



City of Chula Vista

Staff Report

File#: 16-0065, **Item#:** 8.

CONSIDERATION OF APPROVING HARBORFEST AND THE STARLIGHT PARADE AS CITY-SPONSORED EVENTS, AND APPROVING THE FILING OF AN APPLICATION AND POSSIBLE AGREEMENT FOR A COMMUNITY ENHANCEMENT GRANT

- A. RESOLUTION NO. 2016-026 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING HARBORFEST 2016 AND THE 2016 STARLIGHT PARADE AS CITY-SPONSORED EVENTS FOR FISCAL YEAR 2016/2017
- B. RESOLUTION NO. 2016-027 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE FILING OF AN APPLICATION FOR A \$30,000 COMMUNITY ENHANCEMENT GRANT FROM THE COUNTY OF SAN DIEGO, APPROVING A RESOLUTION FOR THE GRANT APPLICATION REQUIRED BY THE COUNTY; AND, SHOULD THE CITY BE AWARDED GRANT FUNDING, AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN AGREEMENT AND RELATED DOCUMENTS BETWEEN THE CITY OF CHULA VISTA AND THE COUNTY OF SAN DIEGO FOR THE GRANT

RECOMMENDED ACTION

Council adopt the resolutions.

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 organizations, businesses, agencies and volunteers to hold Independence Day Fireworks on July 4, 2016, HarborFest on August 20, 2016 and the Starlight Parade December 3, 2016.

ENVIRONMENTAL REVIEW

Environmental Notice

The Project qualifies for a Categorical Exemption pursuant to the California Environmental Quality Act State Guidelines Section 15304 Class 4 (Minor Alterations to Land) and/or Section 15323 Class 23 (Normal Operations of Facilities for Public Gatherings).

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 Categorical Exemption pursuant to State CEQA Guidelines Section 15304 Class 4 (Minor Alterations to Land) and/or Section 15323 Class 23 (Normal Operations of Facilities for Public Gatherings) because it is a temporary event that would not involve the removal of mature, scenic trees or have any permanent effects on the environment. Thus, no further environmental review is required.

BOARD/COMMISSION RECOMMENDATION

Not Applicable

DISCUSSION

Independence Day Fireworks 2016

The return of an Independence Day Fireworks show to Chula Vista in 2016 will be a great success. Residents and visitors alike will enjoy a beautiful day at the Olympic Training Center and Mountain Hawk Park, listening to music from local radio stations and celebrating our 2016 Olympic hopefuls while showing civic and national pride.

HarborFest 2016

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest on August 20, 2016. HarborFest is one of the region's biggest summer events bringing 30,000 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, a Cultural Art Celebration, a car and boat show, water activities, and other events.

Starlight Parade 2016

More than 25,000 spectators are anticipated to line Third Avenue in the Village to watch more than 100 parade entries on December 3, 2016. From marching bands to dance troops to flatbed floats and Santa on a fire truck - the Starlight Parade brings the magic of the holidays to Chula Vista's historic downtown. The City will again collaborate with the Third Avenue Village Association to create a festive day of holiday activities prior to the parade, which begins at 6 p.m.

The attached A) Resolution approves the sponsorship of HarborFest 2016 and the 2016 Starlight Parade. The attached B) Resolution approves the filing of an application for \$30,000 (Independence Day Fireworks - \$5,000, HarborFest - \$15,000, Starlight Parade - \$10,000) with the County of San Diego for Community Enhancement Program Funding during the County's 2017 Fiscal Year.

Staff will identify funds for these Special Event Sponsorships as part of the development of the FY 2017 budget.

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

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Community, Strong and Secure Neighborhoods and a Connected Community. These events support two Strategic Plan goals. The Independence Day Fireworks Festival, HarborFest and the Starlight Parade advance the Economic Vitality goal by promoting the Olympic Training Center, the Bayfront and Third Avenue by bringing new and returning visitors to enjoy activities, shop, and dine; The Connected Community Goal emphasizes activities, like these three events as they 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 \$30,000 in grant funding for the Independence Day Fireworks Festival, 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 will help fund the events scheduled in Fiscal Year 2017. Any General Fund allocations to support City-sponsored events will be recommended as part of the development of the FY 2017 budget. The goal is for each of the events to become self-supporting signature events promoting the City of Chula Vista.

ATTACHMENTS

County of San Diego Resolution

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