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NB-33

Date: December 3, 2019

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District

Subject: Funding for Televising the Belmont Shore Christmas Parade

RECOMMENDATION

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,500, offset by the Third Council District one-time District Priority Funds transferred from the Citywide Activities Department for a payment to the Belmont Shore Business Association to support the televising of the Belmont Shore Christmas Parade to the community; and

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

BACKGROUND

Councilwoman Price would like to support the Belmont Shore Business Association by partially funding the televising of the 37th Annual Belmont Shore Christmas Parade. The Belmont Shore Business Association will coordinate filming this event on December 7, 2019 to be aired later. The filming will help bring awareness to the businesses in the Shore and provide the community with the sense of holiday spirit to boost commerce for the area since the parade draws attention to so many residents in and around Long Beach.

This matter was reviewed by Budget Manager Grace H. Yoon on November 26, 2019.

FISCAL IMPACT

This recommendation requests the City Manager to provide a contribution to the Belmont Shore Business Association to support the televising of the Belmont Shore Christmas Parade. The total appropriation increase of \$2,500 in the Special Advertising and Promotion Fund Group) in the City Manager



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Department is offset by a decrease of appropriation of one-time District Priority Funds in the Special Advertising and Promotion Fund Group 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.

STATEMENT OF URGENCY

As the Belmont Shore Christmas Parade is being held December 7, 2019, funding is requested prior to the event.



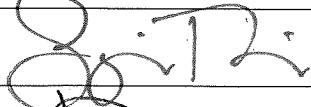
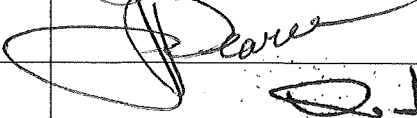
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REQUEST TO ADD AGENDA ITEM

Date: December 3, 2019
To: Monique De La Garza, City Clerk
From: Councilwomen Suzie Price, Third District
Subject: Request to Add Agenda Item to Council Agenda of December 3, 2019

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 for this item reads as follows: Funding for Televising the Belmont Shore Christmas Parade

Council District	Authorizing Councilmember	Signed by
3	Suzie Price	
2	Jeannine Pearce	
6	Dee Andrews	