

Date: March 19, 2024

To: Honorable Mayor and City Council

From: Vice Mayor Cindy Allen

Subject: Funds Transfers to Support Community Events

RECOMMENDATION

Increase appropriations in the General Fund Group in the City Manager Department by \$9,818, offset by Second Council District One-Time District Priority Funds transferred from the Citywide Activities Department, to provide contributions of:

- \$1,000 to the Art Theatre Long Beach Inc. for their Gala Fundraiser on March 10, 2024;
- \$2,000 to the Friends of the Long Beach Firefighters in support of St. Baldrick's Foundation for the Cars and Clippers fundraising event on March 16, 2024;
- \$1,000 to Cambodia Town, Inc. for the 16th Annual Cambodia Town Parade and Culture Festival on April 7, 2024;
- \$500 to Partners of Parks for their Sowing the Seeds fundraiser on April 13, 2024;
- \$1,000 to the Speak UP Empowerment Foundation for the 8th Annual Ms. Single Mom Empowerment Forum on April 20, 2024;
- \$645 to APLA Health and Wellness for the Transgender Day of Remembrance event that was on November 20, 2023;
- \$2,150 to Fluffy's Sno-Balls for catering services at the Black History Month Resource Fair on February 25, 2024;
- \$1,523 to Robert Earls BBQ for catering services at the Black History Month Resource Fair on February 25, 2024;

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$9,818 to offset a transfer to the City Manager Department.

DISCUSSION

The Art Theatre is a Non-profit organization which is the community's last remaining single-screen independent theatre. They also host community events and festivals as well as offer scholarships. A \$1,000 contribution would support Gala fundraiser on March 10, 2024.

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The St. Baldrick's Foundation works to improve the quality of life for children with cancer. They fund researchers and work with pediatric oncologists to find the best treatments for those suffering with this illness. A \$2,000 contribution would support their Cars and Clippers fundraising event on March 16, 2024.

Cambodia Town Inc., seeks to promote Khmer culture, customs, and traditions to advance the social and economic well-being of low- and moderate-income communities. Its mission is to create a thriving and peaceful community by increasing health access, revitalizing neighborhoods, promoting local businesses, and educating youth. A contribution of \$1,000 would help support their Cambodia Town Parade & Cultural Festival on April 7, 2024.

Partners of Parks is a 501(c)(3) non-profit corporation supporting parks, recreation, marine programs and facilities in the City of Long Beach. They were founded by a group of residents who were concerned that clean, open park space be kept available to all residents at a time when cuts were being made to park services. Their Sowing the Seeds fundraiser helps fund their Youth Scholarship Program which helps families pay for parks and recreation classes. A \$500 contribution would help to fund this event on April 13, 2024.

The Speak UP Empowerment Foundation is a 501(c)(3) organization created in 2015 that provides resource connections, growth based training, and support for single parent families, in particular those families headed by a single mom, based in Greater Long Beach, Los Angeles and surrounding areas. Every year, they host their Ms. Single Mom Empowerment Forum which provides access to useful community resources, educational services, and increased economic opportunities. A \$1,000 contribution would help support this event on April 20, 2024.

APLA Health is a 501(c)(3) organization whose mission is to achieve health care equity and promote well-being for the LGBTQ and other underserved communities. They also work with people living with and affected by HIV. Furthermore, they collaborate with legislators regarding laws about LGBTQ people. A \$645 contribution would reimburse some costs from their involvement in the Transgender Day of Remembrance event that was on November 20, 2023.

Fluffy's Sno-Balls, a Black-owned Long Beach business founded in 2021 by Kevyn and Darren Lee-Wellington, was born out of Mr. Lee-Wellington's desire to bring a taste of New Orleans to California following Hurricane Katrina. Since its inception, Fluffy's has positively impacted its community by hiring local high school students, providing paid internships, donating technology to students in need, and offering free treats to high schoolers. Additionally, they've organized community events like Pumpkin Carving contests and Christmas Tree Trimming, all funded by their sales revenue, showcasing their dedication to serving and unifying people. This contribution will pay for services provided by Fluffy's Sno-Balls at the Black History Resource Fair that took place on February 25, 2024.

Robert Earl's BBQ is a Black-owned Long Beach business founded in 2013 by Robert Earl and LaTonya Cox. This business is a cornerstone in the North Side Long Beach community. In 2015, they received recognition as the Small Business of the Year in the 63rd Assembly

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District. Small businesses like Robert Earl's BQQ are responsible for playing a vital role in driving local economies and fostering community resilience in the City of Long Beach. This contribution would cover Rober Earl's BBQ catering services for attendees at the Black History Resource Month Event that took place on February 25, 2024.

This matter has been reviewed by Budget Analyst Joe R. Guerrero on March 11, 2024.

FISCAL IMPACT

This Recommendation requests the City Manager to provide contributions of \$1,000 to the Art Theatre Singers to support their Gala fundraiser, \$2,000 to the Friends of the Long Beach Firefighters in support of the St. Baldrick's Foundation for their Cars and Clippers fundraiser, \$1,000 to Cambodia Town, Inc. for their Parade and Cultural Festival, Partners of Parks for their Sowing the Seeds fundraiser, \$500 to Partners of Parks for their Sowing the Seeds fundraiser, \$1,000 to the Speak UP Empowerment Foundation for the Ms. Single Mom Empowerment Forum, \$645 to the APLA Health and Wellness for their involvement in the Transgender Day of Remembrance event, \$2,150 to Fluffy's Sno-balls for catering services, and \$1,523 to Robert Earl's BBQ for their involvement at the Black History Month Resource Fair. The total appropriation increase of \$9,818 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation of Second Council District One-time District Priority Funds in the General Fund Group in the Citywide Activities Department. This Recommendation 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.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



Cindy Allen, Vice Mayor, Second District