

Date: March 18, 2025

To: Honorable Mayor and City Council

From: Vice Mayor Roberto Uranga, Seventh District

Subject: Fund Transfer Request to Support 2025 Mariachi Festival

RECOMMENDATION

Recommendation to increase appropriations in the General Fund Group in the City Manager Department by \$100,000, offset by the Seventh Council District One-Time District Priority Funds, transferred from the Citywide Activities Department, to provide support for the 2025 Mariachi Festival; and

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$100,000 to offset transfers to the City Manager Department.

DISCUSSION

The City Manager's Office of Special Events and Filming will be organizing the second annual Mariachi Festival on behalf of the Seventh District Council Office on May 3, 2025 at Veterans Park.

This event will take place during the weekend of Cinco de Mayo and will focus on music from Latin America, especially Mariachi. Expanding on the tradition of previous events hosted by Vice Mayor Uranga, such as Hispanic Heritage Month and Fiesta in the Park, this event will bring awareness to the City's rich diversity through music, food, and dance. This event will offer a significant opportunity for community education and outreach through resource tables from city agencies and local non-profits.

Long Beach Special Events has a successful track record of organizing and growing successful events of this type, including the Uptown Jazz Festival which is now in its 13th year.

The Seventh Council District Office will engage in fundraising efforts to support this event. If funds are raised, an equal amount, up to \$100,000, of District Priority Funds allocated to this event through this recommendation will be returned to the Seventh District One-Time District Priority Funds.

This matter has been reviewed by Budget Manager Rebecca Bernstorff on March 10, 2025.

FISCAL IMPACT

This recommendation requests that the City Manager provide a contribution of \$100,000 in support of the Mariachi Festival. The total appropriation increase of \$100,000 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation of Seventh Council District One-Time District Priority Funds in the General Fund Group in the Citywide Activities Department. The total cost of the Mariachi Festival is anticipated to be \$100,000; fundraising efforts are projected to generate \$70,000. If fundraising efforts do not fully materialize and/or additional costs are incurred for the event beyond the projected estimate, any additional funding gap will be covered by available Seventh District One-Time District Priority Funds. This recommendation is anticipated to have a minimal impact on staff hours beyond normal budgeted scope of duties and is expected to have a minimal impact on existing City Priorities. There is no local job impact associated with this request.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



Roberto Uranga, Vice Mayor, Seventh District