



NB-33

**Memorandum
City of Long Beach**

*Working Together
to Serve*



Date: September 12, 2023
To: Honorable Mayor and Council
From: Councilwoman Mary Zendejas, First Council District
Councilmember Roberto Uranga, Seventh Council District
Subject: Hispanic Heritage Month Celebration

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$3,250, offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2023 Hispanic Heritage Month Celebration; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$3,250 to offset a transfer to the City Manager Department.

DISCUSSION

The City Manager’s Office of Special Events and Filming will be organizing the 2023 Hispanic Heritage Month Celebration hosted by the First and Seventh Council Districts on September 19, 2023, utilizing the setting at the Long Beach City Hall Civic Plaza.

Hispanic Heritage Month is meant to uplift, value, and celebrate the rich culture and traditions rooted in our Latin American community. As Long Beach is made up of an over 40% Hispanic population, this event aligns with the City’s vision of building a culture of belonging and inclusion that recognizes and honors our diversity. Thus, it is appropriate for City Council to support these efforts.

The City of Long Beach attracts visitors and businesses because of its welcoming and inclusive environment that is highly rich in cultural diversity. Both large and smaller scale events like Dia de los Muertos and the Hispanic Heritage Month Celebration promote this and serve to celebrate our City’s Latino community while inviting the public to learn and enjoy free music, food, and attire/decorations rooted in Latin American heritage. This event promotes Long Beach as an inclusive, welcoming, and diverse City home to a large Hispanic population and community it is appropriate to use Special Advertising and Promotion Funds for this purpose.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on September 1, 2023.

TIME CONSIDERATION

The 2023 Hispanic Heritage Month Celebration will be held on September 19, 2023.

FISCAL IMPACT

This recommendation provides One-time District Priority Funds to support the 2023 Hispanic Heritage Month Celebration. The total appropriation increase of \$3,250 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh 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 budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

STATEMENT OF URGENCY

This item is being submitted through supplemental agenda to allow for timely processing of funds.

SUGGESTED ACTION

Approve recommendation.

A handwritten signature in black ink, appearing to read "Mary L. Zendejas". The signature is written in a cursive style with a large, stylized initial "M".



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: September 12, 2023

To: Monique De La Garza, City Clerk

From: Councilwoman Mary Zendejas, First Council District
Councilmember Roberto Uranga, Seventh Council District


Subject: Request to Add Agenda Item to Council Agenda of **(September 12, 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 Special Advertising and Promotion Fund Group in the City Manager Department by \$3,250, offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2023 Hispanic Heritage Month Celebration; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$3,250 to offset a transfer to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
1	Councilmember Mary Zendejas	
6	Councilmember Suely Saro	
7	Councilmember Roberto Uranga	

Attachment: Staff Report dated **September 12, 2023**

CC: Office of the Mayor