

Date October 12, 2021

NB-23

To: HONORABLE MAYOR AND CITY COUNCIL

From: Councilwoman Mary Zendejas, District 1

Subject: Funding for Día De Los Muertos 2021

RECOMMENDATION

Increase appropriations in the General Fund Group in the City Manager Department by \$50,000, offset by \$50,000 in the First Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2021 Día De Los Muertos celebration; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$50,000 to offset a transfer to the City Manager Department.

DISCUSSION

The City Manager's Office of Special Events and Filming will be organizing the 2021 Día De Los Muertos Celebration hosted by the First Council District on October 30, 2021, utilizing the wonderful setting of North Pine Avenue and the City Place streets. Día De Los Muertos is a cultural staple within the First District and one that creates a sense of community within our Latino Community as well as our downtown neighborhoods. The added benefit of this year's Día De Los Muertos celebration falling on a weekend with Halloween is that this will allow for us to create a safe space for families to celebrate as well.

The estimated cost of this wonderful event is planned to go beyond the normal \$20,000 allocated in the City Manager Department's annual budget, with costs potentially going up to a total of \$70,000. The First Council District is allocating \$50,000 of its One-time District Priority Funds in support of this event with the intent to engage in fundraising efforts to cover this cost. If funds are raised, an equal amount, up to \$50,000, of District Priority funds allocated to this event through this recommendation will be returned to the First Council District One-time District Priority funds. Also, if the additional funding needed for the event turn out to be less than the \$50,000 being allocated in this recommendation, the funds not needed will be returned to the First Council District One-time District Priority funds.

This matter has been reviewed by Grace H. Yoon on October 4, 2021.

TIMING CONSIDERATIONS

The Día De Los Muertos Celebration will be held on October 30, 2021.

FISCAL IMPACT

This recommendation provides One-time District Priority Funds to support the Día De Los Muertos Celebration. The total appropriation increase of \$50,000 in the City Manager Department will be offset by a transfer of \$50,000 in First Council District One-time District Priority Funds from the General Fund Group in the Citywide Activities Department. If funds are raised through fundraising efforts and/or additional costs needed for the event turn out to be less than \$50,000, an amount equal to the fundraising efforts up to \$50,000 or the funds not needed for the event will be returned to the First Council District One-time District Priority Funds. The requested action is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



Councilwoman Mary Zendejas





City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: 10/7/2021
To: Monique De la Garza, City Clerk
From: Councilwoman Mary Zendejas, First District
Subject: Request to Add Agenda Item to Council Agenda of October 12, 2021

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Funding for Día De Los Muertos 2021

Recommendation:

Increase appropriations in the General Fund Group in the City Manager Department by \$50,000, offset by \$50,000 in the First Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2021 Día De Los Muertos celebration; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$50,000 to offset a transfer to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
1	Mary Zendejas	Ray Morquecho
2	Cindy Allen	Connor Lock
7	Roberto Uranga	Celina Luna