

10-0922 #15



WANA • Wrigley Area Neighborhood Alliance, Inc.

P.O. Box 6370
Long Beach, California 90806

Date: August 23, 2010

To: Budget Oversight Committee

From: Joan Greenwood, Vice President

**RE: Public Comments
Daisy Avenue Christmas Tree Lane Parade Funding**

My comments today will focus on the importance of parades as community-building tools and the fiscal history of Daisy Avenue Christmas Tree Lane and the Wrigley Holiday Parade. I will also present rationale for continued funding for the Parade using Tideland funds and its Neighborhood Improvement Strategy (NIS) status.

1902 topographical maps of Long Beach show that the area north of PCH and south of Willow Street between Magnolia and the current Los Angeles River Channel was tidelands until the diversion channel was constructed in the 1920s to redirect the LA River for the benefit of the Port. The LA River Channel south of Willow Street is under tidal influence and was designated as an estuary in 1995 by the Los Angeles Regional Water Quality Control Board. If not for the diversion of the LA River for Port purposes, the location of the Parade would still be tidal marsh.)

The attached photographs were taken on just before the picture started on Saturday, August 23, 2010 at WANA's Movie on the Green (Median at 20th and Daisy Avenue). It illustrates the demographics of the neighborhood that throws this annual event for the City of Long Beach.



Wrigley Holiday Parade, a.k.a. Daisy Christmas Tree Lane Parade, Supporters at Movie on the Green (8/21/2010)