



## Staff Report

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File #: REPORT 19-0743, Version: 1

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of November 12, 2019

**REQUEST FOR APPROVAL OF SPONSORSHIP DONATION TO  
THE BEACH CITIES HEALTH DISTRICT'S 21<sup>st</sup> ANNUAL  
HOLIDAY GIFT BAG PROJECT**  
(City Manager Suja Lowenthal)

**Recommended Action:**

Staff recommends that the City Council approve a donation of \$660 to the Beach Cities Health District's Holiday Gift Bag Project for 2019.

**Background:**

As part of the Beach Cities Health District (BCHD) Holiday Gift Bag Project, friendly volunteers have delivered gift bags filled with practical and fun gifts to beach cities seniors and adults with disabilities each holiday season since 1998. Each year, hundreds of volunteers participate and provide joy and excitement to recipients of the gift bags, many of whom are homebound or live in isolation.

The Holiday Gift Bag Project is supported through partnerships with local agencies, civic organizations, service groups, private donations and memorials. BCHD has set a goal to raise \$7,000 in donations and one hundred percent of contributions goes to the Holiday Gift Bag Project. Holiday gift bags are filled with essentials such as grocery gift cards, calendars, soap, kitchen towels, stamps, crossword puzzles, flashlights, batteries and more.

This year, BCHD is providing 19 Hermosa Beach clients with holiday gift bags with some of these clients also receiving grocery gift cards. Each gift bag costs approximately \$25. The total amount for the Hermosa Beach client gift bags and grocery cards is \$660.

**General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Beach Cities Health District's Holiday Gift Bag Project supports the PLAN Hermosa goal and policy listed below.

*Governance Element*

*Goal 7. Community sustainability and health are a priority in policy and decision-making.*

- *Policy 7.10* Senior needs and services. Consider and address the specialized services and needs of a growing population of seniors regarding health and wellness, recreation, housing, and transportation.

**Fiscal Implications:**

Funds for this donation are included in the Fiscal Year 2019-20 budget under the City Council Special Events Account, 001-1101-4319.

**Attachment:**

1. Request from BCHD
2. Link to Holiday Gift Bag Project Webpage

**Respectfully Submitted by:** Ann Yang, Executive Assistant

**Legal Review:** Mike Jenkins, City Attorney

**Noted for Fiscal Impact:** Charlotte Newkirk, Accounting Manager

**Approved:** Suja Lowenthal, City Manager