



# R-18

COUNCILWOMAN  
**SUELY  
SARO**

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**Date:** January 10, 2023

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

**From:** Councilwoman Suely Saro, Sixth District

**Subject:** Funds Transfer Request to Support the 2023 Dr. Martin Luther King Jr. Festival

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**RECOMMENDATION:**

Reallocate \$10,000 in the Special Advertising and Promotion Fund Group in the City Manager Department from the current allocation for the Martin Luther King Jr. Day Parade to instead be utilized to support the Dr. Martin Luther King Jr. Festival.

**Discussion**

The City Manager's Office of Special Events and Filming will be organizing the Dr. Martin Luther King Jr. Festival on behalf of the Sixth Council District on January 14, 2023 at Dr. Martin Luther King Jr. Park. The annual Dr. Martin Luther King Jr. Day Parade and Festival has become a tradition that celebrates the diverse community of central Long Beach. This parade and festival serve as a way to honor and keep alive the many values of Dr. King through arts, remembrance and cultural learnings. This year the Dr. Martin Luther King Jr. Festival will celebrate its 35th year in Long Beach, and its return after more than two years of the COVID-19 pandemic.

This item has been reviewed by Budget Office Joe R. Guerrero on December 30, 2022.

**FISCAL IMPACT**

This recommendation requests the City Manager to reallocate \$10,000 in the Special Advertising and Promotion Fund Group in the City Manager Department from the current allocation for the Martin Luther King Jr. Day Parade to instead be utilized to support the Dr. Martin Luther King Jr. Festival. This recommendation is anticipated to require a minimal level of staff hours beyond normal budgeted scope of duties and have a minimal impact on City Council priorities.

**SUGGESTED ACTION**

Approve recommendation.