



Date: November 1, 2022

To: Honorable Mayor and Council

From: Councilwoman Cindy Allen, Second District

Subject: Funds Transfer for Día De Los Muertos Celebration on November 5, 2022

R-32

RECOMMENDED ACTION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,500, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to support the annual Día De Los Muertos event on November 5, 2022; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$2,500 to offset a transfer to the City Manager Department.

DISCUSSION:

The Día de Los Muertos, or Day of the Dead, Celebration is annual event in downtown Long Beach office honoring loved ones who have died. This event is deeply rooted in the traditions and cultures of the indigenous communities of Mexico and Latin America. As family, friends and neighbors continue those traditions in ways that are most meaningful in their lives, the City encourages the entire community to also come together for this grand celebration in downtown Long Beach.

This year's event will take place on November 5, 2022 at Rainbow Lagoon, located on Shoreline Drive between Linden Avenue and Shoreline Village Drive. The celebration traditionally includes a family-friendly celebration of culture and tradition featuring colorful cultural attires, dance, food, arts and crafts, and world-class music. In conjunction with the day of celebration and remembrance, a festive parade will work its way through the area.

Last year's celebration drew significant attendees from across the region and brought back awareness of Long Beach after COVID-19 as a fun, downtown, waterfront, beautiful events destination. Assisting the implementation of the 2022 Día de Los Muertos Celebration is a valuable use of funds that will help promote the City of Long Beach by calling attention to its natural advantages, resources, enterprises, attractions, climate, and facilities.



This matter was reviewed by Budget Manager Grace H. Yoon on October 19, 2022.

FISCAL IMPACT:

This recommendation requests the City Manager to support the Día De Los Muertos 2022 event. The total appropriation increase of \$2,500 in the Special Events and Promotion 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 Special Events and Promotion 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.