



Legislation Text

File #: 23-0324, Version: 1

Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$10,000, offset by Second Council District One-Time District Priority Funds, transferred from the Citywide Activities Department, to provide a contribution to California Families in Focus to support the LB Proud! Beach Streets hub at Bixby Park; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$10,000, to offset a transfer to the City Manager Department.

On Saturday, May 20, 2023, Long Beach will host Beach Streets, an open streets event sponsored by Metro and designed to showcase businesses and neighborhoods. During open streets events, a major traffic corridor is temporarily closed to cars to allow for more pedestrian and bicycle use. By repurposing streets for cyclists, pedestrians and other non-motorized users, cities and residents are encouraged to consider and experience other ways our streets can be used. Entertainment hubs along the route feature music, kids' activities, and food trucks.

One of the entertainment hubs along this year's Beach Streets route is Bixby Park, which will be transformed into the LB Proud! hub. The LB Proud! hub is the first of its kind and will feature local LGBTQ+ businesses, organizations, and performing acts from 12PM - 6PM. The hub will also have three stages, a beer garden, a family area, and a bike parade. Funding the activities at this hub will enhance entertainment programming for attendees of this year's Beach Streets event.

Supporting the implementation of the LB Proud! Beach Streets hub at Bixby Park is a valuable use of funds that will help promote the City of Long Beach by calling attention to its natural advantages, resources, enterprises, attractions, climate, and facilities. In particular, the hub will highlight Bixby Park, our LGBTQ+ community and businesses, and our Junipero Beach coastline.

This item has been reviewed by Budget Analyst Joe R. Guerrero on April 3, 2023.

EQUITY LENS STATEMENT:

Staff will consider issues of equity and access with any program proposals brought forward to ensure the City's commitment for everyone reaching their highest level of health and potential for a successful life, regardless of background, neighborhood, or identity.

This recommendation requests the City Manager to provide a contribution to California Families in Focus to support the LB Proud! hub at Bixby Park. The total appropriation increase of \$10,000 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by a decrease of appropriation of Second 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 have a minimal impact on meeting other City Council priorities. There is no local job impact associated with the recommendation.

Approve recommendation.

CINDY ALLEN, VICE MAYOR
SECOND DISTRICT