



R-33

*Memorandum
City of Long Beach*

*Working Together
to Serve*



Date: October 4, 2022
To: Honorable Mayor and Council
From: Councilwoman Mary Zendejas, First Council District
Subject: Funding for Dia De Los Muertos 2022

RECOMMENDATION:

Increase appropriations in the General Fund Group in the City Manager Department by \$95,000 offset by First Council District One-Time District Priority Funds transferred from the Citywide Activities Department to support the 2022 Día De Los Muertos celebration; and

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$95,000 to offset a transfer to the City Manager Department.

DISCUSSION

The City Manager's Office of Special Events and Filming will be organizing the 2022 Día De Los Muertos Celebration hosted by the First Council District on November 5, 2022, utilizing the wonderful settings of the downtown waterfront and Pine Avenue. Día De Los Muertos is a cultural staple within the First District and one that creates a sense of community within our Latino Community as well as our downtown neighborhoods. This year's Día De Los Muertos celebration will be larger than before, attracting thousands of attendees to engage in the variety of activities provided.

The estimated cost of this wonderful event is planned to go beyond the normal \$35,000 allocated in the City Manager Department's annual budget, with costs potentially going up to a total of \$130,000. The First Council District is allocating \$95,000 of its One-Time District Priority Funds in support of this event with the intent to engage in fundraising efforts to cover this cost. If funds are raised, an equal amount, up to \$95,000, of District Priority funds allocated to this event through this recommendation will be returned to the First Council District One-Time District Priority funds. Also, if the additional funding needed for the event turn out to be less than the \$95,000 being allocated in this recommendation, the funds not needed will be returned to the First Council District One-time District Priority funds.

This item has been reviewed by Recovery Budget Officer Dee Okam on September 25, 2022.

TIME CONSIDERATION

The Día De Los Muertos Celebration will be held on November 5, 2022.

FISCAL IMPACT

This recommendation requests the City Manager to provide support for the 2022 Día De Los Muertos Celebration. The total appropriation increase of \$95,000 in the City Manager Department will be offset by a decrease of appropriation of First Council District One-Time District Priority Funds in the General Fund Group in the Citywide Activities Department. If funds are raised through fundraising efforts and/or additional costs needed for the event turn out to be less than \$95,000, an amount equal to the fundraising efforts up to \$95,000 or the funds not needed for the event will be returned to the First Council District One-time District Priority Funds. 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. There is no local job impact associated with this item.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mary Zendejas". The signature is written in a cursive, flowing style.

Councilwoman Mary Zendejas