



Legislation Text

File #: 22-0720, Version: 1

Recommendation to increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by a total of \$5,000, offset by \$2,500 Second Council District One-time District Priority Funds and \$2,500 Seventh Council District One-Time District Priority Funds transferred from the Citywide Activities Department to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022; and

Decrease appropriations in the Special Advertising and Promotions Fund Group in the Citywide Activities Department by \$5,000 to offset a transfer to the City Manager Department.

Long Beach Pride™, a 501(c)3 non-profit, is an all-volunteer organization that produces the annual three-day Long Beach Pride™ festival, parade and teen pride annually in July. The third largest Pride festival and parade in California, they celebrate the LGBTQ+ community with a focus on inclusion, and work to educate the wider community that diversity builds a stronger and healthier society. Taking pride in what they have achieved since 1984, we strive to teach the future generations that the battle for acceptance continues.

Historically the second-largest annual event in the City of Long Beach, people of all ages and from across the region attend the Pride Parade and Festival events. Supporting this weekend of events is a valuable way to build community and increase the visibility of our welcoming City. Some additional activities included in the Festival are a Transcendence Dome, Drag Makeup, Artist Walls, a Werkshop Ballroom, a Roller Rink, a Family Fun Zone, a Silent Disco, an adult-oriented fun zone, and more.

With the parade along Ocean Blvd and the festival taking place in the downtown waterfront, these events are located such that they will highlight the City's beautiful waterfront spaces and will take advantage of our pleasant and cool summer climate. The parade and festival highlight the natural advantages, facilities, and climate of Long Beach. This recommendation is requesting that \$2,500 of the Second Council District and \$2,500 of the Seventh Council District One-time SAP District Priority Funds be allocated to support the Pride Parade and Festival.

This matter was reviewed by Grace H. Yoon on June 16, 2022.

STATEMENT OF URGENCY:

This urgent item is being submitted through supplemental agenda to allow for timely funds processing.

This recommendation requests the City Manager to provide a contribution to Long Beach Lesbian & Gay Pride (LBLGP) Inc to support the 2022 Pride Parade and Festival on July 8-10, 2022. The total appropriation increase of \$5,000 total in the Special Advertising and Promotions Fund Group in the City Manager Department will be offset by a decrease of appropriation of Second Council District One-time District Priority Funds and Seventh District One-time District Priority funding in the Special Advertising and Promotions 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 have a minimal impact on meeting other City Council priorities. There is no local job impact associated with the recommendation.

Approve recommendation.

CINDY ALLEN, COUNCILWOMAN
SECOND DISTRICT

ROBERTO URANGA, COUNCILMEMBER
SEVENTH DISTRICT