



Legislation Text

File #: 22-0719, Version: 1

Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,500, offset by Sixth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022; and

Decrease appropriations in the Special Advertising and Promotions Fund Group in the Citywide Activities Department by \$2,500 to offset a transfer to the City Manager Department.

Long Beach Pride™, a 501(c)3 non-profit, is an all-volunteer organization that produces the annual three-day Long Beach Pride™ festival, parade and teen pride annually in July. The third largest Pride festival and parade in California, they celebrate the LGBTQ+ community with a focus on inclusion, and work to educate the wider community that diversity builds a stronger and healthier society. Taking pride in what they have achieved since 1984, we strive to teach the future generations that the battle for acceptance continues.

Historically the second-largest annual event in the City of Long Beach, people of all ages and from across the region attend the Pride Parade and Festival events. Supporting this weekend of events is a valuable way to build community and increase the visibility of our welcoming City. Some additional activities included in the Festival are a Transcendence Dome, Drag Makeup, Artist Walls, a Workshop Ballroom, a Roller Rink, a Family Fun Zone, a Silent Disco, an adult-oriented fun zone, and more.

With the parade along Ocean Blvd and the festival taking place in the downtown waterfront, these events are located such that they will highlight the City's beautiful waterfront spaces and will take advantage of our pleasant and cool summer climate. The parade and festival highlight the natural advantages, facilities, and climate of Long Beach. This recommendation is requesting that \$2,500 of the Sixth Council District One-time SAP District Priority Funds be allocated to support the Pride Parade and Festival.

STATEMENT OF URGENCY:

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

Due to time constraints no fiscal analysis was conducted.

Approve recommendation.

SUELY SARO, COUNCILWOMAN
SIXTH DISTRICT