



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.



**DOWNTOWN
LONG BEACH
ALLIANCE**

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,

A handwritten signature in black ink, appearing to read 'Austin Metoyer', with a long, sweeping horizontal line extending to the right.

Austin Metoyer,
President & CEO
Downtown Long Beach Alliance

From: Joe Weinstein <jweins123@hotmail.com>
Sent: Tuesday, April 1, 2025 2:56 PM
To: CityClerk; Mayor; Council District 1; Council District 2; Council District 3; Council District 4; Council District 5; Council District 6; Council District 7; Council District 9; Council District 8
Subject: Items 24 and 25 on LB City Council Agenda today 1 April 2025

-EXTERNAL-

For the public record:

Hello Long Beach City Council Members and others concerned:

Items 24 and 25 on your agenda propose a needlessly problematic way to realize what may (or maybe not) be a good idea.

Absent knowledge and commitments which are lacking both in the staff reports and in the actual proposals, the proposed outlays and approvals are at best premature.

Note that the items appear in reverse of their logical order. Item 24 makes sense only if Item 25 is approved.

ITEM 25 calls for APPROPRIATION NOW OF \$14 MILLION IN TIDELANDS FUNDS to fund planning, furniture and site development for a 'temporary' (i.e., episodically operated) amphitheater near the Queen Mary.

ITEM 24 calls also for UPFRONT PAYMENT NOW OF \$1.5 MILLION for 'pre-opening services' PLUS APPROVAL NOW FOR PAYING ANOTHER \$1.5+ MILLION for a 5-year contract for 'operations', 'sales', and other services.

Comment ON ITEM 25. The proposal to create such an amphitheater is based on two key premises: (1) The amphitheater's existence will result in additional local mass concerts. (2) Those extra concerts' revenues will eventually repay and profit the City more than the upfront costs.

The staff report emphasizes that the LA area is a prime venue for mass concerts. This fact in itself does not show that more concert sites are needed or would be profitable. The report anyhow goes on to project that a new amphitheater would result in agreeable numbers of extra local concerts and revenues.

However, the *actual proposals* (both items 24 and 25) before you contain *no hard commitments or contractual requirements* to support and implement the premises and projections, let alone justify any of the proposed outlays and approvals.

Comment on ITEM 24. *The payments proposed to be made or approved now would be for future expenses of an amphitheater which does not now exist and whose degree of use and profitability are now only rosily projected.*

Common Sense Question. Even if we assume optimistically that the amphitheater will likely eventually be profitable, *why should the City adopt the proposed role in project development: a cash-up-front risk-bearing role?*

Common Sense Observation. Are the projected concerts and their revenues such a sure thing to be a great cultural and financial bonanza?

If YES, then instead of the City bearing the risk and paying to promote concerts, it should be the other way around: promoters should be invited to - and will be keen to - pay the City to lease the site for concerts there.

CONCLUSION. There are serious issues of traffic and emergency exit related to staging any mass event at or near the proposed site.

A further serious issue is why the City should rush now to commit to a new use of Tidelands funds which are known (even in absence of a much awaited audit) to be already stressed to provide for agreed priority uses.

But even if these other issues are resolved, the above questions remain:

Why should the project be conducted as proposed?

Why should City taxpayers and Tidelands resident stakeholders be on the hook for payments now and risks down the road – payments and risks which are needless if the project really is such a great idea?

Cordially,

Joe Weinstein

