

Amphitheater, Entertainment Strategic Plan, and Queen Mary Updates

Prepared for the Economic Development Commission
June 4, 2025



Long Beach Amphitheater

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Background

- The City is advancing a vision to become a premiere destination for music and entertainment. Important part of the Grow Long Beach Initiative.
- Amphitheater project aims to activate the Queen Mary's shoreside property while longer term planning efforts are underway.
- The project will establish a large-scale waterfront music venue, creating a revenue generating opportunity for the City.



Market Analysis

- AECOM was engaged to conduct a market analysis.
- Analysis projected strong demand for amphitheater in Long Beach.
- L.A. metro area holds a significant share of the national concert market.
- Primary market for amphitheater extends within 30-mile radius of DTLB.
- Market analysis indicated gap in venues with seating capacity of 10,000 to 12,000.
- Unique opportunity for Long Beach to enter market after closure of FivePoints in Irvine.

Figure 1. AECOM Analysis - Concert Market

RANK	RANK CHANGE	MARKET	2022 REPORTED GROSS
1	2	New York	\$796,613,879
2	-1	Las Vegas	\$518,813,927
3	-1	Los Angeles	\$515,075,052
4	1	Chicago	\$295,681,068
5	-1	San Francisco-Oakland-San Jose	\$276,405,667

Market Analysis



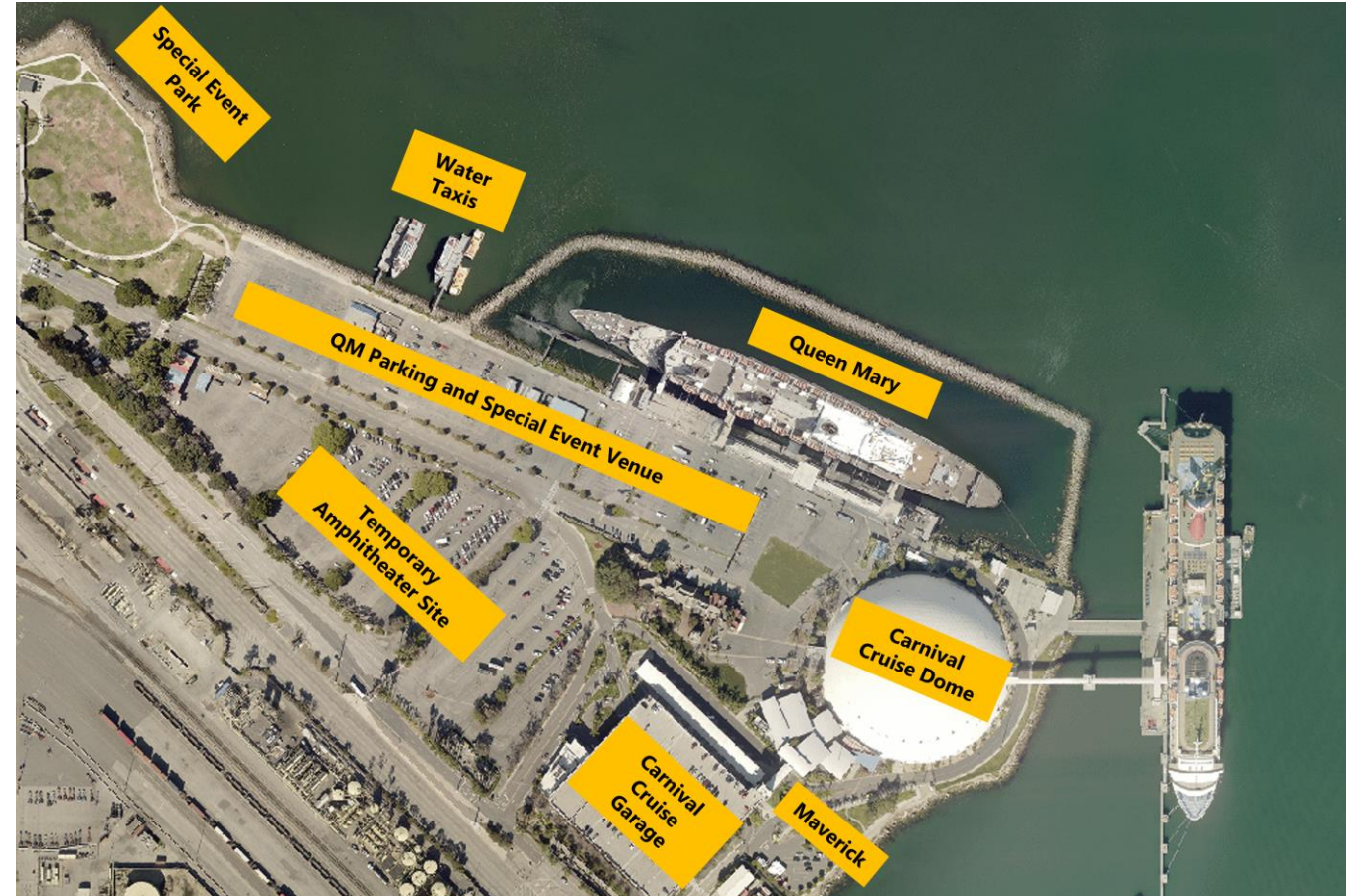
- A seasonality analysis found that the LB Arena and the amphitheater would complement each other, as their peak usage periods are inverse.
- LB Arena is primarily used from late Fall to early Spring, while amphitheaters experience their busiest months during the Summer and Fall.
- Both venues will work in synergy, allowing LB to expand its year-round music and entertainment offerings.

