

Alfredo Torres  
150 The Promenade N #407  
Long Beach, CA—90802  
Email: aatmendez@outlook.com  
June 9, 2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council:

I live in Downtown Long Beach and strongly support the proposed pilot of an Entertainment Zone along Pine Avenue and the Promenade. I've seen the initial plan presented by the Downtown Long Beach Alliance on this and believe it provides tremendous value to those who live and work here, the businesses, and the broader community (including tourists.)

Living near the activation area I experience first-hand how important a vibrant, welcoming downtown that encourages people to gather, celebrate, and support local businesses is. The proposed Entertainment Zone plan is a well-thought out and regulation-safe way to make use of our public spaces—activating more cultural programming, live music, and family-friendly experiences adds to the foot traffic in the area, outside of mostly nightlife and eating out, that enhances the livability of our city.

In terms of implementation, the plan understands the need and prioritization for safety, requiring security protocols, age verification, and clear zone boundaries—a standard system I have full confidence in successfully rolling out at each event to ensure it remains enjoyable and respectful for everyone.

Long Beach is growing even more in its popularity and size, and this kind of creative, forward-thinking approach continues its recovery and builds a stronger downtown core. I urge you to support the pilot program for Downtown Long Beach and help make this vision a reality.

Sincerely,  
Alfredo Torres

Amy Chambers  
388 East Ocean Blvd  
Long Beach, CA 90802  
amychambers2001@yahoo.com  
6/1/2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

I'm writing as a Downtown Long Beach resident to express my strong support for the proposed pilot implementation of an Entertainment Zone along Pine Avenue and the Promenade. For several months now, I've had a chance to ask numerous questions and engage in group dialogue about the plan in Downtown Long Beach Alliance meetings. I believe I have a comprehensive understanding of this initiative. I've now come to the conclusion that the Entertainment zone will provide tremendous value to both residents, businesses, and the greater Long Beach community.

I can walk to the activation area in just a couple minutes and I'd be proud to live so close to something like this. Currently, most everyone I know living in this area goes elsewhere for entertainment. They either socialize in other parts of Long Beach or leave Long Beach entirely. Downtown Long Beach now feels empty, abandoned, and unsafe to many.

I believe the Entertainment Zone will change this and accomplish two goals: 1) support local businesses who have been struggling to generate enough revenue to sustain themselves and 2) assist with widespread safety concerns that many residents and businesses share. The Entertainment Zone isn't simply about nightlife; it's also an opportunity to add cultural programming, live music, and family-friendly experiences that enhance the livability of our city.

I do believe the plan also prioritizes safety, requiring security protocols, age verification, and clear zone boundaries, so that events are enjoyable and respectful of both visitors and residents.

This is exactly the kind of creative and forward-thinking approach that will help Long Beach continue its recovery and build a thriving downtown core. I urge you to support the pilot program for Downtown Long Beach and help make this vision a reality.

Sincerely,  
Amy Chambers

Pat Welch  
488 E. Ocean Blvd. #501  
Long Beach, CA 90802  
jpatwelch@yahoo.com  
June 9, 2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council,

I am a resident of Downtown Long Beach and extend my strong support for the pilot implementation of an Entertainment Zone on Pine Avenue and the Promenade.

The proposed Entertainment Zone plan presented by the Downtown Long Beach Alliance was constructed with input from residents as well as businesses to revitalize Downtown for the betterment of both.

I moved to Downtown to enjoy the many opportunities to casually gather with interesting strangers, some of whom have become good friends. The proposed Entertainment Zone will provide even more opportunities to gather, to enjoy more activations, and to support local businesses. I look forward to an array of programming, live music, and family-friendly experiences that would not be possible without this plan. The Entertainment Zone plan also provides the necessary safety and security elements to make sure the events remain enjoyable to residents of all ages.

Times have changed, and Downtown must change with the times to continue its recovery. I urge you to join me in supporting the pilot Entertainment Zone plan and adopt it as soon as possible.

Sincerely,  
Pat Welch



**Altar Society Brewing Co.**  
230 Pine Avenue  
Long Beach, CA 90802  
6.9.2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

As a local business owner in Downtown Long Beach, I am writing to express my strong support for the proposed **Downtown Long Beach Entertainment Zone pilot program**, as outlined by the Downtown Long Beach Alliance.

Our business, like many others along Pine and the Promenade, continues to work hard to recover from the economic impacts of the past few years. The Entertainment Zone concept presents a much-needed opportunity to re-energize the downtown area by attracting more visitors, creating a dynamic street atmosphere, and encouraging customers to explore multiple establishments in one visit.

At Altar Society Brewing Co. we believe this initiative will provide significant benefits to our business and to the broader downtown community. By creating a vibrant, welcoming atmosphere along **Pine Avenue and the Promenade**, this program can help draw new visitors, encourage longer stays, and foster a stronger sense of community downtown.

We particularly appreciate the thoughtful design of the program, including:

- Safe and well-managed public spaces
- Clear boundaries and age verification protocols
- Opportunities for regular events and cultural activations
- A focus on driving economic recovery for local businesses

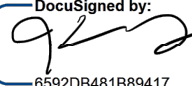


We are excited about the potential of this program to revitalize the downtown district, and we would welcome the opportunity to participate as a **Brewpub, Restaurant, and Event Business** within the Entertainment Zone.

