



Legislation Details (With Text)

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Title: Recommendation to increase appropriations in the Special Advertising and Promotion Group in the City Manager Department by \$25,000, offset by Eighth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Partners of Parks to support the Summer’s End Community Jazz Celebration; and

Decrease appropriations in the Special Advertising and Promotion Group in the Citywide Activities Department by \$25,000 to offset a transfer to the City Manager Department.

Sponsors: COUNCILMAN AL AUSTIN, EIGHTH DISTRICT

Indexes:

Code sections:

Attachments: 1. 081721-R-22sr Revised.pdf

Date	Ver.	Action By	Action	Result
8/17/2021	1	City Council	approve recommendation	Pass

Recommendation to increase appropriations in the Special Advertising and Promotion Group in the City Manager Department by \$25,000, offset by Eighth Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to the Partners of Parks to support the Summer’s End Community Jazz Celebration; and

Decrease appropriations in the Special Advertising and Promotion Group in the Citywide Activities Department by \$25,000 to offset a transfer to the City Manager Department.

BACKGROUND:

The Summer’s End Community Jazz Celebration take place on Saturday, August 28, 2021 from 11:00 a.m. to 7:00 p.m. at Scherer Park, and it is free to the public.

The event will be hosted by KJAZZ DJ, Bubba Jackson with David Benoit, Grammy-award winning Jazz pianist, composer and producer as the headliner. The opening lineup will include the next generation of Jazz stars, including Xavier “X” Gordon, Black Nile and the Tatiana Tate Quartet. A Horn Line from the Long Beach City College Jazz Studies program will be featured in a special performance. The celebration will begin by honoring the historical origins of Jazz with Bubba Jackson’s special guest, Blues artist Yolanda Johnson.

Families with young children are encouraged to attend and check out the Kool Kids Jazz Korner, featuring Jazz themed arts and crafts. Partners of Parks is planning the event, in

partnership with the Long Beach City College Foundation and community partners.

This contribution provides funding for a promotional event that calls attention to the City. Long Beach families and music lovers across our local area will be able to enjoy some outstanding jazz, including by local musicians, in Scherer Park, one of our City's highly-utilized outdoor park spaces that provides an ideal setting during an end-of-summer afternoon and evening.

This matter was reviewed by Budget Manager Grace H. Yoon on August 9, 2021.

This recommendation requests the City Manager to provide a contribution to Partners of Parks to support the Summer's End Community Jazz Celebration. The total appropriation increase of \$25,000 in the Special Advertising and Promotion Group in the City Manager will be offset by a decrease of appropriation of the Eighth Council District One-time District Priority Funds in the Special Advertising and Promotion Group in the Citywide Activities Department. The recommendation 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.

Approve recommendation.

AL AUSTIN
COUNCILMAN, EIGHTH DISTRICT