Seasonality - Percent of Events Hosted by Month - Competitive & Comparable Amphitheaters								
Month	Average (Amphitheaters)	Long Beach Arena Long Beach, CA	Pacific Amphitheater Costa Mesa, CA	Hollywood Bowl Los Angeles, CA	FivePoint Amphitheater Irvine, CA	Gorge Amphitheater George, WA	Greek Theater Los Angeles, CA	Shoreline Amphitheater Mountain View, CA
January	0%	12%	0%	0%	0%	0%	0%	0%
February	0%	20%	0%	0%	0%	0%	0%	0%
March	0%	9%	0%	0%	0%	0%	0%	0%
April	1%	10%	0%	1%	0%	0%	3%	2%
May	6%	11%	0%	3%	4%	15%	9%	5%
June	10%	4%	0%	11%	11%	13%	12%	15%
July	28%	3%	61%	25%	17%	27%	16%	21%
August	27%	3%	36%	29%	29%	26%	22%	21%
September	17%	2%	2%	19%	22%	19%	19%	21%
October	9%	12%	0%	10%	16%	1%	15%	15%
November	1%	10%	0%	2%	1%	0%	2%	1%
December	0%	5%	0%	0%	0%	0%	0%	0%

Source: Polstar - Most recent 36 months available per venue
Long Beach Arena excluded from overall average

RFP for Amphitheater Operator

- An RFP was released in August 2024 to select an operator for the amphitheater
- Six (6) proposals were received and evaluated by a Selection Committee
- Based on the evaluation criteria, the City selected ASM Global
- Operational model was important for minimizing impact to adjacent assets and ensuring shared success.



Scope of Services



The term of the Agreement is five-years with an option to renew for one additional five-year period. City has the ability to terminate the agreement at any time during extension period with six months notice. ASM Global will deliver the following services:

Pre-opening Services

- Pre-construction design review
- Operational and business planning
- Sales and marketing
- Event booking

Amphitheater Management

- Financial management
- Marketing
- Naming rights and sponsorship sales
- Event booking
- Guest services
- Facility maintenance
- Capital planning

Food and Beverage Services

(Provided by SAVOR)

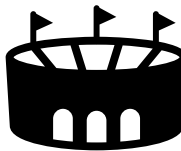
- Concessions operations
- Premium hospitality
- Catering services
- Vendor and subcontractor management

ASM Global/Legends

- ASM Global is a leading global venue and live experience company.
- They operate and invest in major stadiums, arenas, convention centers, and theaters.
- ASM manages 13 outdoor amphitheaters including The Greek Theater in Los Angeles
- ASM operates the Long Beach Convention and Entertainment Center



