



# Alex's Bar

2913 E Anaheim St  
Long Beach CA, 90804  
[Alex@alexsbar.com](mailto:Alex@alexsbar.com)

**March 31, 2025**

Mayor Rex Richardson  
City Hall Office  
411 West Ocean Blvd, 11th Floor  
Long Beach CA, 90802

Dear Mayor Rex Richardson & Long Beach City Council Members,

I am writing to you today to urge you to vote in favor of appropriating the funds necessary in Agenda items 24 & 25 to move forward with the proposed construction and planning necessary to make the Long Beach amphitheater a reality in our community. Long Beach has always had a deep and fundamental connection to the music scene throughout Southern California. I personally have had the unique opportunity to reinvigorate the music community through providing a safe and inclusive environment at the Alex's Bar music venue. We have showcased musicians in all stages of their career and work towards rising up and highlighting the talent of our local musicians.

An influx of national and world-renowned talent coming to the proposed Amphitheater will help the city of Long Beach compete with our Los Angeles and Orange County neighbors in a way we haven't been able to since the Long Beach arena heydays back in the 1980s. Having a premier, waterfront location will increase the economic interests of our beloved Long Beach downtown areas. The influx of international and local tourism coming directly from the buzz of the new amphitheater will increase the economic fortune and prosperity of our local hotels,, restaurants, bars, and local music venues within the city.

As a live music venue owner and talent buyer for the last 30 years, I think the addition of the proposed amphitheater will help talent agencies to recognize that Long Beach is its OWN separate market from Los Angeles and indeed worthy of hosting world-class talent. Long Beach is a hotbed of upcoming artists from across the country- even more so in recent years, due to Los Angeles and Orange County becoming more and more unaffordable for young artists to develop and hone their craft.

Please consider what an amazing opportunity this could be for the city. We are all so excited to see how this investment will benefit future generations for years to come.

Sincerely,

Alex Hernandez

Owner, Alex's Bar



230 Pine Avenue, Long Beach, California 90802 • (562) 567-7707

March 31, 2025

Dear Honorable Mayor and City Council Members:

As one of the largest brew pubs and event space in the entertainment district of Downtown Long Beach, Altar Society Brewing Company gives 100% support for agenda items 24 and 25 regarding the waterfront build of the amphitheater next to the Queen Mary.

The new amphitheater will bring hundreds of thousands of visitors every year that will stay in downtown hotels and eat and drink in our establishments. The ancillary monies generated are too great to ignore for the Downtown Long Beach recovery and growth. We look forward to having this approved to move forward.

Warmest Regards,  
Altar Society Brewing Company

DocuSigned by:  
A blue ink signature of Jon Sweeney, consisting of a stylized 'J' and 'S'.

3/31/2025

6592DB481B89417...  
Jon Sweeney  
Partner  
562-243-0882

04/01/2025

Dear Honorable City Council, Press, and local Community Members

My name is Rand Foster and I am writing to you as a Long Beach resident of over 35 years, a former Belmont Shore business owner, until recently a Downtown stakeholder, and now, a new member of the Bixby Knoll business community. I'm the owner of Fingerprints music, a founder of Summer & Music Festival, and I can tell you, through my personal experiences, that Long Beach is at its best when there's music in the air; whether Music Tastes Good, the Long Beach Blues Fest, When Words Collide, Live After Five, the Municipal Band, or any number of other events that use/have used music as a central component. Because, it's not just the "vibe," or the dancing in the streets, it's about the community, the coming together of people regardless of neighborhood or any other factors.

It's the shared moments.

As LB has focused its attention to housing issues and development, we've lost many of the spaces where we would gather for these shared moments; the parking lots of Live After Five, the Promenade of When Words Collide. And traffic has become a larger issue on the streets we filled with music and community for; Funkfest, Buskerfest, and the early days of Music Tastes Good.

Going back further, Long Beach was seen as prime location for a national tour stop... look no further than live albums by Electric Light Orchestra, Led Zeppelin, and the mighty Iron Maiden for a recorded testament to our rich music history.

Now is the time to support, not only the amphitheater and the artists, but the community that so desperately desires place like this, the businesses who will welcome this needed traffic, and the other members of our local business sector who will benefit from fresh faces and old friends, both out for dinner and a show, both creating shared memories and community, and both celebrating Long Beach as a destination, and as home.

