

Date: April 1, 2025

To: Honorable Mayor and City Council

From: Councilwoman Mary Zendejas, First Council District

Subject: First District Funds Transfer

RECOMMENDATION

Increase appropriations in the General Fund Group in the City Manager Department by \$3,500 offset by the First Council District One-Time District Priority Funds, transferred from the Citywide Activities Department, to provide a donation to the following:

1. Long Beach Partners of Parks, in support of the 2025 Long Beach Juneteenth Celebration, in the amount of \$1,500;
2. Los Angeles Alliance for a New Economy, in support of the annual Women for a New Los Angeles Luncheon, in the amount of \$500;
3. New Image Emergency Shelter, in support of 30th Annual Children's Christmas Store, in the amount of \$1,000;
4. Katie and Thomas Haynes Memorial Educational Fund, in support of SANA's Spring Festival, in the amount of \$500; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$3,500 to offset transfers to the City Manager Department.

DISCUSSION

Juneteenth is a holiday that celebrates Black culture and freedom recognizing the ending of slavery in the United States. The Long Beach Juneteenth Celebration is an annual event welcoming of all and open for families, friends, and neighbors to enjoy. As it aligns with the City's goals to uplift diversity, equity, and inclusivity, it is appropriate for City Council to support a funds transfer to Long Beach Partners of Parks in support of the 2025 Long Beach Juneteenth Celebration.

Los Angeles Alliance for a New Economy (LAANE) is an institution committed to economic, environmental, and racial justice. They lead on local efforts of advocacy and organizing with the mission rooted in building a new economy for all. Every year, the organization hosts a Women for a New Los Angeles Luncheon, recognizing and

celebrating women's leadership and vision. As these efforts align with the City's goals of building a more equitable city that celebrates diversity and honors the contributions of transformative leadership, it is appropriate for the City Council to support this fund transfer.

The New Image Emergency Shelter has been serving homeless and low-income populations since 1989, making it the largest operator of temporary emergency single-bed overnight shelters in the Los Angeles Continuum of Care and the County of Los Angeles. One of its key initiatives, the 30th Annual Children's Christmas Store, allows unhoused and low-income families with children to celebrate the holidays by providing toys, gifts, shoes, and supermarket gift cards. This event helps bridge the gap of social disconnection that many experience during the holiday season, fostering a sense of inclusion and community. Given the significant impact of this event, it is appropriate for the City Council to approve this fund transfer.

The Katie and Thomas Haynes Memorial Educational Fund is the fiscal agent for the St. Anthony Neighborhood Association (SANA) in the first district. SANA is organizing an Eggstravaganza Spring Festival, a wonderful initiative that will bring the community together for a day of fun and engagement at Gumbiner Park. The event will feature a variety of exciting activities, including an opportunity to meet the Easter Bunny, an egg hunt for children aged 13 and under, a bounce house, face painting, and a live community mural painting. These activities will foster a safe space by creating a vibrant, family-friendly atmosphere, while also serving as a violence prevention effort in the neighborhood. Thus, it is appropriate for City Council to support these efforts.

This matter has been reviewed by Budget Manager Rebecca Bernstorff on March 19, 2025.

FISCAL IMPACT

This recommendation requests the City Manager to provide a contribution to Long Beach Partners of Parks, in the amount of \$1,500; to Los Angeles Alliance for a New Economy, in the amount of \$500; to New Image Emergency Shelter in the amount of \$1,000; and to the Katie and Thomas Haynes Memorial Educational Fund, in the amount of \$500. The total appropriation increase of \$3,500 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation of First Council District One-time District Priority Funds in the General Fund Group in the Citywide Activities Department. The requested action is anticipated to require a minimal level of staff hours beyond the normal budgeted scope of duties and is expected to have minimal impact on existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, reading "Mary Zendejas". The signature is written in a cursive style with a large initial "M" and "Z".

Mary Zendejas, Councilwoman, First District