Over 20,000 live events across sports, music, and entertainment



Manages and is a content partner for over 400 venues

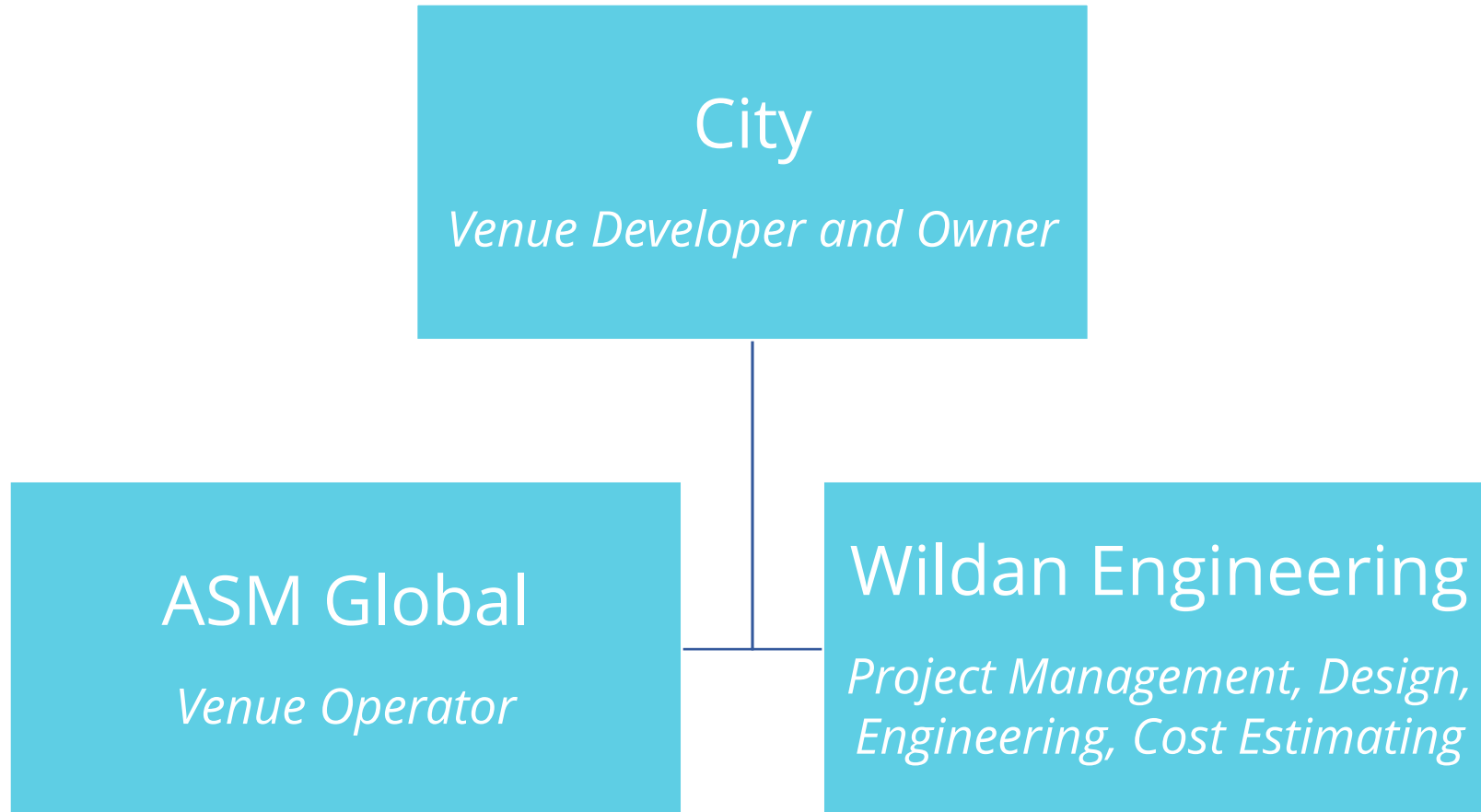


Serves 164 million guests annually



Has a presence across five continents

Amphitheater Project Team



Current Status and Upcoming Milestones



- Site plan and design reached 75% at the end of May 2025.
- Grandstands and seating contract will go to City Council on June 17, 2025.
- Stage contract expected to go to City Council on July 22, 2025.
- Parking lot improvements and site work expected to begin in July 2025.
- Amphitheater GM and Booker recruitment in process.
- Amphitheater branding and marketing strategy in process.

