



Legislation Details (With Text)

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Title: Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$3,250, offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2023 Hispanic Heritage Month Celebration; and
Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$3,250 to offset a transfer to the City Manager Department.

Sponsors: COUNCILWOMAN MARY ZENDEJAS, FIRST DISTRICT, COUNCILMEMBER ROBERTO URANGA, SEVENTH DISTRICT

Indexes:

Code sections:

Attachments: 1. 09122023-NB-33sr.pdf

Date	Ver.	Action By	Action	Result
9/12/2023	1	City Council	approve recommendation	Pass

Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$3,250, offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the 2023 Hispanic Heritage Month Celebration; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$3,250 to offset a transfer to the City Manager Department.

The City Manager’s Office of Special Events and Filming will be organizing the 2023 Hispanic Heritage Month Celebration hosted by the First and Seventh Council Districts on September 19, 2023, utilizing the setting at the Long Beach City Hall Civic Plaza.

Hispanic Heritage Month is meant to uplift, value, and celebrate the rich culture and traditions rooted in our Latin American community. As Long Beach is made up of an over 40% Hispanic population, this event aligns with the City’s vision of building a culture of belonging and inclusion that recognizes and honors our diversity. Thus, it is appropriate for City Council to support these efforts.

The City of Long Beach attracts visitors and businesses because of its welcoming and inclusive environment that is highly rich in cultural diversity. Both large and smaller scale events like Dia de los Muertos and the Hispanic Heritage Month Celebration promote this and serve to celebrate our City’s Latino community while inviting the public to learn and enjoy free

music, food, and attire/decorations rooted in Latin American heritage. This event promotes Long Beach as an inclusive, welcoming, and diverse City home to a large Hispanic population and community it is appropriate to use Special Advertising and Promotion Funds for this purpose.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on September 1, 2023.

STATEMENT OF URGENCY

This item is being submitted through supplemental agenda to allow for timely processing of funds

The 2023 Hispanic Heritage Month Celebration will be held on September 19, 2023.

This recommendation provides One-time District Priority Funds to support the 2023 Hispanic Heritage Month Celebration. The total appropriation increase of \$3,250 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by \$1,625 of First Council District One-time District Priority Funds and \$1,625 of Seventh Council District One-time District Priority Funds in the Special Advertising and Promotion 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.

Approve recommendation.

MARY ZENDEJAS COUNCILWOMAN,
FIRST DISTRICT

ROBERTO URANGA COUNCILMEMBER,
SEVENTH DISTRICT