



*City of Long Beach*  
*Working Together to Serve*



## MEMORADUM

# R-26

**Date:** August 2, 2022

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Stacy Mungo Flanigan, Fifth District

**Subject:** **Special Advertising & Promotions Funding Support for Taste of Bixby Knolls 2022**

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### RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotional Fund Group in the City Manager Department by \$19,000 offset by the Fifth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Bixby Knolls Business Improvement Association to support the 2022 Taste of Bixby Knolls event; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$19,000 to offset a transfer to the City Manager Department.

### DISCUSSION:

Councilwoman Stacy Mungo Flanigan has partnered with the Bixby Knolls Business Improvement Association (BKBIA) to support the inaugural Taste of Bixby Knolls event in the Fifth District. This ticketed event will be held Sunday, September 18, and our partnership will support the promotion and administrative costs of this event, entertainment, and transportation along the corridor.

A full economic recovery for Long Beach depends on the small business recovery, and our continued promotion and advertising of restaurants, breweries, and small businesses is critical to our long-term economic health. With small businesses still reeling from the financial consequences of the pandemic and high consumer spending anticipated for travel and entertainment sectors during the second half of 2022, it is more important than ever to highlight businesses in Long Beach. Located just north of the 405 and just south of the 91, the Bixby Knolls Business Corridor is uniquely situated to attract spending from those outside our city borders. The inaugural Taste of Bixby Knolls is a focused effort by the BKBIA to increase awareness of this local business corridor and grow visitor traffic to the over 800 businesses within the Association's boundaries. This event aims to bring first-time visitors to experience the unique culture of this celebrated area of Long Beach. Many of the small business owners in the BKBIA also live in our communities. Supporting events highlighting local offerings to those outside our communities will call attention to the City and help bring much-needed revenue into the Long Beach economic ecosystem.

**Honorable Mayor and City Council**

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Taste of Bixby Knolls will feature food tasting from more than a dozen local restaurants, samplings from local business leaders, and engaging music, car, and art exhibits along Atlantic and Long Beach Blvd. and within the Expo Arts Center. This event is a genuine opportunity for the BKBIA and surrounding neighbors to promote what is unique in Long Beach.

This matter has been reviewed by Budget Manager, Grace H. Yoon on May 19, 2022.

**FISCAL IMPACT**

This recommendation requests the City Manager to provide a contribution of \$19,000 to Bixby Knolls Business Improvement Association to support the 2022 Taste of Bixby Knolls event. The total appropriation increase of \$19,000 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by a decrease of appropriation of Fifth Council District One-time District Priority Funds in the Special Advertising and Promotion Fund Group in the Citywide Activities Department. This recommendation is anticipated to require a minimal level of staff hours beyond normal budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.