March 28, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802



Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I ask the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Dan Salas", is written over a circular stamp that contains the letters "DCH".

Dan Salas  
Owner  
Harbor Breeze Cruises



March 28, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I ask the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Angel Garcia". The signature is stylized with a large, sweeping "A" and a circular flourish at the end.

ANGEL GARCIA  
DIRECTOR OF OPERATIONS

March 27, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802



Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read 'Imran Ahmed', with a stylized flourish at the end.

Imran Ahmed  
General Manager  
Long Beach Marriott

March 27, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,



Anita Punjabi

Owner

World Trade Office Supplies

March 27, 2025



Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Lucas Fiamengo", enclosed within a blue oval outline.

Lucas Fiamengo  
General Manager  
Evolution Hospitality/Queen Mary



March 27, 2025



Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Michael Cole", is written over a faint, light blue circular stamp or watermark.

Michael Cole  
Senior Vice President of Operations  
Select Restaurants (Parker's Lighthouse)

March 27, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802



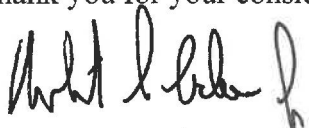
Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

  
General Manager  
Hilton Long Beach

March 27, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I urge the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Lisa Arias", is positioned above the printed name.

Lisa Arias  
General Manager  
Hyatt Regency Long Beach

4/1/25



Mayor Rex Richardson  
Members of City Council  
City of Long Beach  
411 W. Ocean Blvd.  
Long Beach, CA 90802

**Subject: Items 24 and 25 City Council Agenda – SUPPORT**

Dear Honorable Mayor Richardson and Honorable City Council members:

On behalf of the Long Beach Restaurant Association (“LBRA”), and our nearly 100 members, we want to offer our strong support on Agenda items 24 and 25 on tonight’s City Council Agenda regarding the proposed Long Beach Amphitheater project.

As you know, the LBRA represents independently owned restaurants throughout the City and has long supported targeted investments in the City’s entertainment venues. Restaurants are a vital part of the City’s cultural fabric and stand to benefit from these investments. As a large employer base in the City, our workers and community partners also stand to benefit from the proposed Amphitheater project and the economic benefits, both direct and indirect, that it will bring to our City and the small business owners that call Long Beach home.

Our membership is proud to offer our support and stands ready to assist in realizing the vision set forth by the Mayor, City Council and City staff in bringing the project to fruition.

Thank you for your consideration of our comments.

Sincerely,

Ciaran Gough  
President, LBRA

---

March 28, 2025

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

On behalf of the Long Beach Symphony Association Board of Directors, I am writing to express our enthusiastic support for two agenda items on the April 1, 2025, City Council meeting.

For nearly a decade, the Long Beach Symphony has remained steadfast in its advocacy for the development of a professional outdoor amphitheater, a project that we have long envisioned as an essential and transformative addition to the city's cultural landscape. Having had the privilege of serving as a commissioner on the Long Beach Queen Mary Land Development Task Force, I had the opportunity to witness firsthand the City Council's unanimous decision to adopt the Task Force's recommendations, which notably included the establishment of an outdoor performance venue—an iconic space that has been aptly described as “The Summer Home of the Long Beach Symphony.”

It is with great excitement and a profound sense of optimism that we have learned of the consideration of ASM Global Center Management as the entity that would be entrusted with the operation and management of the venue. The Long Beach Symphony has maintained an extraordinary and deeply valued working relationship with ASM for many years, and we have found them to be an exemplary community partner that consistently demonstrates a high level of professionalism, responsiveness, and open communication, all of which have contributed to the seamless execution of countless successful events that have enriched the cultural fabric of Long Beach.

Moreover, the prospect of utilizing Tideland funds to facilitate and accelerate both the construction and launch of the amphitheater is an opportunity that we strongly urge the City Council to embrace, as it would allow the Symphony to fully realize its long-standing vision of bringing unique, innovative, and artistically compelling performances to the broader community. Such an endeavor would not only elevate the city's cultural offerings but would also serve as an economic catalyst, drawing audiences from across the region and beyond, thereby reinforcing Long Beach's reputation as a vibrant, world-class musical metropolis.

The Long Beach Symphony wholeheartedly supports both agenda items and extends our sincere gratitude to the Mayor and City Council for their leadership in shaping Long Beach into a vibrant hub for the arts. We look forward to working together to bring this vision to life.

