



Memorandum City of Long Beach

*Working Together
to Serve*



Date: August 15, 2023
To: Honorable Mayor and Council
From: Councilwoman Mary Zendejas, First Council District
Subject: First District Funds Transfer in Support of Local Events

RECOMMENDATION:

Increase appropriations in the General Fund Group in the City Manager Department by \$2,000, offset by the First Council District One-time District Priority Funds, transferred from the Citywide Activities Department, to provide donation to the following:

1. Latinos in Action California, in support of their annual fundraiser, in the amount of \$500;
2. Dig Life, DBA: Dreamz Into Goals, in support of their 3rd Annual Back2School event, in the amount of \$1,500;

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$2,000 to offset transfers to the City Manager Department.

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$500, offset by the First Council District One-time District Priority Funds, transferred from the Citywide Activities Department, to provide donation to Confidential Coffee, in support of their 3rd Annual Pride Brunch; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$500 to offset transfers to the City Manager Department.

DISCUSSION:

Latinos In Action runs with the mission to provide programs that educate, empower, and encourage folks to grow as leaders in our community. On August 18th, 2023, they held their annual fundraiser in which all proceeds went to the expansion of youth programs that nurture the potential of growing leaders. It is appropriate for the City Council to support these efforts.

Dreamz Into Goals, or DIG, is an active organization focused on providing education and support to underserved, urban youth. On August 19th, 2023 they held their 3rd Annual Back2School Event at Cesar Chavez Park, providing local youth with school supplies to prepare them for another school year. These events are critical to ensure youth are not only prepared with needed supplies

for a successful academic year, but also to fill them with a sense of community support that is rooting for their success. It is appropriate for the City Council to support these efforts.

On July 30th, 2023, at 137 W 6th Street, Long Beach CA 90802, Confidential Coffee hosted their 3rd Annual Pride Brunch. This event featured food, drinks, merchandise, raffles, and a photo booth all in support of Visit Gay Long Beach, a local LGBTQ+ Non-profit dedicated to curating safe spaces, inclusive events, and promoting LGBTQ+ & ally-owned businesses in Long Beach. 15% of all sales during the 3rd Annual Pride Brunch were donated to Visit Gay Long Beach.

LGBTQ+ individuals across the nation have experienced anti-LGBTQ+ sentiment. It is important to support organizations like Visit Gay Long Beach so that LGBTQ+ residents and visitors in Long Beach feel safe. This brunch was free and open to residents of Long Beach. It is appropriate for the City Council to support Confidential Coffee for their 3rd Annual Pride Brunch.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on August 11, 2023.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to Latinos In Action, in support of their annual fundraiser, in the amount of \$500; to Dig Life, DBA: Dreamz Into Goals, in support of their 3rd Annual Back2School event, in the amount of \$1,500; and to Confidential Coffee, in support of their 3rd Annual Pride Brunch, in the amount \$500. The total appropriation increase of \$2,000 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation of First Council District One-time District Priority Funds in the General Fund Group in the Citywide Activities Department. The total appropriation increase of \$500 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by a decrease of appropriation of First Council District One-time District Priority Funds in the Special Advertising and Promotion Fund Group in the Citywide Activities Department. The requested action is anticipated to require a minimal level of staff hours beyond the normal budgeted scope of duties and expected to have minimal impact on existing City Council priorities.

STATEMENT OF URGENCY:

This item requires urgency so as to allow a timely transfer of funds.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: August 15, 2023
To: Monique De La Garza, City Clerk
From: Councilwoman Mary Zendejas, First Council District
Subject: Request to Add Agenda Item to Council Agenda of **(August 15, 2023)**

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 General Fund Group in the City Manager Department by \$2,000, offset by the First Council District One-time District Priority Funds, transferred from the Citywide Activities Department, to provide donation to the following:

1. Latinos in Action California, in support of their annual fundraiser, in the amount of \$500;
2. Dig Life, DBA: Dreamz Into Goals, in support of their 3rd Annual Back2School event, in the amount of \$1,500;

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$2,000 to offset transfers to the City Manager Department.

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$500, offset by the First Council District One-time District Priority Funds, transferred from the Citywide Activities Department, to provide donation to Confidential Coffee, in support of their 3rd Annual Pride Brunch; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$500 to offset transfers to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
1	Councilmember Mary Zendejas	
2	Vice Mayor Cindy Allen	

7	Councilmember Roberto Uranga	
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Attachment: Staff Report dated **August 15, 2023**

CC: Office of the Mayor