

MOTION BY SUPERVISOR MARK RIDLEY-THOMAS

SEPTEMBER 5, 2017

Authorization to Expend Funds for Los Angeles County's Participation in the 12th Annual Taste of Soul Family Festival

The 12th Annual Taste of Soul Family Festival (Festival) will be held on October 21, 2017 in the Baldwin Hills/Crenshaw District. This large, festive event attracts over 350,000 participants annually and features family-friendly entertainment, multi-cultural cuisine, merchandise vendors, and cultural exhibits and showcases.

For the past few years, representatives from a number of Los Angeles County (County) departments have attended to inform and educate participants about the importance and variety of services offered by the County in areas including, but not limited to, health and mental health services, employment, public safety, children and family services, indigent defense services, affordable housing, consumer and business affairs, voter registration, veterans affairs, disaster preparedness, homeless services, and other vital services. The large and diverse crowd is comprised of individuals and families from all five Supervisorial Districts and outside the County. This year, the participating County departments and the services provided will highlight the established priorities of the Board of Supervisors in the areas of health integration, child protection, justice reform, environmental monitoring and oversight, workforce development, and homeless prevention.

County departmental representatives will be centrally located in the highly visible

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MOTION

SOLIS _____

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**MOTION BY SUPERVISOR MARK RIDLEY-THOMAS
SEPTEMBER 5, 2017
PAGE 2**

County Pavilion and accessible to all Festival attendees. In 2016, the County Pavilion attracted over 9,000 visitors, many of whom received flu shots and blood pressure screenings, applied for library cards, registered to vote, signed the Homeless Initiative petition, received employment counseling, and obtained veteran services.

The Festival provides a unique opportunity to provide meaningful and direct outreach to historically under-served populations and to demonstrate the variety of career options and safety-net services offered by the County. It also provides a venue to showcase the County, the largest employer in the region, as an “Employer of Choice.” Given that the Festival will facilitate the advertisement, outreach and provision of a wide-range of critical social and public safety services offered by the County, it is appropriate that the County provide compensation for its use of the Festival facilities.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

1. Direct the Chief Executive Officer (CEO) to identify \$100,000 for the Taste of Soul Family Festival; and
2. Authorize the CEO to prepare, execute, and, if necessary, amend and/or terminate any necessary documents or agreements with the event sponsors for the above purposes, subject to approval by County Counsel as to form.

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(DJ)