County of San Diego for Community Enhancement Program Funding during the County's 2015-16 Fiscal Year.

### **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 Councilmembers to make or participate in making a governmental decision, pursuant to California Code of Regulations Title 2, section 18702.4 (a). Consequently, this item does not present a conflict under the Political Reform Act (Cal. Gov't Code 87100, et seq.). 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. This event supports two Strategic Plan goals. HarborFest and the Starlight Parade advance the Economic Vitality goal by promoting the Bayfront and Third Avenue by bringing new and returning visitors to enjoy activities, shop, and dine. The Connected Community Goal emphasizes activities, like HarborFest and the Starlight Parade, that enrich the community's quality of life.

### **CURRENT YEAR FISCAL IMPACT**

There is no fiscal impact from authorizing the City Manager to sign an agreement to receive \$25,000 in grant funding for HarborFest and the Starlight Parade from the County of San Diego. These one-time funds will be used to help offset the cost of the events.

### **ONGOING FISCAL IMPACT**

The grant funds are for Fiscal Year 2015-16. There are no anticipated ongoing financial impacts related to this item. The goal is for HarborFest and the Starlight Parade to become self-supporting signature events promoting the City of Chula Vista.

### **ATTACHMENTS**

County of San Diego Resolution

*Staff Contact: Anne Steinberger*