



R-28



Date: October 5, 2021

To: Honorable Mayor and Council

From: Councilwoman Cindy Allen, Second District

Subject: Funds Transfer to Support Los Angeles Wine Fest in Long Beach

RECOMMENDED ACTION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,500, offset by Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to LA WINE FEST to support LA WINE FEST 2021; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$1,500 to offset a transfer to the City Manager Department.

DISCUSSION:

The Los Angeles Wine Fest is an event hosted in Long Beach due to the natural beauty of our waterfront and our near-perfect climate. The event draws significant attendees from across the region and will take place at Harry Bridges Memorial Park on October 2 and October 3, 2021.

The event webpage highlights the close proximity of the Queen Mary and the waterfront, and especially promotes the beautiful views from the park setting where it will be held.

Restarting regional awareness of Long Beach as a fun, waterfront, beautiful events destination will positively impact local jobs and residents over time. Assisting the implementation of this first event to return to Harry Bridges Memorial Park 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 Grace Yoon on September 23, 2021.



FISCAL IMPACT:

This recommendation requests the City Manager Department to provide a contribution to LA WINE FEST to support LA WINE FEST 2021. The total appropriation increase in the Special Events and Promotion Fund Group in the City Manager Department by \$1,500 is 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.