



**DOWNTOWN
LONG BEACH
ALLIANCE**

August 5, 2025

Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

**Subject: Agenda Item #45 Support for FY 26 Mayor's Proposed Budget –
"Back to Business: Long Beach Small Business & Neighborhood Activation
Plan"**

Dear Mayor Richardson and Honorable Members of the City Council,

On behalf of the Downtown Long Beach Alliance (DTLB Alliance) and the nearly 5,000 stakeholders we serve, I am writing to express our strong support for the Mayor's FY 26 Proposed Budget, particularly the \$8.7 million in new investments to implement the *Back to Business: Long Beach Small Business & Neighborhood Activation Plan*.

The proposed budget includes a significant investment in Downtown — a little over \$3 million — the largest proposed investment since the dissolution of the Redevelopment Agency. **Notably, it includes \$500,000 over two years dedicated to Downtown events and activations, a clear signal of the City and Mayor's Office's commitment to Downtown as an entertainment destination.**

We are especially encouraged by new initiatives that celebrate and strengthen Downtown's role as the cultural and civic heart of Long Beach:

- **\$50,000 to support the planning and development of a Long Beach Sports and Entertainment Walk of Fame**, honoring Olympians, athletes, and entertainers with ties to our city, and recognizing Long Beach's contributions to the world of sports and entertainment. This project will add to our identity as a destination and help drive tourism, civic pride, and economic activity.
- **\$600,000 for midblock improvements to the former Civic Center site**, enhancing accessibility to the Downtown core and supporting efforts to better connect City and Port staff to the businesses, restaurants, and services that surround them. Improving these physical connections will help generate greater foot traffic and strengthen the relationship between our government, port workforce, and the downtown economy.

We ask for consideration for additional targeted investments — including funding to pilot private security services within the Dining & Entertainment Zone, refurbish historic Willmore City lamp posts, and improve the Promenade Square Park fountain — will enhance safety, preserve our historic character, and improve public spaces for residents and visitors alike.

The Mayor's proposed plan is both responsive and forward-looking, shaped by direct feedback from entrepreneurs across the city who have asked for more robust business support, safer corridors, and stronger neighborhood activation. By funding these



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initiatives, Long Beach will position itself for sustained economic growth and ensure that Downtown continues to serve as the vibrant, inclusive heart of our city.

We urge the City Council to approve the Mayor's FY 26 Proposed Budget and affirm your commitment to fostering a thriving Downtown and a resilient Long Beach

Sincerely,

Austin Metoyer

DTLB Alliance Board of Directors
Mayor Rex Richardson, Office of the Mayor, City of Long Beach
Councilwoman Mary Zendejas, First District, City of Long Beach
Tom Modica, City Manager, City of Long Beach