Most sincerely,



Kelly Ruggirello  
President



March 28, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802

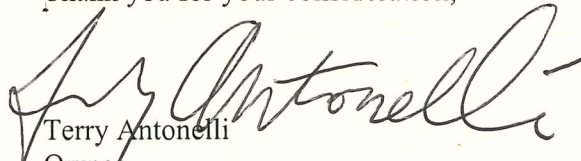
Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I ask the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

  
Terry Antonelli  
Owner  
L'Opera Ristorante

March 28, 2025

Mayor Richardson and Long Beach City Council  
411 E. Ocean Blvd., Floor 11  
Long Beach, CA 90802



Dear Mayor Richardson and esteemed Members of the Long Beach City Council,

As a member of Long Beach's hospitality and tourism community, I am writing to voice my support for Agenda Item Nos. 24 and 25 on the April 1, 2025 agenda for the Long Beach City Council. The creation of a Long Beach Amphitheater beside the *R.M.S. Queen Mary* will position Long Beach as an elite entertainment destination, growing visitor traffic and benefiting area hotels, restaurants, shops and attractions.

Long Beach is already known as a premiere destination for conventions, events and leisure travel. However, in an increasingly competitive environment in Southern California, investing in new infrastructure is a crucial next step to ensure the future vitality of this sector.

ASM Global has demonstrated successful management of the Long Beach Convention & Entertainment Center, growing conventions, music, comedy, and other events. These efforts, along with those of partners such as Meet Long Beach, have contributed to an estimated \$1.9 billion in economic impact, per a visitor impact study commissioned by Visit Long Beach in 2024. I ask the City Council to approve the contract for amphitheater management and operations with this trusted City partner.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Steve Goodling".

Steve Goodling  
President & CEO  
Meet Long Beach  
Visit Long Beach

3.31.25

Hello City Council Members,

Thank you for the opportunity to share my perspective and potential impact regarding the addition of the amphitheater to our city.

To provide context, I'm Jax, the owner of Watch Me! Sports Bar. We opened our doors July 26, 2024 and made history as the first sports bar in California dedicated to celebrating women's sports. We were 5<sup>th</sup> in the world with the women's sports bar concept that has absolutely exploded into a movement both nationally and globally.

By design, our grand opening was the same day as the Paris Olympics Opening Ceremony and brought in thousands. We're told many waited in line over 4hrs just to be part of history. It's also been said that Long Beach had never seen a grand opening like ours. That launching pad of the Olympics, Paralympics, NWSL and WNBA seasons, to name just a few, has catapulted us into the social media-sphere and we've been fortunate to receive organic and ongoing press to keep us relevant during these early months.

All that to say, we are a true destination. Customers have shared with us on numerous occasions that they came to Long Beach because of Watch Me! Sports Bar. We've literally had several different groups come in with their luggage in tow, having just landed at LGB and making us their first stop. We also get visitors from the IE, Palm Springs, Santa Barbara Temecula, as well as too many states across the country to count.

Watch Me! Sports Bar is a full restaurant and bar, open to all ages and is evolving with the community. We have big dreams that go beyond hospitality and we're so very grateful to Councilmember Duggan and Mayor Richardson for the early and ongoing support to help us realize our dreams and the impact we hope to have across the city of Long Beach.

I write to you today to share a similar vision I see for the entire city with the addition of the amphitheater and how all local establishments will likely reap the benefits of such a venue. As a newcomer to the scene, we are still learning trends, but we've already recognized the lift of the "if you build it" concept that we know will only continue to grow and expand our base. The amphitheater will not only become a destination, but will also bring great talent to the city and therefore thousands of fans of the performers. Those fans will seek out restaurants and bars to attend before and after their events, pushing valued foot traffic and dollars to establishments like Watch Me! Sports Bar.

And, with the Olympics quickly approaching, Long Beach can be seen as a sports and entertainment mecca... a game changer and a refreshing option from the congested Los Angeles proper to a destination point that offers on-the-water live entertainment. The time



is now to move forward with the amphitheater, get stabilized prior to the expected masses of the Olympics and to create more opportunity for new and existing bars, restaurants and other small businesses that help make Long Beach known across the country.

We can only see the impact if we take the leap. I certainly hope, for my business and the entire City of Long Beach, that we move forward with the amphitheater plan as soon as possible.

Thank you for time all you do for us!

Best,

Jax Diener