
Letter of Support: City Council Agenda Item 16 (3.18.25)

From Austin Metoyer <austinm@DTLB.org>

Date Tue 3/18/2025 8:20 AM

To CityClerk <CityClerk@longbeach.gov>

Cc Rex Richardson <Rex.Richardson@longbeach.gov>; Shawna Stevens <Shawna.Stevens@longbeach.gov>; Mary Zendejas <Mary.Zendejas@longbeach.gov>; Lynn Ward <Lynn.Ward@longbeach.gov>; Griselda Suarez <griselda.suarez@artslb.org>; Stephanie El Tawil <StephanieE@DTLB.org>


 1 attachment (265 KB)

CC_Exploration Percent for the Arts.pdf;

-EXTERNAL-

Please see the attached letter of support and enter it in the public record under today's (3/18) City Council agenda item #16.

Thank you,

 **A logo
with a black
background
Description
automatically
generated**

AUSTIN METOYER // *he/him/his*

President & CEO

Main Office: 562.436.4259

Direct Cell: 562.522.0523

DowntownLongBeach.org

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EVENT SPOTLIGHT

 A poster for a event Description automatically generated

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**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

Percent for the Arts @ The Long Beach City Council Mtg March 18, 2025 (city budget planning)

From Jocelynn Pryor <Jocelynn@AMPEDDistribution.com>

Date Tue 3/18/2025 4:00 PM

To CityClerk <CityClerk@longbeach.gov>

-EXTERNAL-

Dear City Clerk, City Council Members and Mayor,

I am quite in favor of an expansion of the Percent for the Arts that is being discussed at tonight's City Council Meeting. I am a current Commissioner on the Cultural Heritage Commission, former Board Member of the Arts Council for Long Beach and a current committee member on Arts Council for Long Beach's advocacy committee. I'm also the Vice President of Marketing for AMPED Distribution, which is an independent music distribution company who services retail accounts like Fingerprints Music, V.I.P. Records, Barnes & Noble, Walmart, Target and more with physical music. I both live and work in the city of Long Beach. I'm entrenched in the art scene in many ways and while I can attest to the beautiful and vibrant multi-cultural art scene in Long Beach I can also attest to the economics of the arts scene in the city of Long Beach.

There is no denying that arts and culture drive economies, create & grow community, create smarter & kinder people, paid artists keep people housed, documents our living history and builds bridges across nations. There is also no denying the Arts Council for Long Beach has been and continues to lead and facilitate the arts programming in the city of Long Beach. I'm thrilled to see these efforts being acknowledged and expanded within the city budget.

Given the important work the Arts Council does within the city, I'd like to see a larger increase for the percent for the arts. Given the reduction of dollars expected within the gas/oil sector, I'd be interested in seeing additional funding sources to be named within the city budget plans that will contribute to the Percent for the Arts.

I'd also like to make sure that the realities of staffing the arts council is considered within the budget allocations as part of the Percent for the Arts.

The Percent for the Arts and the Arts Council will drive our economy in Long Beach and for that reason I'm so thrilled support your efforts in the budget to expand this program.

Thank you for your time and attention to this important topic.



Jocelynn Pryor (she/her)

VP of Marketing

2805 E 3rd Street, 7, Long Beach, CA 90814

Cell • 310-738-0845

Email • Jocelynn@AMPEDdistribution.com

Website • www.AMPEDdistribution.com



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of **Arts Council for Long Beach**, 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.

I received the 2024/2025 Professional Artist Fellowship Grant during a crucial time for me as an artist and I am so thankful for this support. I have been active in the Long Beach community as a visual artist, musician and community activator. In the past two decades, I have progressed as an artist from a songwriter attending open mics, to hosting one for 10 years, to getting a recording degree, to being in local bands, to producing my own albums and putting together listening experiences or music lovers and supporting other artists however I can.

A year and a half ago, I was working on my next album, Travel + Movement and commuting to Laguna Beach to my full time job as a museum store manager. My mother was diagnosed with her 3rd cancer, a bone cancer in her knee that was aggressive and severely affected her mobility. I quit my job so I could be a part time caregiver for my mom.

In August 2023, I filled out two applications with hope for a balanced life during this tough time. One was a part time Studio Guide at the The Studio, the BJK Main library makerspace where I could help other people make their creative dreams

come true with our amazing resources. The other was for the Professional Artist Fellowship Grant.

