



City of Chula Vista

Staff Report

File#: 17-0559, **Item#:** 3.

- A. RESOLUTION NO. 2018-019 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING LAKEFEST 2018, CHULA VISTA 4TH FEST 2018, HARBORFEST 2018, AND THE 2018 STARLIGHT PARADE AS CITY-SPONSORED EVENTS FOR FISCAL YEAR 2018-19
- B. RESOLUTION NO. 2018-020 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE CITY'S FILING OF AN APPLICATION FOR A \$20,000 COMMUNITY ENHANCEMENT GRANT FROM THE COUNTY OF SAN DIEGO; APPROVING A RESOLUTION FOR THE GRANT APPLICATION REQUIRED BY THE COUNTY; AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND THE COUNTY OF SAN DIEGO AND RELATED DOCUMENTS FOR THE GRANT, SHOULD THE CITY BE AWARDED GRANT FUNDING; AND APPROPRIATING FUNDS ACCORDINGLY (4/5 VOTE REQUIRED)

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 LakeFest on Sunday, May 6, 2018, Chula Vista 4th Fest on July 4, 2018, HarborFest on August 18, 2018 and the Starlight Parade December 1, 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

LakeFest 2018

In its second year, LakeFest 2018 is anticipated to attract more than 10,000 people to Mountain Hawk Park in Chula Vista. LakeFest is a free, all-ages family festival that focuses on engaging kid's activities, artistic space and local music. With views of Otay Lakes, LakeFest spotlights all that there is to love about Chula Vista, including our local community assets such as the Living Coast Discovery Center, Easton Archery Center and Chula Vista BMX. The event also highlights our emerging arts scene, focusing on various art elements including a group painting, free public art and talented local musicians.

Independence Day Fireworks 2018

Chula Vista 4th Fest 2017 was a great success with more than 10,000 people attending the fireworks show. More than 15,000 are projected to attend the 2018 fireworks display, with residents and visitors alike enjoying a beautiful day at the Chula Vista Elite Athlete Training Center and Mountain Hawk Park.

HarborFest 2018

The City of Chula Vista is collaborating with local agencies and volunteers to hold HarborFest on August 18, 2018. HarborFest is one of the region's biggest summer events attracting more than 35,000 participants to Chula Vista. This even spotlights the beautiful South Bay waterfront and promotes shops, restaurants, recreational and cultural activities.

Starlight Parade 2018

On December 1, 2018, more than 35,000 spectators are anticipated to line Third Avenue 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.

Resolution A approves City sponsorship of LakeFest 2018, Chula Vista 4th Fest 2018, HarborFest 2018 and the 2018 Starlight Parade. Resolution B approves the filing of an application with the County of San Diego for Community Enhancement Program funding of \$20,000 for these events during the County's 2018-2019 Fiscal Year (LakeFest - \$5,000, Chula Vista 4th Fest - \$5,000, HarborFest - \$5,000, Starlight Parade - \$5,000.)

Staff will identify funds for these Special Event Sponsorships as part of the development of the FY 2019 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 of Chula Vista 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 of Chula Vista 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. These events support two Strategic Plan goals. LakeFest, Chula Vista 4th Fest, HarborFest and the Starlight Parade advance the Economic Vitality goal by promoting the Otay Ranch Community, the Chula Vista Elite Athlete 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 four events as they enrich the community's quality of life.

CURRENT YEAR FISCAL IMPACT

There are no anticipated fiscal impacts in the current fiscal year.

ONGOING FISCAL IMPACT

If these one-time funds are awarded they will be used to help offset the cost of the events in fiscal year 2019. Any General Fund allocations to support City-sponsored events will be considered as part of the development of the FY 2019 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