



# City of Chula Vista

## Staff Report

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**File#:** 16-0523, **Item#:** 5.

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A. RESOLUTION NO. 2017-026 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING CHULA VISTA 4TH FEST 2017, HARBORFEST 2017, THE 2017 STARLIGHT PARADE AND LAKEFEST 2018 AS CITY-SPONSORED EVENTS FOR FISCAL YEAR 2017/2018

B. RESOLUTION NO. 2017-027 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE FILING OF AN APPLICATION FOR A \$40,000 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 Chula Vista 4th Fest on July 4, 2017, HarborFest on August 19, 2017, the Starlight Parade December 2, 2017 and LakeFest in the spring of 2018.

### **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**

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#### Chula Vista 4th Fest 2017

Chula Vista 4th Fest 2016 was a great success with more than 10,000 people attending the fireworks show. More than 15,000 are projected to attend the 2017 fireworks display with residents and visitors alike enjoying a beautiful day at the Chula Vista Elite Athlete Training Center and Mountain Hawk Park. Guests will be able to listen to music from local radio stations and enjoy food from food trucks all while celebrating our nation's independence.

#### HarborFest 2017

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest on August 19, 2017. HarborFest is one of the region's biggest summer events bringing 35,000 participants to Chula Vista; focusing the spotlight on the beautiful South Bay waterfront; and promoting shops, restaurants, recreational and cultural activities on Port Tideland. Activities include entertainment, a Kids Zone, live music performances, a Taco Festival and Wine and Craft Beer Garden, a Cultural Art Celebration, a car and boat show, water activities, and other events.

#### Starlight Parade 2017

On December 2, 2017, more than 30,000 spectators are anticipated to line Third Avenue in the Village to watch more than 100 parade entries. 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.

#### LakeFest 2018

Featuring headliner-quality live entertainment, regional craft beer and wine, local cuisine and free activities for the kids, LakeFest is a festive Chula Vista event. 5,000 attendees are anticipated for the 2017 event, and that number will likely double for the 2018 event.

The attached A) Resolution approves City sponsorship of Chula Vista 4th Fest 2017, HarborFest 2017, the 2017 Starlight Parade and LakeFest 2018. The attached B) Resolution approves the filing of an application for \$40,000 (Chula Vista 4th Fest - \$4,500, HarborFest - \$21,000, Starlight Parade - \$7,500 and LakeFest - \$7,000) with the County of San Diego for Community Enhancement Program Funding during the County's 2017/2018 Fiscal Year.

Staff will identify City funds for these Special Event Sponsorships as part of the development of the FY 2017/2018 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. Chula Vista 4th Fest, HarborFest the Starlight Parade and LakeFest advance the Economic Vitality goal by promoting the Chula Vista Elite Athlete Training Center, the Bayfront, Third Avenue by bringing new and returning visitors to enjoy activities, shop, and dine; The Connected Community Goal emphasizes activities, like these four 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 \$40,000 in grant funding for Chula Vista 4th Fest, HarborFest, the Starlight Parade and LakeFest from the County of San Diego. These one-time funds, if awarded, will be used to help offset the cost of the events.

#### **ONGOING FISCAL IMPACT**

The grant funds, if awarded, will help fund support events scheduled in Fiscal Year 2018. Any General Fund allocations to support City-sponsored events will be recommended as part of the development of the FY 2017/2018 budget. The goal is for each of the events to become self-supporting signature events promoting the City of Chula Vista.

#### **ATTACHMENTS**

1. County of San Diego Resolution

*Staff Contact: Olga Berdial*