



**City of Long Beach**  
**Working Together to Serve**

**Memorandum**

**R-25**

**Date:** February 4, 2020

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Stacy Mungo Flanigan, Fifth District *SMF*

**Subject:** **Special Advertising & Promotions Funding Support for Giving Gala 2020**

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**RECOMMENDATION:**

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$6,000, offset by the Fifth Council District one-time District Priority Funds transferred from the Citywide Activities Department to provide donations to The Rock Club Music Is The Remedy at \$2,500, Millikan Orch-a-band Music Boosters at \$500, and Burnham USA Equities, DBA, Long Beach Exchange at \$3,000 for their support of the annual Giving Gala 2020 event at the Long Beach Exchange; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$6,000 to offset a transfer to the City Manager Department.

**DISCUSSION:**

Councilwoman Mungo Flanigan would like to support the Giving Gala 2020 by contributing to three of the participating and coordinating organizations for things such as the entertainment and rental costs of the event space at Long Beach Exchange. The Giving Gala is an annual event that celebrates collaboration and community giving on a singular day between local/small businesses and non-profits operating in the Fifth Council District. This year's event will be held on the evening of Wednesday, February 12, 2020. Event proceeds go to support 18 educational and charitable organizations consisting of local neighborhood associations, educational foundations and booster clubs, parent teacher student associations, youth music programs, animal welfare, disability and grief support services, and more. This event will be open to the public and allows for greater connection and support of those organizations that are most invested in our greater Long Beach community.

As part of the FY 20 Adopted Budget, the City Council allocated \$235,000 of Special Advertising and Promotions Fund Group funds available to be divided equally between the City Council Districts to be used towards SAP-qualified special events or contributions, managed by the Office of Special Events and Filming in the City Manager Department. This recommendation is requesting that \$6,000 of the Fifth Council District one-time SAP District Priority Funds be allocated for this special event.

This matter has been reviewed by Budget Manager, Grace H. Yoon on January 21, 2020.

**Honorable Mayor and City Council**

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**FISCAL IMPACT**

This recommendation requests the City Manager to provide a contribution to The Rock Club Music Is The Remedy, Millikan Orch-a-band Music Boosters, and Burnham USA Equities, DBA, Long Beach Exchange for costs associated with the Giving Gala 2020. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$6,000 will be offset by a decrease of appropriation of the Fifth Council District Special Advertising and Promotion Fund Group one-time District Priority Funds in the Citywide Activities Department. Implementing this recommendation is anticipated to result in a minimal impact on staff hours beyond normal budgeted scope of duties and a minimal impact on existing City Council priorities.