



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 18, 2025

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

Subject: Agenda Item #16 Percent for the Arts Program

Dear Mayor Richardson and Honorable Members of the City Council,

On behalf of the Downtown Long Beach Alliance, we strongly support the continuation and expansion of the Percent for the Arts Program, as outlined in Item 16, presented by Mayor Richardson and Councilmember Zendejas.

Since its inception, the Percent for the Arts Program has generated over \$1 million, directly funding public art projects, community grants, professional artist fellowships, and the maintenance of vital cultural installations throughout Long Beach.

The Downtown Long Beach Alliance represents a vibrant and diverse business and cultural community at the heart of Long Beach. Public art and cultural programming have played a vital role in defining Downtown as a destination for both locals and visitors. The Percent for the Arts Program has supported several key initiatives in Downtown Long Beach, including the installation of large-scale murals, public art projects along the Promenade and Pine Avenue, and the activation of vacant spaces with pop-up art events and performances. These efforts have not only enhanced the visual landscape of Downtown but have also increased foot traffic, supported local artists, and fostered a stronger sense of community pride.

Mayor Richardson and Councilmember Zendejas' proposal to expand the Percent for the Arts Program recognizes the critical role of arts and culture in shaping Long Beach's identity and driving economic growth. The city can further strengthen community connections, activate public spaces, and create year-round artistic opportunities by expanding resources for local artists, public art, and live music.

The upcoming 2028 Olympic and Paralympic Games represent a unique opportunity to showcase Long Beach's artistic talent and cultural vibrancy to the world. A robust and modernized Percent for the Arts Program ensures that our local organizations, which are already on the ground, continue to be supported and well-prepared to highlight Long Beach's thriving creative community on the global stage.

Thank you for your thoughtful consideration, and we urge your strong support for Item 16. The Downtown Long Beach Alliance looks forward to collaborating with the City to continue strengthening Long Beach's creative economy and public art landscape.

Sincerely,

Austin Metoyer
President & CEO