I am very lucky that both of these hopes came true. Cancer is a cruel test of patience and during the hardest, most frustrating, emotional time in my life during this family crisis, the City of Long Beach has supported me to keep creating. With the money I received from the grant, I had the encouragement, funds and a timeline to hold myself accountable to to finish my Travel + Movement album and press it to vinyl. It gave me peace of mind to keep prioritizing and investing in my own dreams when I am giving everything else to support my family.

Today I wish I was able to share my story in person, but my mom has been hospitalized for over a week, and the whole thing has thrown off my dad, too and he was hospitalized for another issue and will be getting surgery today. Things have stabilized and they should both be coming home from the hospital in a few days, but I am taking a few weeks off work to take care of them.

The other thing happening this week is that my vinyl records have been pressed and will be ready to pick up. The album is about lift and embracing a new chapter, it has songs of adventure, songs of lift and ease, and when I wrote the songs, I didn't know that I would be in such a different chapter than I was before I knew my mom would get her diagnosis. With the funding I received, I am able to keep propelling this dream forward during this hard time.

I have immense gratitude to the Arts Council for the support I have received. I hope that the Arts Council will receive funding to keep supporting other artists to give them the financial lift that was as much of a lifesaver as it has been for me.

When you support artists you give them hope and they spread hope to others.

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.

Sincerely,

Alyssandra Nighswonger

Singer-Songwriter and Visual Artist

562-743-1835

alyssandranighswonger@gmail.com

March 18, 2025

City of Long Beach-City Hall
411 West Ocean Blvd.
Long Beach, CA 90802



Subject: Letter of Support - Item 16 - Percent for the Arts

Dear Members of the Long Beach City Council,

On behalf of Long Beach Latino Cultural Center, Centro CHA strongly supports 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 maintaining vital cultural installations throughout Long Beach.

Centro CHA, a prominent Latino-serving nonprofit organization in Long Beach, California, has been instrumental in advocating for cultural initiatives that celebrate and uplift the local Latino community. One significant endeavor includes the establishment of a Latino Cultural Center, which encompasses plans for a Cultural District and El Mercado de Long Beach. El Mercado aims to serve as an economic engine, providing services such as workforce development and business entrepreneurship support. The envisioned cultural center seeks to foster deeper connections among Latinos in Long Beach through exhibits and performing arts that showcase Latino history. The top priorities for the activation of the Latino Cultural Center selected through the community engagement process included key categories such as space and facilities, programs, exhibits, and services, community education, and economic development.

Additionally, Centro CHA has collaborated on public art projects that engage and empower the community. A notable example is the "Determination LB" project, in partnership with the Arts Council for Long Beach, artist David Velasquez "Big Sleeps," and Long Beach Transit and the "Sacred as the Sun" by mural artist Jose Loza located at 200 Santa Fe, Long Beach CA, 90810. These initiatives provided arts education and wellness workshops for youth aged 16-24, culminating in a public art mural that reflects themes of hope, identity, and community values.

Centro CHA's initiatives, such as the Latino Cultural District and collaborative public art projects, exemplify the positive impact of integrating arts funding into community development. These efforts not only enhance the cultural landscape of Long Beach but also provide meaningful opportunities for community engagement and empowerment.

Mayor Richardson and Councilmember Zendejas' proposal to expand the Percent for the Arts Program recognizes the critical role of the arts and culture in shaping Long Beach's identity and driving economic growth. By expanding resources for local artists, public art,

Centro C.H.A. Inc. is a 501(c)3 nonprofit | Federal Tax Exempt Identification (EIN) number: 33-0703131

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and live music, the city can further strengthen community connections, activate public spaces, and create year-round artistic opportunities.

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.

Sincerely,

A handwritten signature in blue ink that reads "Jessica Quintana". The signature is fluid and cursive, with the first name "Jessica" and last name "Quintana" clearly distinguishable.

Jessica Quintana, Executive Director
Long Beach Latino Cultural Center-Centro CHA Inc.
Email: Jessica@centrocha.org
Direct Line: (562) 612-4162
Fax: (562) 612-4164
Mobile: (562) 900-2409

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March 17th, 2025

Dear Members of the Long Beach City Council,

On behalf of myself, Professional Artist Fellow 2024, Ashley Jones, I 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.

