



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 31, 2025

Long Beach City Council
411 W. Ocean Boulevard, 11th Floor
Long Beach, California 90802

Subject: Letter of Support for Items 24 and 25

Dear Honorable Mayor Richardson and Members of the City Council,

On behalf of the Downtown Long Beach Alliance (DTLB Alliance), I write to express our strong support for Agenda Items 24 and 25 on the April 1, City Council agenda, which together represent a critical and forward-looking investment in a new waterfront amphitheater near the Queen Mary.

The DTLB Alliance is a non-profit organization that represents more than 1,400 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we believe this project will serve as a catalyst for sustained economic and cultural growth for downtown, the small business community and for our city as a whole.

This new venue is more than just a performance space—it is a strategic activation of our waterfront that aligns directly with the City's broader Entertainment Strategic Plan. Hosting 30 to 40 events annually, the amphitheater is expected to draw hundreds of thousands of new visitors to Long Beach each year. These audiences will translate to real, measurable benefits: increased hotel stays, more foot traffic in our business corridors, and added vibrancy throughout Downtown.

Investing in this infrastructure now is a smart use of Tidelands funds, one that will pay dividends for years to come. It also positions Long Beach to elevate its entertainment offerings and prepare for the global spotlight during the 2028 Olympic Games.

While our primary support lies in the development and funding of the amphitheater, we would also like to express our confidence in ASM Global as the recommended operator. As the current managers of the Long Beach Convention & Entertainment Center, ASM Global has been a productive and reliable partner, and we look forward to seeing that relationship expand to this new venue.



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Thank you for your thoughtful consideration, and we urge your strong support for Items 24 and 25. The Downtown Long Beach Alliance looks forward to collaborating with the City to continue strengthening Long Beach's creative economy and waterfront destination appeal.

Sincerely,

Austin Metoyer,
President & CEO
Downtown Long Beach Alliance