

Agenda Report

August 9, 2021

TO: Honorable Mayor and City Council

FROM: Parks, Recreation and Community Services Department

SUBJECT: CONFIRM RECOMMENDATION FOR CONTRACT AUTHORIZATION WITH CROWN PROMOTIONS GROUP INC., DOING BUSINESS AS PASADENA PROMOS, TO REFLECT FULL BUSINESS ENTITY NAME

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act (CEQA) pursuant to Section 21065 of CEQA and Sections 15060 (c)(2), 15060 (c)(3), and 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required; and
2. Confirm the prior contract authorization with Crown Promotions Group Inc., doing business as Pasadena Promos, to reflect full business entity name.

BACKGROUND:

On March 9, 2020, the City Council approved an agenda report authorizing the City Manager to enter into a contract with Pasadena Promotions to provide equipment rental services in an amount not to exceed \$136,871 for the Parks, Recreation and Community Services Department. The March 9, 2020 agenda report did not include the full entity name of Crown Promotions Group Inc., doing business as Pasadena Promos. In order to continue to procure goods from this company, the City Council must confirm the approval of the prior action and acknowledge its full business entity name. All recommendations from the prior agenda report remain the same.

The Parks, Recreation and Community Services Department (PRCS) produces 12 citywide special events per year that are free and open to the public. Major events like the Black History Parade and Festival, Egg Bowl and the Latino Heritage Parade and Festival attract thousands of attendees including many young children. In order to create a festive and safe environment, these events require rental equipment such as canopies, canopy weights, stages, tables, chairs, generators, inflatable games and

onsite attendants to operate and monitor equipment. The Department does not own the necessary equipment to meet the needs of these large special events.

On October 17, 2019, a notice for inviting bids was published on Planet Bids, in the *Pasadena Journal*, and posted on the City of Pasadena website. Notices were sent electronically to 140 vendors, 25 that were local. A total of 16 vendors downloaded the bid specifications and on November 5, 2019, two responsive bids were received, with Pasadena Promos being the lowest. Crown Promotions Group Inc., doing business as Pasadena Promos is a local, Pasadena company.

COUNCIL POLICY CONSIDERATION:

The proposed action is consistent with the City Council's strategic planning goals of ensuring public safety, promoting quality of life and maintaining fiscal responsibility and stability.

ENVIRONMENTAL ANALYSIS:

The action proposed herein is not subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378. The authorization to enter into a contract for equipment rental services is a continuing administrative and maintenance activity (i.e., renting of supplies). This action would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

Funding for this action exists within the budgeted appropriations in the Parks, Recreation and Community Services Department Operating Budget. It is anticipated that the cost of this contract, up to \$136,871, will be spent over the next three fiscal years.

Respectfully submitted,



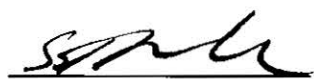
BRENDA E. HARVEY-WILLIAMS, Director
Parks, Recreation and Community Services

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Approved by:



STEVE MERMELL
City Manager