There are very few programs nation-wide that are available to individual artists and there continue to be more demand than supply specifically within arts funding. We are the first category to be cut from schools, often impacting our income as educators and we are often the last considered within a budget. Without the grants provided by the arts council, I would not have been able to purchase materials, use space, or employ other artists (8 in this case), or produce any new work. The amount of time spent to create a new piece of art compared to what it costs to do so does not even allow most of us to earn minimum wage. Because of this, I have relied heavily on grants to be able to continue to dance. With Long Beach continuing to double down on entertainment, I am hopeful that you will consider expanding the percent for arts program in a critical time when other funding sources for artists are being cut off.

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.

Sincerely,

Ashley Sanchez-Jones, MFA

2024 Professional Artist Fellow

SanchezJonesDance@gmail.com



March 18, 2025

Arts Council for Long Beach
115 Pine Ave., #350
Long Beach, CA 90802

Dear Members of the Arts Council for Long Beach,

On behalf of Able ARTS Work, I am writing to express our deep appreciation and strong support for the Arts Council for Long Beach. ACLB's continued investment in our work through an annual general operating grant has been instrumental in sustaining our exhibitions and accessible art workshops, ensuring that the Long Beach community has equitable access to creative experiences.

At Able ARTS Work, we believe in the transformative power of the arts to foster inclusion, self-expression, and social connection. Thanks to ACLB's support, we have been able to provide workshops and exhibitions that uplift diverse voices and expand creative opportunities. One such success story is Joshua, a past participant of our Zines workshop at the California African American Museum. Before attending our workshop, Joshua had never encountered the medium of zines. Inspired by the experience, he has since embraced zine-making as a form of storytelling and artistic expression. Not only has he created and sold his own zines, but he has also innovated by incorporating NFC codes, allowing readers to access an interactive digital world tied to his work. Today, he proudly identifies as a Zinester and actively participates in Zine Fests—an inspiring testament to the lasting impact of accessible arts programming.

The support we receive from ACLB is vital in sustaining these community engagement programs, allowing us to reach individuals like Joshua and many others who might not otherwise have access to creative outlets. As an organization committed to accessibility and inclusion, we deeply value ACLB's partnership and its role in fostering a thriving, dynamic arts landscape in Long Beach.

Thank you for your unwavering commitment to the arts and for empowering organizations like Able ARTS Work to continue making a meaningful impact. We wholeheartedly support ACLB and urge continued investment in their work.

Sincerely,

Helen G. Dolas, MS, MT-BC
Able ARTS Work, Founder and CEO
HelenDolas@ableartswork.org,
562) 982-0247



ART THEATRE OF LONG BEACH

March 17, 2025

Dear Members of the Long Beach City Council,

On behalf of the Art Theatre of Long Beach, 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.

With the funding from the Percent for the Arts Program the Art Theatre was able to support FREE movies for the community, FREE school events for local schools like Burbank Elementary School, Intellectual Virtues Academy, and many other schools. Funding also enabled us to hold speaker events for the community with relevant community topics like the environment, cultural importance or simply open our space up for community groups to use for FREE.

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.

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Thank you for your thoughtful consideration, and we urge your strong support for Item 16.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Davis", is written over the printed name.

Art Theatre of Long Beach

Vice President of the Board

Fundraising@arttheatrelongbeach.org



Cambodia Town

ក្រុងខ្មែរ

Mar 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Cambodia Town, 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.

Cambodia Town, a vibrant cultural organization dedicated to celebrating and preserving the Cambodian heritage, has significantly benefited from the Percent for the Arts Program. Each year, the grant has provided crucial funding to support the Cambodia Town Parade and Culture Festival, a flagship event that fosters community engagement and showcases the rich traditions of the Cambodian community. Without this grant, the festival, which brings together thousands of attendees and features art installations, performances, and cultural displays, would not be possible. The program has not only ensured the continuation of this beloved event but has also contributed to the visibility and recognition of Cambodian culture within the broader community. Through the Percent for the Arts Program, Cambodia Town has been able to create lasting memories, build cultural awareness, and strengthen ties within the local community.

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.



Cambodia Town

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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.

Sincerely,

Sithea San

Cambodian Town

2201 E. Anaheim St., #103

Long Beach, CA 90804

sithea@yahoo.com



**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.

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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



The LGBTQ Center Long Beach
2017 E. 4th Street
Long Beach, CA 90814
www.centerlb.org

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March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of The LGBTQ Center Long Beach, 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 LGBTQ Center Long Beach is a community-based organization aimed at advancing equity for LGBTQ people through culturally responsive advocacy, education, programs, and services. The Percent for the Arts Program has been crucial over the years in providing funding for The Center's annual Long Beach QFilm Festival, which is the longest-running film festival in Southern Los Angeles, and the only festival in the area dedicated to screening films showcasing the stories and diversity of the LGBTQ community.

