



City of Long Beach
Working Together to Serve

R-27

Date: March 10, 2020
To: Honorable Mayor Garcia and Members of the City Council
From: Dee Andrews, Vice Mayor, Sixth District
Subject: **Contribution to Forgotten Images**

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,200, offset by the Sixth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Forgotten Images for their mini exhibit of African American History at the annual Martin Luther King, Jr Celebration on January 19, 2020; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$1,200 to offset a transfer to the City Manager Department.

DISCUSSION:

On January 19, 2020, the City of Long Beach organized the Martin Luther King Junior Parade and Celebration in the Sixth District. Thousands of people attended an all-day celebration to pay homage to Dr. King's work towards civil rights and justice. Forgotten Images provided a small exhibit with artifacts depicting the struggles of African Americans in the United States. This exhibit served as an educational component of the celebration.

As part of the FY 20 Adopted Budget, the City Council allocated \$235,000 of Special Advertising and Promotions Fund Group 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 \$1,200 of the Sixth Council District one-time SAP District Priority Funds be allocated for this special event.

This matter was reviewed by Budget Manager Grace H. Yoon on February 27, 2020.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to Forgotten Images for costs associated with showcasing the mobile museum experience at the annual Martin Luther King Jr. Celebration. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,200 will be offset by a decrease of appropriation of \$1,200 from the Sixth District Special Advertising and Promotion Fund Group One-time District Priority Funds 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 is expected to have minimal impact on existing City Council priorities.