

Date June 15, 2021

R-22

To: HONORABLE MAYOR AND CITY COUNCIL

From: Councilwoman Mary Zendejas, District 1

Subject: Fund Transfer for Blues for All Event

RECOMMENDATION

Increase appropriations in the General Fund Group in the City Manager Department by \$1,095, offset by the First Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the Long Beach Blues Society, Blues for All Event; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$1,095 to offset a transfer to the City Manager Department.

DISCUSSION

The Long Beach Blues Society is bringing life back to the Cesar Chavez Park outdoor amphitheater starting this June 23 with a free concert series called Blues for All. It is a great way to enjoy the beautiful park and begin our emergence from COVID-19 restrictions and energize our residents, our artists, and our city. Blues for All will be the first of three concerts happening on the last Saturday of June, July, and August in the Cesar Chavez amphitheater with multiple performers each day. The residents of the First Council District are eager to get back to things that they love and outdoor, live music is one of the best thing for bringing community together.

This donation to the Long Beach Blues Society will help provide some of the needed funding to offer this concert series to the public for free.

This item was reviewed by Budget Manager Grace H. Yoon on June 4, 2021.

TIMING CONSIDERATIONS

The Blues for All Events will begin at the end of June 2021.

FISCAL IMPACT

This recommendation provides District Priority Funds to support the Blues for All Event in the First Council District. The appropriation increase of \$1,095 in the General Fund Group in the City Manager's Department, will be offset by a decrease of appropriation of the First Council District One-Time 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 is expected to have a minimal impact on existing City Council priorities.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



Councilwoman Mary Zendejas

Attachment:

Event Flyer



The flyer is divided into three vertical sections. The left section features a black and white photograph of a man playing a white electric guitar and singing into a microphone. Text in this section includes the Long Beach Blues Society logo, 'THE ARTISTS SHY BUT FLYY THE DISCIPLES LONG BEACH BLUES SOCIETY ALLSTARS', the main title ''BLUES FOR ALL' FREE CONCERT', and the event details: 'JUNE 26 · 3PM CESAR CHAVEZ PARK 401 GOLDEN AVE. 90802'. The middle section shows a black and white photograph of an outdoor concert scene with people and a band. The right section is a solid yellow background with the following text: 'EVENT SPONSORED BY COUNCILWOMAN MARY ZENDEJAS PORT OF LONG BEACH LONG BEACH ARTS COUNCIL RUMBA FOUNDATION', 'PROGRAM', '3:00PM SHY BUT FLYY', '3:45PM THE DISCIPLES', '4:30 PM LONG BEACH BLUES SOCIETY ALLSTARS', 'RSVP REQUIRED (BY 6/23): TICKETING@LONGBEACHBLUESOCIETY.ORG (5 TICKETS PER RSVP. ELECTRONIC TICKETS WILL BE EMAILED)', and logos for 'COUNCILWOMAN Mary Zendejas', 'Long Beach Blues Society', 'Arts COUNCIL for LONG BEACH', 'Part of LONG BEACH THE PORT OF CHOICE', and 'RuMba FOUNDATION OF LONG BEACH'. The website 'WWW.LONGBEACHBLUESOCIETY.ORG' is at the bottom.

