



Date: June 21, 2022

To: Honorable Mayor and Council

From: Councilwoman Cindy Allen, Second District

Subject: Funds Transfer to Kahlo Creative LLC to Support LB Proud Weekend
2022

R-26

RECOMMENDED ACTION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,570, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Kahlo Creative LLC to support the LB Proud Weekend events including the Bike Parade on May 20, 2022 and Big Gay Beach Takeover on May 22, 2022; and,

Decrease appropriations in the Special Advertising and Promotions Fund Group in the Citywide Activities Department by \$1,570 to offset a transfer to the City Manager Department.

DISCUSSION:

The LB Proud weekend events on May 20-22, 2022 included a Pride-Themed Night-Time Bike Parade from Granada Beach to Downtown along the shore and a Big Gay Beach Takeover at the Pride Tower. These events, held on the former weekend of Long Beach Pride, served to bring together community members from in and around Long Beach to enjoy each other's company and celebrate their identities together.

Hundreds of people of all ages came to the events, and the Sunday Big Gay Beach Takeover lasted all afternoon, with music, games, paletas, and good fun. Supporting the permitting and other costs of events provided free to the public is a valuable way to build community and increase the visibility of our welcoming City.

This regional community event was located such that it highlighted the City's beautiful waterfront spaces and took advantage of our pleasant spring climate. This beach takeover highlighted the natural advantages, facilities, and climate of Long Beach. This recommendation is requesting that \$1,570 of the Second Council District One-time Special Advertising and Promotions District Priority Funds be allocated for this beach takeover.



This matter was reviewed by Budget Manager Grace H. Yoon on June 6, 2022.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to Kahlo Creative LLC to support the Big Gay Beach Takeover. The total appropriation increase of \$1,570 in the Special Advertising and Promotions Fund Group in the City Manager Department will be offset by a decrease of appropriation of Second Council District One-time District Priority Funds in the Special Advertising and Promotions 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.