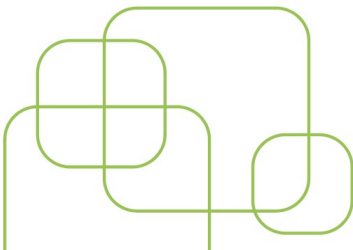
Mayor Richardson and Councilmember Zendejas' proposal to expand the Percent for the Arts Program recognizes the critical role of arts and culture in shaping Long Beach's identity and driving economic growth. The city can further strengthen community connections, activate public spaces, and create year-round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

Sincerely,

Ellie Perez
Executive Director
The LGBTQ Center Long Beach
eperez@centerlb.org





March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Clay Day LBC, 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.

Clay Day LBC was awarded a \$4,000 Community Program Grant from the Arts Council for Long Beach. This money has enabled our mobile pottery studio to bring free and accessible arts education to thousands of underserved elementary and middle school students across Long Beach schools.

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.

Sincerely,

Jordan Tracy

Clay Day LBC

Jordan@claydayLBC.org

714-342-2875



March 17, 2025

Dear Members of the Long Beach City Council,

On behalf of CAMBODIA TOWN FILM FESTIVAL, 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.

As a grassroots, local Long Beach organization, The Percent for the Arts Program helps us dearly. One of the key purposes of Cambodia Town Film Festival (CTFF) is to highlight the diversity of the Cambodian experience through the art of filmmaking by specifically featuring films that deal with Cambodian social political conflicts, traditions, challenges and characters, the Festival deepen Cambodian values and encourage new dialogue on a global scale. Our festival also showcases an international selection of narrative features, documentaries, short films, student films, animated films from (not just Cambodia), but from around the world, bringing stories to Cambodia Town, Long Beach, California.

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.

Sincerely,

A handwritten signature in black ink, appearing to read "praCh Ly".

praCh Ly
CAMBODIA TOWN FILM FESTIVAL
praCh@cambodiatownfilmfestival.com



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Dreamkreator Studio, 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.

Dreamkreator is a community-based organization with a mission to inspire and educate communities through media, tech, and art. Through funding and continued support, the Percent for the Arts Program has greatly contributed to our ability to impact communities, allowing us to create educational programs, coordinate community engagements, curate community art installations, support local artists, and so much more.

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.

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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.

Sincerely,

RHONDA LOVE

Dreamkreator

562.310.4944



Historical Society of Long Beach

4260 Atlantic Ave Long Beach CA 90807 562.424.2220 www.hslb.org

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Max Viltz

Executive Director

Julie Bartolotto

March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of the Historical Society of Long Beach, 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 Historical Society of Long Beach has been the happy recipient of some Percent for the Arts funds over the past few years. The HSLB collects, preserves and presents local history. We present an inclusive community narrative that creates greater understanding of our neighborhoods, the city and it's place in the larger world. Percent for Arts funding has helped us to explore partnerships including one that resulted in the Orale Community Art exhibition in June 2024, others resulted in book signings with local authors and more.

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.

Sincerely,

Julie Bartolotto
Historical Society of Long Beach
julieb@hslb.org; 562.424.2220



**EMPOWERING YOUNG MUSICIANS
AND PRESERVING JAZZ**

March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Jazz Angels, 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.

Jazz Angels is dedicated to providing much-needed music education to underserved youth, ages 9-17, who have little to no access to such opportunities. We offer more than jazz and heritage-based music education; we serve as a powerful tool for personal growth and mental health support. Our programs are a growth multiplier. In addition to the music, we help students develop confidence, teamwork, and resilience. Our curriculum, emphasizing incremental success and fostering a sense of community, ensure every child succeeds regardless of their background.

The Percent for the Arts Program has enabled Jazz Angels to offer our programs for free to the city's most disadvantaged youth. This past year the need for our programs in underserved areas grew 300%. We were able to meet those needs because of the Percent for the Arts Program. Jazz Angels are prepared to continue serving our youth, the only thing lacking is funding, we are hopeful for continuation and expansion of the Percent for the Arts Program, as outlined in Item 16. These kids need it.

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.

