



MAYOR ROBERT GARCIA
CITY OF LONG BEACH

December 3, 2019

To: Members of the City Council

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$5,000, offset by the First Council District one-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Centro CHA for costs associated with the Dia De Los Muertos "pop-up" festival that occurred November 8, 2019 on the Promenade in downtown Long Beach; and

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

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$13,040, offset by First Council District one-time District Priority Funds transferred from the Citywide Activities Department for Special Events and Filming Office to install neighborhood pride banners along Pine Avenue from 3rd St. to Anaheim St., Pacific Avenue from 3rd St. to Anaheim St., and 3rd St. from Pacific Avenue to the 710 Freeway.

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$13,040 to offset a transfer to the City Manager Department.

DISCUSSION:

On November 8, 2019, the office of State Senator Lena Gonzalez, in partnership with the First Council District office, Los Angeles County Supervisor Janice Hahn, the Water Replenishment District of Southern California, and Centro CHA hosted a Dia de Los Muertos "pop-up", which included art by local artists, an opportunity for the community to interact with elected officials and their staff, and a community-building activity for an underserved area.

Neighborhood pride banners bring a sense of place to corridors and draw attention to important business and mixed-use districts, helping to build community and increase economic activity. Banners on pine avenue from 3rd St. to Anaheim St., Pacific Avenue

from 3rd St. to Anaheim St., and 3rd St. from Pacific Avenue to the 710 Freeway would bring these benefits to an underserved area that is experiencing a period of revitalization worth recognizing.

As part of the FY 20 Adopted Budget, the City Council allocated \$235,000 of Special Advertising and Promotions Fund Group (SAP) funds available to be divided equally between the City Council Districts to be used towards SAP-qualified special events or contributions, managed by the Office of Special Events and Filming in the City Manager Department. This recommendation is requesting that \$13,040 of the First Council District one-time SAP District Priority Funds be allocated for pride banners. While this requested use is not a special event, it is an eligible use of SAP funds.

This matter was reviewed by Budget Manager Grace H. Yoon on November 23, 2019.

FISCAL IMPACT:

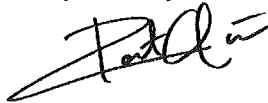
This recommendation requests the City Manager to provide a contribution to Centro CHA for costs associated with the Dia De Los Muertos “pop-up” festival. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$5,000 will be offset by a decrease of appropriation of the First Council District Special Advertising and Promotion Fund Group one-time District Priority Funds in the Citywide Activities Department. Implementing this recommendation is anticipated to result in a minimal impact on staff hours beyond normal budgeted scope of duties and a minimal impact on existing City Council priorities.

This recommendation also requests the Special Events and Filming Office within the City Manager Department to install neighborhood pride banners. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$13,040 will be offset by a decrease of appropriation of the First Council District Special Advertising and Promotion Fund Group one-time District Priority Funds in the Citywide Activities Department. Implementing this recommendation is anticipated to result in a minimal impact on staff hours beyond normal budgeted scope of duties and a minimal impact on existing City Council priorities.

SUGGESTED ACTION:

Approve recommendation

Respectfully Submitted,



Robert Garcia
Mayor of Long Beach
City of Long Beach

Dated: November 25, 2019