



City of Chula Vista

Staff Report

File#: 16-0204, **Item#:** 11.

RESOLUTION NO. 2016-076 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND MCFARLANE PROMOTIONS IN THE AMOUNT OF \$15,000 TO COORDINATE THE 2016 CHULA VISTA STARLIGHT PARADE, AND APPROVING UP TO FIVE ONE-YEAR EXTENSIONS

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City of Chula Vista is collaborating with local agencies and volunteers to hold the City-sponsored 2016 Starlight Parade. The event continues to grow in popularity and generates positive publicity and awareness for the City of Chula Vista and our historic Third Avenue. The event attracts more than 25,000 people to Third Avenue and promotes community engagement and fosters civic pride. In order to successfully execute an event of this magnitude, an outside event planning firm is needed. McFarlane Promotions is the firm best suited to execute the event. The attached resolution supports approval of a \$15,000 agreement with McFarlane Promotions to coordinate the 2016 Starlight Parade.

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 of Chula Vista is collaborating with local agencies and volunteers to hold the 2016 Starlight Parade. The City Council approved the Starlight Parade as a City-sponsored event for FY 2016/2017. Proposed activities include day-of holiday events in Memorial Park followed by the parade. The 2015 Starlight Parade attracted more than 25,000 participants to historic Third Avenue while fundraising

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efforts generated over 20 sponsors. Sufficient funding was generated to support 2015 Starlight Parade expenses. Sponsorship and fundraising activities are underway for the 2016 Starlight Parade through an ad-hoc committee established by Councilmember Patricia Aguilar. Grant funding from the County of San Diego and other agencies and organizations are being pursued.

The success of the 2016 Starlight Parade depends upon expert coordination and planning with City of Chula Vista and Third Avenue Village Association staff, parade participants and others. The Office of Communications solicited proposals from event planning firms to coordinate the 2016 Starlight Parade. 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 the 2016 Starlight Parade. The attached resolution supports approval of a \$15,000 agreement with McFarlane Promotions to coordinate the 2016 Starlight Parade.

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.

Staff will identify funds for the City's Starlight Parade Special Event Sponsorship as part of the development of the FY 2016/2017 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 **Chula Vista 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 **Chula Vista 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 Chula Vista Starlight Parade attracts thousands to Third Avenue which advances the Economic Vitality goal by activating local merchants and bringing new and returning visitors to enjoy activities, shop, and dine. The connected Community Goal emphasizes activities, like the parade, that enrich the community's quality of life.

CURRENT YEAR FISCAL IMPACT

There is no anticipated current year fiscal impact related to this item. Starlight Parade costs are anticipated to be funded by sponsorship funds. There may be an impact to the General Fund if sufficient funds are not generated through Starlight Parade sponsorships.

ONGOING FISCAL IMPACT

There are no anticipated ongoing financial impacts related to this item as Starlight Parade costs are

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expected to be supported by sponsorship and grant funding. There may be an impact to the General Fund if sufficient funds are not generated through sponsorships. The goal is for the 2016 Starlight Parade to become a self-supporting signature event promoting the City of Chula Vista.

ATTACHMENTS

Agreement

Staff Contact: Olga Berdial