Sincerely,

BARRY COGERT - MANAGING DIRECTOR
JAZZ ANGELS



The Jazz Angels - is a non-profit public benefit corporation.

Federal Tax Exempt ID number: **84-1686341**

310.850.0026 - Email: barry@jazzangels.org - 3258 East Willow St. Signal Hill, CA 9075



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of **Long Beach Day Nursery** 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 Arts Council for Long Beach (ACLB) has played a pivotal role in fostering community engagement through public art projects. 5 new murals were created in the West Branch's Washington neighborhood, enhancing public spaces and promoting public service, and involving community participation in the selection process. These artworks beautify the area and reflect the power of collaboration and creativity, especially as related to early childhood education. ACLB has also guided partnership efforts with the City of Long Beach and Habitat for Humanity on the Community Corners Project, working to enhance safety of the 15th and Chestnut intersection while connecting the community through shared public spaces. These initiatives have helped build a sense of belonging and highlight the impact of arts in education and community development.

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.

Sincerely,

Amanda Fruta, Communications and Development Manager
Long Beach Day Nursery



March 18, 2025

Dear Members of the Long Beach City Council,

I, Zaret Guadalupe Proa, 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.

As a 2024-2025 Professional Artist Fellow, I can strongly say this program has changed my life for the better. Not only is it a great way to validate the importance art has in our city, but I also see it enriching the lives if the surrounding communities. I found myself more engaged in the local art scene. The fellowship also allowed me to continue my education and allowed me to challenge myself with new projects and mediums. I am in the 9th district, and I see this as one of the important resources that continues to benefit our city's POC and underrepresented communities.

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.

Sincerely,

A handwritten signature in black ink, consisting of a circular loop followed by a horizontal line extending to the right.

Zaret Guadalupe Proa

(323) 617-1236



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Loiter Galleries Inc. 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.

Loiter Galleries is a non-profit artist collaborative with a mission to support underserved and disenfranchised artists in Long Beach and beyond. With no hesitation, we can state that without the assistance from organizations like the Arts Council for Long Beach and the Percent for the Arts Program we would not have enjoyed the successes we have since our inception in 2018.

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.

Sincerely,

Co-founder Loiter Galleries Inc.

310-968-1693



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Musica Angelica, 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.

This funding has allowed Musica Angelica to offer a series of free community concerts in our public library system, conduct site visits of our musicians to area high schools, provide master classes in our local colleges and universities and continue to present our internationally renowned early music ensemble to local audiences.

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.

Sincerely,

A handwritten signature in dark ink, appearing to read "Matthew Faulkner", with a long, sweeping horizontal line extending to the right.

Matthew Faulkner

Executive Director



501 c 3 nonprofit organization Since 2000
Marcy A. Sudock/Artistic Director- CEO

423 Shoreline Village Drive, Suite C-D
Long Beach, California 90808

562-480-1344.

March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of Musique Sur La Mer Orchestras, 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 Percent for the Arts Program has been a vital link in the success of Musique Sur La Mer Orchestras. For more than a quarter of a century, Musique Sur La Mer has lived its mission statement of *"empowering musicians and creating peace through the international language of music. We accomplish this through community service, working hand-in-hand with strong ethics, responsibility, musicality, education, passion and commitment."* Our success story has been acknowledged Mayor Rex Richardson, Congressman Richard Garcia, and President Obama. The Percent for the Arts Program has enabled us to serve the Long Beach community with award-winning live music and music education. It has enabled us to keep our community concerts free of charge and expand our programs. We utilize our concerts to the benefit of the community, collecting toys for local children in need, providing new socks, coats, blankets, and toiletries for the unhoused, in-house concerts for seniors living in low-cost facilities, and for children and their families in the Long Beach Miller Children's Hospital. Most recently We have weekly rehearsals for our three youth orchestras (La Petite Musique Training Orchestra, Musique Sur La Mer Youth Symphony Orchestra, and Musique Sur La Mer Youth Honors Chamber Orchestra), plus our Long Beach Youth Mariachis aka Musica de la

