



R-9

Dee Andrews
City of Long Beach
Councilmember, Sixth District

Date: October 14, 2014

To: Honorable Mayor and Members of the City Council

From: Councilmember Lena Gonzalez, First District *LG*
Councilmember Suzie Price, Third District *SP*
Councilmember Dee Andrews, Sixth District *DA*
Councilmember Roberto Uranga, Seventh District *RU*

Subject: Name Park in Honor of Jenni Rivera

RECOMMENDATION:

Recommendation to refer to the Housing and Neighborhoods Committee and the Parks and Recreation Commission to consider naming the public right of way park located on Walnut Avenue at 20th Street "Jenni Rivera Memorial Park" and report back to City Council with recommendation.

DISCUSSION:

Jenni Rivera was a Mexican-American, Latin Grammy nominated singer, songwriter, actress, television producer, and entrepreneur. She is known for her work within the banda, nortea and mariachi music genres. Jenni Rivera began recording music in 1998. Her tenth studio album, Jenni (2008) became her first #1 record on the Billboard Top Latin Albums chart in the United States. She was named the "Top Latin Artist of 2013" by Billboard Magazine. Her long career included such honors as 20 million albums sold, making her the highest earning Banda singer of all time.

In 2010, she appeared in and produced the reality TV show *Jenni Rivera Presents: Chiquis & Raq-C*. She also appeared in and produced *I Love Jenni* from 2011 through 2013 and *Chiquis 'n Control* in 2012. Her acting debut was in the film *Filly Brown*, which was released in 2013. Her songs, at many times, dealt with issues of domestic violence. Though a victim herself, she became a voice and a champion for bringing attention, as well as help to women, children and families. On August 6, 2010, Jenni Rivera was named a spokeswoman for the National Coalition against battered women and domestic violence. A proclamation was given officially naming August 6th "Jenni Rivera Day" by the Los Angeles City Council for all her charity work and involvement in the community.

Born and raised in the City of Long Beach, Jenni is an Alumnus of Long Beach Poly High School. Councilmember Andrews inducted Jenni into the Poly Walk Hall of Fame on July 26, 2012 for her career achievements and charitable work. She is an inspiration to us all, and her star on the Walk of Fame will remind us to keep reaching for our dreams.

On December 9, 2012, after performing to a sold out crowd of 17,000 fans in Monterrey, Mexico, Jenni Rivera, along with six others, perished in a tragic plane crash. Her death made international headlines for months. Rivera was buried, December 31, 2012 at All Souls Cemetery, located in Long Beach.

By honoring Jenni Rivera with a Memorial Park, the City of Long Beach will be paying tribute to a great citizen of our City who was a remarkable entertainer, inspirational leader and an amazing ambassador of all of Long Beach.

FISCAL IMPACT:

There is no significant cost for this item.