



City of Long Beach
Working Together to Serve

NB-78

Date: November 17, 2020
To: Honorable Mayor Garcia and Members of the City Council
From: Rex Richardson, Councilmember, Ninth District
Subject: **Thrive 90805, Creative Corridor, LBCEI, and 2020 Uptown Jazz Festival**

RECOMMENDATION:

Increase appropriation in the General Fund Group in the City Manager Department by \$32,500, offset by the Ninth Council District One-time Priority Funds transferred from the Citywide Activities Department to support Thrive 90805 Initiative at \$22,500 and support for the Long Beach Center for Economic Inclusion at \$10,000; and,

Decrease appropriation in the General Fund Group in the Citywide Activities Department by \$32,500 to offset a transfer to the City Manager Department.

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$13,111, offset by the Ninth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide support for the Creative Corridor Challenge at \$10,035 and fund advertising for the 9th Annual Virtual Uptown Jazz Festival at \$3,076; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$13,111 to offset a transfer to the City Manager Department.

DISCUSSION:

Councilmember Richardson would like to provide funding to support the following community organizations and special events. The Long Beach Center for Economic Inclusion is a community development corporation that is focused on expanding inclusive economic opportunities to build and sustain wealth for all communities in Long Beach. This funding will be used to support leadership capacity building for the board as they continue to expand their programming to benefit the entire Long Beach Community.

Thrive 90805 is a community focused initiative used to highlight local amenities and capacities in the North Long Beach Community. Over the last decade, Uptown has experienced a renaissance that includes several new investments including the Michelle Obama Neighborhood Library, Houghton Park Community Center, and expansions to both open space and commercial resources across the community. With the opening of many of these recent development, funding is required to conduct the necessary outreach

and facility programming that will expedite the activation and exposure of these resources for both the local Uptown Community and the city as a whole. The Thrive 90805 initiative will encompass marketing strategies including banners, virtual webinars, and publications.

On October 18th, the 9th District hosted the 9th Annual Virtual Uptown Jazz Festival. This free event, which annually attracts thousands to Houghton Park in Uptown Long Beach, was moved to being conducted virtually in order to allow the event to be enjoyed safely. This event will celebrate the people, businesses, landmarks, and the artists that make our community and Long Beach so unique.

Over the past five years Council District 9 has held the Creative Corridor Challenge which has commissioned murals in public and private areas across the community to advance the expansion of public art. A goal of the Creative Corridor Challenge is to beautify the main corridors and neighborhoods calling positive attention to the City.

As part of the Adopted FY 20 Budget, the City Council allocated \$235,000 of Special Advertising and Promotions Fund Group funds available to be divided equally between the City Council Districts to be used towards SAP-qualified special events or contributions, managed by the Office of Special Events and Filming in the City Manager Department. Any remaining unallocated funds will be carried over to FY 21 for this purpose. This recommendation is requesting that \$13,111 of the Ninth Council District one-time SAP District Priority Funds be allocated for the Uptown Jazz Festival and Creative Corridor.

This matter has been reviewed by Budget Manager Grace H. Yoon on November 11, 2020.

FISCAL IMPACT:

This recommendation requests the City Manager Department to provide contributions to the Long Beach Center for Economic Inclusion and the Thrive 90805 Initiative. The total appropriation increase in the General Fund Group in the City Manager Department by \$32,500 will be offset by a decrease of appropriation of the First Council District General Fund Group one-time District Priority Funds in the Citywide Activities Department.

This recommendation also requests the City Manager Department to provide support for to the Creative Corridor Challenge and fund advertisement for the 9th Annual Virtual Uptown Jazz Festival. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$13,111 will be offset by a decrease of appropriation of the First Council District Special Advertising and Promotion Fund Group one-time District Priority Funds 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 is expected to have minimal impact on existing City Council priorities.

STATEMENT OF URGENCY

Payment for items necessary before November 20, 2020.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: November 17, 2020
To: Monique De La Garza, City Clerk
From: Councilmember Rex Richardson, Ninth District
Subject: Request to Add Agenda Item to Council Agenda of November 17th, 2020

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 via the supplemental agenda.

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

Increase appropriation in the General Fund Group in the City Manager Department by \$32,500, offset by the Ninth Council District One-time Priority Funds transferred from the Citywide Activities Department to support Thrive 90805 Initiative at \$22,500 and support for the Long Beach Center for Economic Inclusion at \$10,000; and,

Decrease appropriation in the General Fund Group in the Citywide Activities Department by \$32,500 to offset a transfer to the City Manager Department.

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$13,111, offset by the Ninth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide support for the Creative Corridor Challenge at \$10,035 and fund advertising for the 9th Annual Virtual Uptown Jazz Festival at \$3,076; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$13,111 to offset a transfer to the City Manager Department.

Council District	Authorizing Councilmember	Signed by
9	Rex Richardson	
1	Mary Zendejas	
2	Jeannine Pearce	

cc: Office of the Mayor