

Date October 19, 2021

NB-25

To: HONORABLE MAYOR AND CITY COUNCIL

From: Councilwoman Mary Zendejas, District 1

Subject: Fund Transfer for Beach Wise Harvest Festival

RECOMMENDATION

Increase appropriations in the General Fund Group in the City Manager Department by \$500, offset by the First Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the Partners of Parks, Beach Wise Resource Festival's Harvest Festival; and,

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

DISCUSSION

Beach Wise Resource Festivals are a collaboration between cannabis retail dispensary LB Green Room and neighborhood association AOC7 (Anaheim, Orange, Cherry and 7th). Resource festivals are a tool to bring the community together by connecting neighborhood businesses, community resources and neighbors.

AOC7 is a neighborhood organization founded to improve the overall quality of life within our community. AOC7 is committed to accomplishing its mission of joining residents and businesses to prevent community deterioration and enhance public safety.

Long Beach Green Room is a cannabis dispensary in the Sixth District that engages with the neighborhood through education and community initiatives. They support monthly neighborhood cleanups, holiday and back to school drives.

Due to the urgency of this item no financial review was possible.

TIMING CONSIDERATIONS

The Beach Wise Resource Festival's Harvest Festival is taking place on October 30, 2021.

FISCAL IMPACT

This recommendation provides District Priority Funds to support the (Event) in the First Council District. The appropriation increase of \$500 in the General Fund Group in the City Manager's Department, will be offset by a decrease of appropriation of the First Council District One-Time

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 is expected to have a minimal impact on existing City Council priorities.

Due to the urgency of this item no financial review was possible.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



Councilwoman Mary Zendejas

Attachment:

Event Flyer



The flyer is for the Harvest Resource Festival, held on Saturday, October 30th, 2021, at MacArthur Park (1321 E Anaheim St). It features a red background with orange marigold flowers at the corners. The top section includes logos for Beach Wise Resource Festivals Present and Beach Wise is Produced by G & 47. The main title is "HARVEST RESOURCE FESTIVAL" with the date "SATURDAY, OCTOBER 30th, 2021" and a large "SAVE THE DATE" banner. The event is divided into two main sections: "Morning 9 am-noon" and "Afternoon - Noon - 4:30 pm". The morning section lists a Job Fair, Re-Entry Clinic, and Record-Changing Resources, along with DJ Music and live music by Bootleg Orchestra and Brown Suede. The afternoon section lists a Spooky Maze, Dia De Los Muertos, Altar Walk, Food, Resource Fair, Backpack Winter Giveaway Essentials, and Pumpkin Decorating. A bottom section encourages becoming a sponsor or participant today, with the tagline "Something for the Whole Community!!!". The footer contains a row of logos for various community organizations and sponsors, including Albertsons, nourishing neighbors, COUNCILWOMAN SUELY SARO, Dignity Health, Families, Part of LONG BEACH, LABPLEX, PECC, LBCCA, Long Beach FORWARD, The Church of Jesus Christ, chronic, April Parker, GreenLightLB, LBBF, HIGHNIGHTLY, CLPPP, and others.

BEACH WISE RESOURCE FESTIVALS PRESENT Beach Wise is Produced by G & 47

HARVEST RESOURCE FESTIVAL

SATURDAY, OCTOBER 30th, 2021

SAVE THE DATE

MacArthur Park
1321 E Anaheim St

Morning 9 am-noon
Job Fair Re-Entry Clinic
Record-Changing Resources

Afternoon - Noon - 4:30 pm
Spooky Maze Dia De Los Muertos
Food Altar Walk
Resource Fair Backpack Winter Giveaway Essentials
Pumpkin Decorating

DJ MUSIC
LIVE MUSIC: BOOTLEG ORECHTRA - TBD
LIVE MUSIC: BROWN SUEDE - TBD

Become a sponsor or participant today! Something for the Whole Community!!!

Albertsons VONS PHILLYS nourishing neighbors COUNCILWOMAN SUELY SARO Dignity Health Families Part of LONG BEACH LABPLEX PECC LBCCA Long Beach FORWARD The Church of Jesus Christ chronic April Parker GreenLightLB LBBF HIGHNIGHTLY CLPPP





City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: October 19, 2021
To: Monique De la Garza, City Clerk
From: Councilwoman Mary Zendejas, First District
Subject: Request to Add Agenda Item to Council Agenda of (DATE)

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:

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Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$500 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
9	Rex Richardson	Matt Hamlett