



Dee Andrews
City of Long Beach
Councilmember, Sixth District

Date: Tuesday, May 23, 2017
To: Honorable Mayor and Members of the City Council
From: Dee Andrews, Sixth District Councilmember *DA*
Subject: Jenni Rivera Memorial Park and Resolution Request

RECOMMENDATION:

Increase appropriations in the General Fund (GF) in the Parks, Recreation and Marine Department (PR) by \$10,000, offset by the Sixth Council District one-time infrastructure funds transferred from the Capital Projects Fund (CP) in the Public Works Department (PW) to help fund playground equipment at the Jenni Rivera Memorial Park with the Jenni Rivera Love Foundation; and

Request the City Attorney to draft a Resolution including, but not limited, to the suggested draft language provided in support of the efforts of the Jenni Rivera Love Foundation as they apply for a playground equipment grant with the non-profit organization KaBOOM! to benefit the Jenni Rivera Memorial Park located at the 20th Street and Walnut Avenue right-of-way.

DISCUSSION:

In 2014, the City of Long Beach paid tribute to the late Jenni Rivera by approving a recommendation to name the Park at Walnut Avenue and 20th Street the Jenni Rivera Memorial Park. This space has been beautified with murals and tree plantings and the site has become a must-visit tourist attraction for Latin music enthusiasts. In conjunction with the Jenni Rivera Love Foundation (JRLF), Long Beach Parks and Recreation Commission, the Sixth Council District, and the Department of Parks, Recreation & Marine have actively worked to partner with KaBOOM! to ensure children have a place to actively play. Allocating these funds will serve as a matching contribution to the funds that will be raised by both the Jenni Rivera Love Foundation and KaBOOM! for playground equipment at this park further attracting residents to use this green space.

A Resolution by the City of Long Beach will greatly aid the process with KaBOOM! to move this project forward. Draft Resolution language has been attached. The City Attorney is

therefore requested to bring back a Resolution before City Council for approval and adoption.

FISCAL IMPACT:

The total appropriation increase of \$10,000 in the General Fund (GF) in the Parks, Recreation and Marine Department (PR) is offset by a transfer of one-time infrastructure funds from the Capital Projects Fund (CP) in the Public Works Department (PW).

Attachment

Suggested Resolution Language

In 2014, the City of Long Beach paid tribute to the late Jenni Rivera by approving a recommendation to name the public right of way at Walnut Avenue and 20th Street the Jenni Rivera Memorial Park, and

This park is continuously serving its purpose as a memorial and open public space that has been beautified with murals and tree plantings, and

The site has become a must-visit tourist attraction for Latin music enthusiasts, and

The work with the City of Long Beach is not done and the Jenni Rivera Love Foundation continues to seek expanding opportunities for this park, and

Council District Six has committed to contribute \$10,000 in matching funds to the Jenni Rivera Love Foundation to bring a much needed children's play structure to the Jenni Rivera Memorial Park, and

The national award winning program, KaBOOM! connects local partners, national donors, and volunteers in the design of local play structures, leveraging of financial contributions, and organizing community build days to deliver safe, durable, and age appropriate play structures for children and families is the partnering organization to assist in bringing this to fruition in conjunction with the Department of Parks, Recreation & Marine, and

The project application has been accepted by KaBOOM! and is pending final approval, and upon receiving documentation of support, KaBOOM! will seek local funding partners or national donors to come along side of the Jenni Rivera Love Foundation and the City of Long Beach to bring this project to fruition, and

The City Council of the City of Long Beach is in support of such partnership between the Jenni Rivera Love Foundation, the Department of Parks, Recreation & Marine, KaBOOM!, and the Council District 6 Office in an effort to bring playground equipment to a City's local park.