

**R-10**

February 11, 2020

COUNCILWOMAN MARY ZENDEJAS, FIRST DISTRICT CITY OF LONG BEACH 

To: Honorable Mayor Robert Garcia and Members of the City Council

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**RECOMMENDATION:**

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,000, offset by the First Council District one-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Wild West Women for the Long Beach Suffrage 100 Film Festival occurring on January 11, March 14, May 9 and July 11, 2020 at the Art Theatre; and

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,000, offset by the First Council District one-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Hispanas Organized for Political Equality for their Latina Empowerment Day occurring on February 7, 2020 at Hotel Maya; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$2,000 to offset a transfer to the City Manager Department.

**DISCUSSION:**

The First Council District is requesting contributions for the Long Beach Suffrage 100 and Hispanas Organized for Political Equality to support the Film Festival and the Latina Empowerment Day events as described below.

On January 11, March 14, May 9 and July 11, 2020, the Long Beach Suffrage 100 and Wild West Women will host film festivals highlighting prominent trailblazers in the Suffragist Movement, celebrating the Centennial Anniversary of women's right to vote. Years ago, women seated their first Suffrage Centennial Committee and made plans. Today, it is coalescing in all 50 states and organizations from the League of Women Voters to the Girl Scouts of America. These events to be hosted at the Art theatre will be a history lesson to residents who are not familiar with suffrage history, and are intended to encourage voter education and turnout at all elections, whether local, state or national.

On February 7, 2020, the Hispanas Organized for Political Equality (HOPE) will host Latina Empowerment Day, a one-day intensive workshop series created to empower Latinas to increase their community impact and strengthen their skills and knowledge on a variety of issues. HOPE

is a nonprofit, nonpartisan organization that has focused on empowering our communities through advocacy, Latina leadership training, and increasing knowledge on the contributions Latinas have made to advance the status of women for the past 30 years. To date, HOPE's innovative programming has served 56,000 Latinas statewide and touched the lives of several thousand more.

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 \$2,000 of the First Council District one-time SAP District Priority Funds be allocated to support the Film Festival and Latina Empowerment Day events.

This matter was reviewed by Budget Manager Grace H. Yoon on January 26, 2020.

**FISCAL IMPACT:**

This recommendation requests the City Manager to provide a contribution of \$1,000 to Wild West Women and provide a contribution of \$1,000 to Hispanas Organized for Political Equality. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,000 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.

**SUGGESTED ACTION:**

Approve recommendation