



Councilmember
ROBERTO URANGA
Long Beach, Seventh District

NB-44

Date: June 21, 2022

To: Honorable Mayor and Council

From: Councilwoman Cindy Allen, Second District
Councilmember Roberto Uranga, Seventh District

Subject: Funds Transfer to support the Long Beach Pride Parade and Festival

RECOMMENDED ACTION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by a total of \$5,000, offset by \$2,500 Second Council District One-time District Priority Funds and \$2,500 Seventh Council District One-Time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022; and,

Decrease appropriations in the Special Advertising and Promotions Fund Group in the Citywide Activities Department by \$5,000 to offset a transfer to the City Manager Department.

DISCUSSION:

Long Beach Pride™, a 501(c)3 non-profit, is an all-volunteer organization that produces the annual three-day Long Beach Pride™ festival, parade and teen pride annually in July. The third largest Pride festival and parade in California, they celebrate the LGBTQ+ community with a focus on inclusion, and work to educate the wider community that diversity builds a stronger and healthier society. Taking pride in what they have achieved since 1984, we strive to teach the future generations that the battle for acceptance continues.

Historically the second-largest annual event in the City of Long Beach, people of all ages and from across the region attend the Pride Parade and Festival events. Supporting this weekend of events is a valuable way to build community and increase the visibility of our welcoming City. Some additional activities included in the Festival are a Transcendence Dome, Drag Makeup, Artist Walls, a Workshop Ballroom, a Roller Rink, a Family Fun Zone, a Silent Disco, an adult-oriented fun zone, and more.

With the parade along Ocean Blvd and the festival taking place in the downtown waterfront, these events are located such that they will highlight the City's beautiful



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waterfront spaces and will take advantage of our pleasant and cool summer climate. The parade and festival highlight the natural advantages, facilities, and climate of Long Beach. This recommendation is requesting that \$2,500 of the Second Council District and \$2,500 of the Seventh Council District One-time SAP District Priority Funds be allocated to support the Pride Parade and Festival.

This matter was reviewed by Grace H. Yoon on June 16, 2022.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022. The total appropriation increase of \$5,000 total in the Special Advertising and Promotions Fund Group in the City Manager Department will be offset by a decrease of appropriation of Second Council District One-time District Priority Funds and Seventh District One-time District Priority funding in the Special Advertising and Promotions Fund Group in the Citywide Activities Department. The requested action is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and have a minimal impact on meeting other City Council priorities. There is no local job impact associated with the recommendation.

STATEMENT OF URGENCY:

This urgent item is being submitted through supplemental agenda to allow for timely funds processing.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: June 17, 2022
To: Monique De La Garza, City Clerk
From: Councilwoman Cindy Allen, Second District
Councilmember Roberto Uranga, Seventh District
Subject: Request to Add Agenda Item to Council Agenda of June 21, 2022

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by a total of \$5,000, offset by \$2,500 Second Council District One-time District Priority Funds and \$2,500 Seventh Council District One-Time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022; and,

Decrease appropriations in the Special Advertising and Promotions Fund Group in the Citywide Activities Department by \$5,000 to offset a transfer to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
2	Cindy Allen	
7	Roberto Uranga	
6	Suely Saro	

Attachment: Staff Report dated

CC: Office of the Mayor