



# AGENDA REPORT

**Department:** Community Development  
**Prepared by:** Armando Vergara, Director of Community Development  
**Meeting Date:** Tuesday, December 6, 2022  
**Approved by:** Brad Raulston, City Manager

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## **SUBJECT:**

Amendment of City Council Policy No. 802, "City Support for Special Events, Activities, Programs and Services," modifying events to the Sponsored and Co-Sponsored List.

## **RECOMMENDATION:**

Adopt the Resolution Entitled, "Resolution of the City Council of the City of National City, California, Authorizing the Amendment of City Council Policy No. 802, "City Support for Special Events, Activities, Programs and Services".

## **BOARD/COMMISSION/COMMITTEE PRIOR ACTION:**

City Council Policy Committee 802 approves the recommendation for amendments to policy No. 802.

## **EXPLANATION:**

The City Council is concerned with the increasing cost of City support of special events, examples of which are concerts, festivals, parades and sporting events, which take place at City parks and facilities or in City streets and rights-of-way. The Council notes that City support is not specially budgeted, however limited Sponsored and Co-Sponsored Events, Activities, Programs and Services are listed as yearly approved events within this policy. The Council also recognizes that special events are a major part of that special lifestyle that defines National City's history and makes our City unique. To address these concerns, Policy 802 (formerly 804) was created and adopted on October 3, 2006, which provides guidelines to deal with the cost of City support and that are subject to the City's economic conditions and resources.

The 802 Council Policy Committee consist of Mayor Sotelo-Solis, Council Member Rios, Library & Community Services Director Ryan, Director of Community Development Vergara, Neighborhood Services Manager Martinez, Community Services Manager McGhee and Public Works Park Superintendent Uribe. For the upcoming 2023 year, the 802 City Council Policy Committee recommends no changes to the policy, however does propose adding three new events to the City's Sponsored Event List – Attachment "B" and makes note of an updated sponsorship change to the Co-Sponsored List – Attachment "A": The following recommendations and updates are to include;

### **1) Fiestas Patrias (September – Community Services)**

Fiestas Patrias commemorates the independence of Latin American countries, many of which celebrate their national independence day in the month of September. Traditionally held in the middle of September, it highlights Mexican Independence Day and also the beginning of National Hispanic Heritage Month, with festivities that showcase Hispanic culture. This event will include mariachi music, folklorico dance, arts and crafts, vendors and food.

### **2) National City Birthday Celebration (September – Community Services)**

National City was founded on September 17, 1887. National City's Birthday, on September 17, is an event that can be showcased either as part of another event or as a stand-alone event, depending on the landmark year.

### **3) National City Cruising Event(s) (City Manager's Office – TBD)**

On April 5, 2022, City Council approved a Temporary Use Permit for a series of events called, "Cruise Nights" hosted by the United Lowrider Coalition for a pilot period of six months. The first event had significant turnout that affected traffic and access on streets and freeways. The 2nd event did not occur due to unresolved issues.

The Low Rider Association holds an annual car show in Kimball Park with an associated cruising event following the car show. The association submits a TUP annually without sponsorship and complies with all City Policies and Procedures. The cruising portion has trailed the car show with all members following the rules of the road and we have had no associated concerns from our residents or businesses.

The City Council Policy 802 subcommittee has reviewed both events and recommends that a well-organized cruising series could be implemented with proper traffic and safety considerations. The goal is to establish an organized event(s) that includes a defined traffic plan and a safe program environment for residents, businesses, and participants. At this time, City staff have not proposed any dates or program details. If approved as a sponsored event, staff can bring forward details through the budgeting process. A yearly review of this event(s) by the 802 subcommittee will take consideration of budgetary and community impacts.

### **4) Spirit of the Holidays (Co-Sponsored Attachment "A" – December)**

Since the original organization "N.C. College Campus Lions" is no longer in operation, the "National City Fire Local FFA 2744" has now become the new lead organizer for this yearly event.

#### **FINANCIAL STATEMENT:**

N/A

#### **RELATED CITY COUNCIL 2020-2025 STRATEGIC PLAN GOAL:**

With the success of an organized and permitted car cruise event in 2022, the committee is recommending a similar City Sponsored event that will continue to build on this community's history, passion and culture.

#### **ENVIRONMENTAL REVIEW:**

This is not a project under CEQA and is therefore not subject to environmental review.CCR15378; PRC 21065.

#### **PUBLIC NOTIFICATION:**

Agenda Report posted within 72 hours of meeting date and time in accordance with Brown Act.

#### **ORDINANCE:**

Not Applicable

#### **EXHIBITS:**

Exhibit A – City Council Policy No. 802  
Exhibit B – City Council Policy No. 802 Draft - Redline  
Exhibit C – Resolution