

Date: April 22, 2025

To: Honorable Mayor and City Council

From: Councilwoman Cindy Allen

Subject: Funds Transfer to support the 2025 Long Beach Pride Parade

RECOMMENDATION

Recommendation to increase appropriations in the General Fund Group in the City Manager Department by \$10,000, offset by the Second Council District One-time District Priority Funds from the Citywide Activities Department to support the 2025 Long Beach Pride Parade; and

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$10,000 to offset a transfer to the City Manager Department.

DISCUSSION

The City Manager's Office of Special Events and Filming will be organizing the 2025 Long Beach Pride Parade. This 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. The parade is set to take place on May 18, 2025, 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. 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 41 years of the Pride Celebration in Long Beach. The Pride Parade is a tradition in Long Beach, and it is important to support longstanding events that uplift the LGBTQ+ community and promote diversity and inclusion. A \$10,000 contribution would support

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costs related to permitting, street closures, security, and other essential services required to safely and successfully host an event of this size.

This matter has been reviewed by Budget Manager Rebecca Bernstorff on April 8, 2025.

FISCAL IMPACT

This recommendation requests the City Manager to provide a contribution to The City Manager's Office of Special Events and Filming to support the 2025 Long Beach Pride Parade, in the amount of \$10,000. The total appropriation increase of \$10,000 in the General Fund Group in the City Manager Department will be offset by a decrease in appropriation of the Second 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,



Cindy Allen, Councilwoman, Second District