



C-5

Date: April 18th, 2023
To: Honorable Mayor and Council
From: Councilmember Kristina Duggan
Subject: Fund Transfer: LB Proud! Beach Streets

RECOMMENDED ACTION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,000, offset by Third 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 Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$1,000, to offset a transfer to the City Manager Department.

DISCUSSION:

LB Proud! is the entertainment hub at Bixby Park during Beach Streets held on May 20th, 2023. LB Proud! 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.

Supporting the implementation of the LB Proud! Beach Streets hub at Bixby Park is a valuable use of funds that will help promote the City of Long Beach by calling attention to its natural advantages, resources, enterprises, attractions, climate, and facilities. In particular, the hub will highlight Bixby Park, our LGBTQ+ community and businesses, and our Junipero Beach coastline.

This matter was reviewed by Budget Analyst Joe R. Guerrero on April 10, 2023.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to California Families in Focus to support the LB Proud! hub at Bixby Park. The total appropriation increase of \$1,000 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by a decrease of appropriation of Third Council



District One-time District Priority Funds in the Special Advertising and Promotion 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 have a minimal impact on meeting other City Council priorities. There is no local job impact associated with the recommendation.

EQUITY LENS STATEMENT:

Staff will consider issues of equity and access with any program proposals brought forward to ensure the City's commitment for everyone reaching their highest level of health and potential for a successful life, regardless of background, neighborhood, or identity.