



Date: July 18, 2023
To: Honorable Mayor and Council
From: Vice Mayor Cindy Allen, Second District
Subject: Funds Transfer to support the Long Beach Pride Parade and Festival

RECOMMENDED ACTION:

Increase appropriations in General Fund Group in the City Manager Department by \$35,000, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Long Beach Lesbian and Gay Pride Inc. to support the 2023 Pride Parade and Festival on August 4-6, 2023; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$35,000 to offset a transfer to the City Manager Department.

DISCUSSION:

Long Beach Lesbian and Gay Pride Inc. (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. 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, Long Beach Pride strives to teach future generations that the battle for acceptance continues. Their mission is to produce and support activities that educate, encourage and celebrate PRIDE, inclusion, and respect for humanity.

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 increase the visibility of our welcoming City and will facilitate greater cooperation, mutual respect, and understanding between the LGBTQ+ community and the community of Long Beach.

This year marks the 40th anniversary of the Pride celebration in Long Beach. The weekend of events will feature three stages, live music by headline artists and local favorites, food and drink, over 150 arts/crafts vendors, DJ's and dancing, drag shows, parade, games, and giveaways. The multiple activations and attractions scheduled will



bring guests and sponsors together in an environment that entertains, educates and inspires.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on July 13, 2023.

FISCAL IMPACT:

This recommendation requests the City Manager to provide a contribution to Long Beach Lesbian and Gay Pride Inc. to support the 2023 Pride Parade and Festival on August 4-6, 2023. The total appropriation increase of \$35,000 in the General 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 General 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.

STATEMENT OF URGENCY:

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



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: July 14, 2023
To: Monique De La Garza, City Clerk
From: Councilwoman Cindy Allen, Second District
Subject: Request to Add Agenda Item to Council Agenda of July 18, 2023

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Increase appropriations in General Fund Group in the City Manager Department by \$35,000, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Long Beach Lesbian and Gay Pride Inc. to support the 2023 Pride Parade and Festival on August 4-6, 2023; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$35,000 to offset a transfer to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
2	Cindy Allen	
1	Mary Zendejas	
6	Suely Saro	