



R-14



Date: August 17, 2021

To: Honorable Mayor and Council

From: Councilwoman Cindy Allen, Second District

Subject: Funds Transfer to California Families in Focus to Support the I Matter 2 Youth Fashion Show and Music Concert

RECOMMENDED ACTION:

Increase appropriations in the General Fund Group in the City Manager Department by \$500, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to California Families in Focus to support their I Matter 2 Youth Fashion Show and Music Concert on September 1, 2021; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$500 to offset a transfer to the City Manager Department.

DISCUSSION:

To kick off National Suicide Prevention Awareness Month California Families in Focus, in partnership with New York Life, is hosting the 2nd Annual I Matter 2 Youth Fashion Show and Music Concert. The I Matter 2 Youth Fashion Show and Music Concert was created by survivors of suicide and bullying to shed light on these two serious issues that plague our community by using art and music as a fun way to not only offer resources but to highlight our youth's talent and to show other youth who might be experiencing bullying or contemplating suicide how special they are and that they matter.

Youth designers will create 10-12 designs incorporating the Anti-Bullying and Suicide Awareness colors, which are Teal, Purple and Powder Blue, a positive message for each and butterflies and daffodils; both representing rebirth and new beginnings. A youth orchestra will be playing live while the models are walking the runway (Positive Songs) and this too will be an opportunity for our youth musicians to showcase their talent and encourage other youth to use music as a form of therapy to express their emotions and heal from their trauma.

The I Matter 2 Youth Fashion Show and Music Concert will be held on September 1, 2021 from 7- 9pm at Scottish Rite Cathedral 855 Elm Ave, in Long Beach, CA 90813 as



a hybrid event, ensuring that it is accessible to those who cannot or who would prefer not to attend in-person.

This matter was reviewed by Budget Manager Grace H. Yoon on August 6, 2021.

FISCAL IMPACT:

This recommendation requests the City Manager Department to provide a contribution to California Families in Focus to support their I Matter 2 Youth Fashion Show and Music Concert on September 1, 2021. The total appropriation increase in the General Fund Group in the City Manager Department by \$500 is 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 a have minimal impact on meeting other City Council priorities There is no local job impact associated with the recommendation.