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**Date:** April 18, 2023

**To:** Honorable Mayor Rex Richardson and Members of City Council

**From:** Councilmember Dr. Joni Ricks-Oddie, Ninth District

**Subject:** Funds Transfer Request to Support the LB Proud! Beach Streets hub

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**RECOMMENDATION:**

Increase appropriations in the General Fund Group in the City Manager Department by \$2,500, offset by Ninth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to California Families in Focus to support the LB Proud! Beach Streets hub at Bixby Park; and,

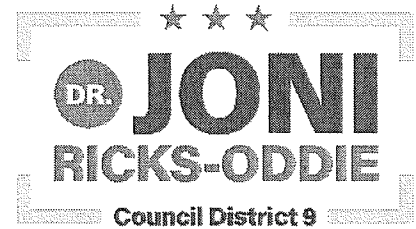
Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$2,500 to offset a transfer to the City Manager Department.

**Discussion:**

On Saturday, May 20, 2023, Long Beach will host Beach Streets, an open streets event sponsored by Metro and designed to showcase businesses and neighborhoods. Entertainment hubs along the route feature music, kids' activities, and food trucks. One of the entertainment hubs along this year's Beach Streets route is Bixby Park, which will be transformed into the LB Proud! hub.

The LB Proud! hub is the first of its kind and will feature local LGBTQ+ businesses, organizations, and performing acts from 12PM - 6PM. The hub will also have three stages, a beer garden, a family area, and a bike parade. Funding the activities at this hub will enhance entertainment programming for attendees of this year's Beach Streets event. A \$2,500 contribution will help promote the City of Long Beach by calling attention to its natural advantages, resources, enterprises, attractions, climate, and facilities. In particular, these funds will assist in highlighting Bixby Park, our LGBTQ+ community and businesses, and our Junipero Beach coastline.

This item has been reviewed by Budget Analyst Joe R. Guerrero on April 10, 2023.



### **Fiscal Impact**

This recommendation requests the City Manager to provide a contribution to support the LB Proud! Beach Streets hub. The total appropriation increase of \$2,500 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation in Ninth Council District One-time District Priority Funds from the General 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.

### **Suggested Action**

Approve Recommendation.