

Date: January 23, 2024

To: Honorable Mayor and City Council

From: Vice Mayor Cindy Allen  
Councilwoman Mary Zendejas, First District  
Councilwoman Megan Kerr, Fifth District

Subject: Supporting the 2024 Pride Parade

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### RECOMMENDATION

Recommendation to request the City Manager to provide cost estimates and identify available funding to support the implementation of the 2024 Long Beach Pride Parade.

### DISCUSSION

Long Beach Pride is the third largest Pride event in California. The event features a parade and festival that celebrates the LGBTQ+ community and works to educate the wider community that diversity builds a stronger and healthier society. As an organization, Long Beach Pride strives to teach future generations that the battle for acceptance continues. Their mission is to produce and support activities that educate, encourage, and celebrate inclusion and respect for humanity.

As a result of various setbacks due to the pandemic and the passing of several members, Long Beach Pride is currently in the process of rebuilding and restructuring this annual event. The organization is requesting assistance from the City of Long Beach to continue this year's parade which is set to take place May 19, 2024, along Ocean Boulevard.

Historically this is the second-largest annual event in the City of Long Beach; people of all ages and from across the world attend the Long Beach Pride Parade and Festival. The celebration brings the community together, promotes tourism to our city, and hosts hundreds of local community organizations, local and national politicians, artists, and families that all stand united with the courage and conviction for equality. Last year's event marked 40 years of the Pride Celebration in Long Beach. The Pride parade and festival is a tradition in Long Beach and it is appropriate for the City to support longstanding events and organizations that uplift the LGBTQ+ community and promote diversity and inclusion.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on January 17, 2024.

FISCAL IMPACT

This recommendation requests the City Manager to provide cost estimates and identify available funding to support the implementation of the 2024 Long Beach Pride Parade. The requested action is anticipated to require a moderate level of staff hours beyond the budgeted scope of duties and a moderate impact on existing City Council priorities.

SUGGESTED ACTION

Approve recommendation.

STATEMENT OF URGENCY:

This item is being submitted through supplemental agenda due to the urgency and time sensitivity of this issue.

Respectfully submitted,



Cindy Allen, Vice Mayor, Second District



Councilwoman Mary Zendejas, First District



Councilwoman Megan Kerr, First District