



Date: August 16, 2022

To: Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District
Councilman Daryl Supernaw, Fourth District

Subject: Donation to Zaferia Business Association for Happy Sunday Music Festival

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,000, offset by \$500 in the Third Council District One-time District Priority Funds, and \$500 in the Fourth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Zaferia Business Association for the Happy Sundays Free Music Festival; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$1,000 to offset a transfer to the City Manager Department.

INTRODUCTION:

The Zaferia Business Associating is hosting the Happy Sundays Free Music Festival on August 28, 2022 from 12:00 PM – 9:00 PM. This event will bring thousands of people to the Zaferia District to enjoy musicians at multiple venues throughout the Zafaria District for free, calling attention to the City. This is intended as a family event that also highlights local restaurants and retail stores totaling 10 different locations primarily along the Anaheim corridor. In order to support our business corridor while also creating an event meant to bring tourism to Long Beach with a family friendly event featuring music, the City of Long Beach should support this event.

This item has been reviewed by Budget Analysis Officer Greg Sorensen on August 1, 2022.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to the Zaferia Business Association for the Happy Sundays Free Music Festival. The appropriation

increase of \$1,000 in the Special Advertising and Promotion Fund Group in the City Manager Department will be offset by \$500 from the Third Council District One-time District Priority Funds and \$500 from the Fourth Council District One-time District Priority Funds transferred from the Citywide Activities Department. This requested action is anticipated to require a minimal level of staff hours beyond normal budgeted scope of duties and have a minimal impact on City Council priorities.