

Date: May 20, 2025

To: Honorable Mayor and City Council

From: Councilwoman Mary Zendejas, First Council District

Subject: First District Fund Transfer

RECOMMENDATION

Recommendation to increase appropriations in the General Fund Group in the City Manager Department by \$15,957, offset by the First Council District One-Time District Priority Funds, transferred from the Citywide Activities Department, to provide contributions to the following:

1. Kahlo Creative LLC, in support of the People's Choice Awards, in the amount of \$500;
2. Long Beach Forward Inc., in support of their Quinceañera event, in the amount of \$250;
3. Aras Management, LLC, in support of the Dia de los Muertos Celebration, in the amount of \$13,907;
4. Long Beach Lesbian and Gay Pride, Inc., in support of the 2025 Long Beach Pride Festival-Fundraiser, in the amount of \$1,000;
5. Veterans for Peace Chapter 110, in support of the Peacemaker of the Year celebration, in the amount of \$100;
6. Long Beach Area Council, Boy Scouts of America, in support of their Distinguished Citizen Dinner, in the amount of \$200; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$15,957 to offset a transfer to the City Manager Department.

DISCUSSION

The first Long Beach People's Choice Awards will take place on June 4, 2025, hosted by LB Living (Kahlo Creative LLC). They are an entity dedicated to creating and promoting spaces for everyone, creating some of the most inclusive and diverse events like

International Tamales Festival, Taco & Tequila Festival, Be Proud! Fest and more. The People's Choice Awards are a celebration of the food, drinks, music, places and people that make Long Beach a special place. This celebration aims to recognize the unique businesses in Long Beach. The inaugural People's Choice Awards 2025 will include a live awards ceremony, certificates for winners and a printed summer guide with winners across dozens of categories. It is thus appropriate for City Council to support this fund transfer to Kahlo Creative LLC.

Long Beach Forward Inc. will be hosting their Quinceañera event in celebration of their organization turning 15 years old this year. This event is meant to be a night for community, art, street food, dancing, and more. This will be a celebration highlighting this organization's history and accomplishments towards social change. As an independent non-profit, Long Beach Forward works to build and sustain healthy communities in which race and income do not determine a person's future. Thus, it is appropriate for City Council to support this fund transfer to Long Beach Forward.

Aras Management, LLC, has partnered with the City of Long Beach to organize part of the annual Dia de los Muertos celebration. This event brings a cultural tradition that is infused with local community and aims to pay tribute to life, love, and the enduring bonds shared with loved ones that have passed away. This fund transfer to Aras Management will support expenses incurred for this event.

Long Beach Lesbian and Gay Pride, Inc., will be hosting the 2025 Long Beach Pride Festival-Fundraiser. This event is focused on uniting the community in these tumultuous times and creating a safe environment for diversity to exist. The City Council's contribution to the Long Beach Pride Festival-Fundraiser will reflect that the queer community has support and is welcomed in the City of Long Beach. Thus, it is appropriate for the City Council to support this fund transfer.

On Saturday, May 17, 2025, the Long Beach Area Peace Network will be hosting its annual Peacemaker of the Year celebration to honor individuals and organizations from our community who have worked for peace and justice. These recognitions will include a peacemaker of the year, rising star, and someone who has been involved in this movement for a long time. Veterans for Peace Chapter 110 is serving as the fiscal agent for this organization. Thus, it is appropriate for City Council to support this fund transfer.

The Distinguished Citizen Dinner will take place on Wednesday, May 7, 2025, hosted by the Long Beach Area Council, Boy Scouts of America. This event aims to recognize community leaders who exemplify the Scout Oath and Law in their everyday lives, in their workplace, and in their spheres of influence. The proceeds from the reception help thousands of youths to gain confidence, life skills, and leadership abilities. All youth are local to the greater Long Beach area. Thus, it is appropriate for City Council to support this fund transfer.

This matter has been reviewed by Budget Manager Rebecca Bernstorff on May 7, 2025.

FISCAL IMPACT

This recommendation requests the City Manager to provide a contribution to Kahlo Creative LLC, in the amount of \$500; to Long Beach Forward Inc, in the amount of \$250; to Aras Management, LLC, in the amount of \$13,907; to Long Beach Lesbian and Gay Pride, Inc., in the amount of \$1,000; to Veterans for Peace Chapter 110, in the amount of \$100; and to Long Beach Area Council, Boy Scouts of America, in the amount of \$200. The total appropriation increase of \$15,957 in the General Fund Group in the City Manager Department will be offset by a decrease of appropriation of the First 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 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, appearing to read "Mary Zendejas". The signature is fluid and cursive, with the first name "Mary" and last name "Zendejas" clearly distinguishable.

Mary Zendejas, Councilwoman, First District