



Legislation Text

File #: 19-1212, **Version:** 1

Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,500, offset by the Third Council District one-time District Priority Funds transferred from the Citywide Activities Department for a payment to the Belmont Shore Business Association to support the televising of the Belmont Shore Christmas Parade to the community; and

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

BACKGROUND

Councilwoman Price would like to support the Belmont Shore Business Association by partially funding the televising of the 37th Annual Belmont Shore Christmas Parade. The Belmont Shore Business Association will coordinate filming this event on December 7, 2019 to be aired later. The filming will help bring awareness to the businesses in the Shore and provide the community with the sense of holiday spirit to boost commerce for the area since the parade draws attention to so many residents in and around Long Beach.

This matter was reviewed by Budget Manager Grace H. Yoon on November 26, 2019.

STATEMENT OF URGENCY

As the Belmont Shore Christmas Parade is being held December 7, 2019, funding is requested prior to the event.

This recommendation requests the City Manager to provide a contribution to the Belmont Shore Business Association to support the televising of the Belmont Shore Christmas Parade. The total appropriation increase of \$2,500 in the Special Advertising and Promotion Fund Group) in the City Manager

Department is offset by a decrease of appropriation of one-time District Priority Funds in the Special Advertising and Promotion Fund Group in the Citywide Activities Department. Implementing this recommendation is anticipated to result in a minimal impact on staff hours beyond normal budgeted scope of duties and a minimal impact on existing City Council priorities.

Approve recommendation.

SUZIE PRICE
COUNCILWOMAN, THIRD DISTRICT