



R-13

Date: January 10, 2023
To: Honorable Mayor and Council
From: Vice Mayor Cindy Allen, Second District
Subject: Funds Transfers for Community Events

RECOMMENDED ACTION:

Increase appropriations in the General Fund Group in the City Manager Department by \$4,500, offset by the Second Council District One-time District Priority Funds transferred from the Citywide Activities Department, to provide contributions to the following:

- \$2,500 to support the 35th Annual Martin Luther King Jr. Parade and Festival to be held on January 14, 2023;
- \$1,000 to Leadership Long Beach for their Martin Luther King Jr. Day of Service to be held on January 16, 2023; and
- \$1,000 to Long Beach Food and Beverage to support Long Beach Black Restaurant Week 2023.

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$4,500, to offset a transfer to the City Manager Department.

DISCUSSION:

The 35th Annual Martin Luther King Jr. Day Parade and Festival is a celebration of heritage and progress for all residents of the City of Long Beach, and especially for the diverse community of central Long Beach. This parade and festival serves as a way to honor and keep at the front of our minds the many values of Dr. King through arts, remembrance and cultural learnings.

For the 13th year in a row, Leadership Long Beach and partners have brought together their alumni and community volunteers from across Long Beach to serve together in honor of the National Day of Service and in the spirit of Dr. Martin Luther King Jr. Over the years thousands of volunteers have completed dozens of community service projects, growing the Long Beach MLK Day of Service into the largest MLK service day in LA County. Support for this day of service will include support for a community corridor beautification project on 4th Street in Alamitos Beach, west of Retro Row, and will bring neighbors, business owners, and volunteers together to serve the community and make Martin Luther King Jr. Day "a Day On, Not a Day Off" for Long Beach.



Long Beach Black Restaurant Week 2023, now in its second year and put on by the same organizers as the highly successful Long Beach Burger Week, will positively contribute to awareness and recognition of black entrepreneurs in food services across our city. This event will promote residents and visitors traveling across our city to try restaurants they may not have heard of. Additionally, the Black Restaurant Week organizers will advertise the restaurants by neighborhood, showcasing where our black restaurateurs have clustered, introducing participants to more of Long Beach's vibrant and unique neighborhoods. This event strongly promotes economic development across the city, and it is therefore appropriate to sponsor it.

This matter was reviewed by Budget Analyst Joe R. Guerrero on December 23, 2022.

FISCAL IMPACT:

This recommendation requests the City Manager to provide contributions to support the 35th Annual Martin Luther King Jr. Parade and Festival, Leadership Long Beach for their Martin Luther King Jr. Day of Service, and to Long Beach Food and Beverage to support Long Beach Black Restaurant Week 2023. The total appropriation increase of \$4,500 in the General 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 General 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.