I respectfully urge the city to approve and support this pilot program. It is a great opportunity to showcase Downtown Long Beach as an innovative and dynamic destination for both residents and visitors.

Sincerely,

Altar Society Brewing Co.

DocuSigned by:  
  
6592DB481B89417...

Jon Sweeney

Partner

6/9/2025

Cindi Witte

Long Beach, CA 90802  
[CindiWitte@yahoo.com](mailto:CindiWitte@yahoo.com)

June 9, 2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

I am writing as a resident of Downtown Long Beach to express my strong support for the proposed pilot implementation of an Entertainment Zone along Pine Avenue and the Promenade. I've seen the proposed plan presented by the Downtown Long Beach Alliance for this initiative and believe it will provide tremendous value to both residents, businesses and the broader community.

As someone who lives near the activation area, I see first-hand how important it is to foster a vibrant, welcoming downtown that encourages people to gather, celebrate, and support local businesses. The Entertainment Zone offers a thoughtful and well-regulated way to activate our public spaces — not simply with nightlife, but with cultural programming, live music, and family-friendly experiences that enhance the livability of our city.

Equally important, the plan prioritizes safety, requiring security protocols, age verification, and clear zone boundaries, ensuring that events remain enjoyable and respectful of both visitors and residents.

This is exactly the kind of creative and forward-thinking approach that will help Long Beach continue its recovery and build a thriving downtown core. I urge you to support the pilot program for Downtown Long Beach and help make this vision a reality.

Sincerely,

A handwritten signature in cursive script that reads "Cindi Witte".

Cindi Witte

Debra Kahookele  
Long Beach, CA 90802  
Dlkahook@gmail.com  
June 9, 2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

I am writing as a resident of Downtown Long Beach to express my strong support for the proposed pilot implementation of an Entertainment Zone along Pine Avenue and the Promenade. I've seen the proposed plan presented by the Downtown Long Beach Alliance for this initiative and believe it will provide tremendous value to both residents, businesses and the broader community.

As someone who lives near the activation area, I see first-hand how important it is to foster a vibrant, welcoming downtown that encourages people to gather, celebrate, and support local businesses. The Entertainment Zone offers a thoughtful and well-regulated way to activate our public spaces — not simply with nightlife, but with cultural programming, live music, and family-friendly experiences that enhance the livability of our city.

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This is exactly the kind of creative and forward-thinking approach that will help Long Beach continue its recovery and build a thriving downtown core. I urge you to support the pilot program for Downtown Long Beach and help make this vision a reality.

Sincerely,

A handwritten signature in black ink, appearing to be 'D. Kahookele', followed by a period.

Debra Kahookele

ISM Brewing  
210 E 3rd St Suite A  
Long Beach, CA 90802  
06/09/25

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

As a local business owner in Downtown Long Beach, I am writing to express my strong support for the proposed **Downtown Long Beach Entertainment Zone pilot program**, as outlined by the Downtown Long Beach Alliance.

As you know, our location on the Promenade should be a prime location for growth within the community, but we struggle week in and week out to make ends [meet](#). We have found that the best way to bring people in is to curate programming, such as drag bingo and live music, which puts a heavy financial burden on our business, especially when turnout isn't near what is expected.

Our business, like many others along Pine and the Promenade, continues to work hard to recover from the economic impacts of the past few years. The Promenade was once a thriving and bustling location for families and friends. The lack of retail options and empty commercial office spaces in DTLB limit the foot traffic, especially during the week. As a business owner, I am looking for ways to stop the bleeding. The Entertainment Zone concept presents a much-needed opportunity to re-energize the downtown area by attracting more visitors, creating a dynamic street atmosphere, and encouraging customers to explore multiple establishments in one visit.

At ISM Brewing, we believe this initiative will provide significant benefits to our business and to the broader downtown community. By creating a vibrant, welcoming atmosphere along **Pine Avenue and the Promenade**, this program can help draw new visitors, encourage longer stays, and foster a stronger sense of community downtown.

We particularly appreciate the thoughtful design of the program, including:

- Safe and well-managed public spaces
- Clear boundaries and age verification protocols
- Opportunities for regular events and cultural activations
- A focus on driving economic recovery for local businesses

We are excited about the potential of this program to revitalize the downtown district and we would welcome the opportunity to participate as a brewpub within the Entertainment Zone.

I respectfully urge the City to approve and support this pilot program. It is a great opportunity to showcase Downtown Long Beach as an innovative and dynamic destination for both residents and visitors.

Sincerely,  
Ian McCall

Isidro Panuco  
133 The Promenade North  
Long Beach, CA 90802  
June 9, 2025

Councilwoman Mary Zendejas  
411 W. Ocean Blvd  
Long Beach, CA 90802

Dear Honorable Mayor and Members of the Long Beach City Council

I am writing as a resident of Downtown Long Beach to express my strong support for the proposed pilot implementation of an Entertainment Zone along Pine Avenue and the Promenade. I've seen the proposed plan presented by the Downtown Long Beach Alliance for this initiative and believe it will provide tremendous value to both residents, businesses and the broader community.

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Sincerely,



Isidro Panuco