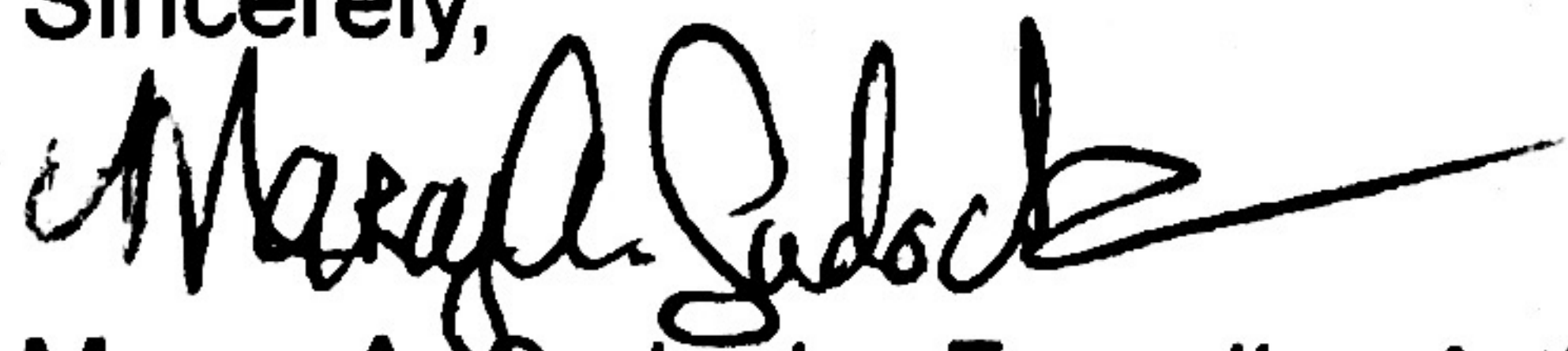
Playa, that performed for 1.5 hours in the lobby Of the Terrace Theater for the 2025 State of the City. Our professional Musique Sur La Mer Orchestra and Chamber Ensembles have performed both as mentors with our youth orchestras, as well as local concerts. Our programs touch the lives of every demographic within our beloved Long Beach. Most notably, our free to the public, Celebration of Peace, Unity, and Cultural Diversity Festival and Concert. Our concert, held annually in Long Beach, most recently on March 16, 2025, was a huge success. With 62 musicians performing multicultural music that represented the beautiful cultural diversity of our community, 28 community volunteers, collaboration with 20 local arts and business organizations and co-hosted by Mrs. Asia USA, Angela Kung, and over 500 people in attendance, this program has been able to expand year after year. The Percent for the Arts Program is crucial to our continued success in serving our community.

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.

Sincerely,



Marcy A. Sudock - Founding Artistic Director/CEO

Musique Sur La Mer Orchestras, Inc.

Ph: 562-480-1344

Email: director@mslmorchestra.com

Web: www.mslmorchestra.org



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of the **Osher Lifelong Learning Institute / CSULB** 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.

Osher Lifelong Learning Institute (OLLI) at California State University Long Beach (CSULB) is a Center in the College of Health and Human Services. Just a desire to learn, classes and community special events for seniors 50 years of age and older are held on campus as well as in community locations such as the Long Beach Bridge Center, Whaley Park, Houghton Park, Los Altos United Methodist church, and at the Alpert Jewish Community Center. The OLLI members benefit from the support from the Percent for the Arts Program through array of community cultural art, music, and performing art events and programs that are represented in our classes and special events.

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.

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.

Sincerely,

Marc N Davidson

President, Governing Council

p. 310.985.1016

e. marc.davidson@csulb.edu



March 18, 2025

Dear Members of the Long Beach City Council,

On behalf of The Arts Council of Long Beach, I 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.

I personally have been working with the Arts Council of Long beach since the start of my career as an individual artist in 2016, where I got my first internship. They are absolutely vital for artists in the city to be able to develop their careers and be of support for our local community. Art in the city is known to boost tourism, increase connection, and increase neighborhood safety and should be given more funding.

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.

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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 I urge your strong support for Item 16.

Sincerely,

Rebekah Rose Ressler



March 18, 2025

Dear Members of the Long Beach City Council,

I, Suzanne M. Shifflett, 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.

I was an art fellow for the city of Long Beach from 2002 to 2003. The fellowship helped me have time to work on art with a little bit of the burden of every day living expenses taken care of. I am a narrative realist oil painter. I paint what is going on in my life and community. My goal is to connect with those who view my work and shine a light on our shared humanity.

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.

Sincerely,

A handwritten signature in black ink, reading "S.M. Shifflett". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Suzanne M. Shifflett
1000 E. New York St. studio 305
Long Beach, CA, 90813
Email; smshifflett@yahoo.com
smshifflett.com