Entertainment Strategic Plan

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Advisory Committee



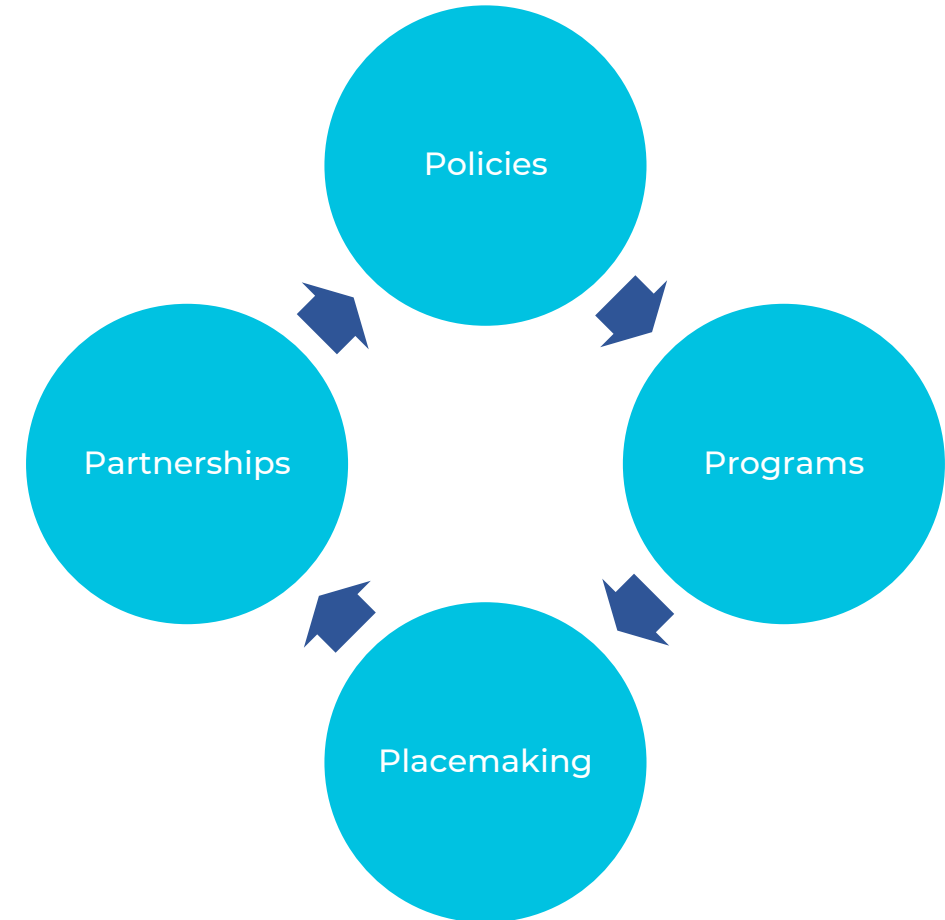
Mayor Richardson appointed an Advisory Committee to work with staff on developing the Entertainment Strategic Plan.

- Austin Metoyer, DTLB Alliance
- Rand Foster, Fingerprints Records
- Kelly Ruggirello, Long Beach Symphony
- Alex Hernandez, Alex's Bar
- Cory Smyth, Talent Manager and Music Industry Veteran
- Vince Staples, Artist/Entertainer

There will be plenty of opportunities for more people to contribute to the plan.

Entertainment Strategic Plan

- **Policies** we should create or update to support the growth of music and entertainment.
- **Programs** that will sustain existing businesses and attract new ones in music and entertainment sectors.
- **Placemaking** initiatives that showcase our unique musical history and establish vibrant music and entertainment districts.
- **Partners** we need to engage to amplify growth in these sectors.



Next Steps

- Mayor's kick-off meeting with Advisory Committee
- Hire a consultant to complete the following scope of work:
 - Community engagement
 - Case studies from top music and entertainment destinations
 - Music and entertainment venue inventory
 - Music and entertainment local policy review
 - Final report and implementation plan
- The majority of the work will happen this calendar year



Queen Mary

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Queen Mary – Old Village Demolition



- Removal of 11,000 SF of dilapidated structure
- Adding 250 additional parking and 11,000 SF of outdoor event space
- Anticipated completion this week
- On budget and on-schedule



Queen Mary – Capital Improvements

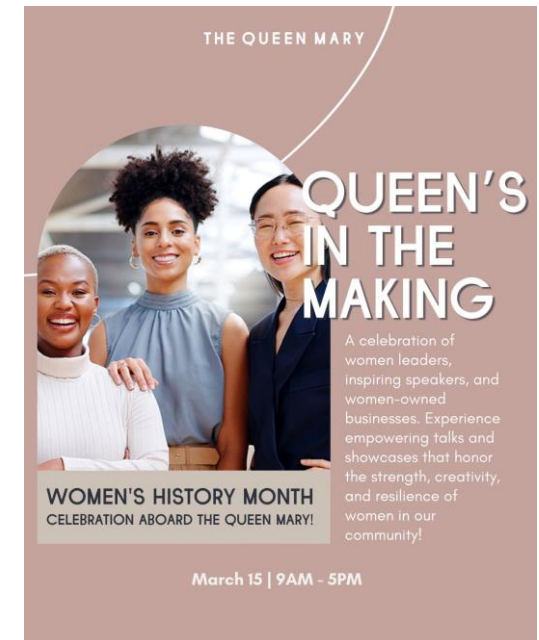
- Port Partnership funds continue to support important capital improvements
- New ADA Lift to Sundeck
- Extension of an aft elevator providing accessibility to the Verandah Grill and other areas of the Ship
- New Ice Cream/Snack/Coffee Shop Starboard Prom Deck
- Reorientation of the former Coffee Shop for quick bites/sandwiches.



Queen Mary – QM Cares



- Community Free Day
- Toy Drives
- Queens in the Making - Women's Empowerment Summit
- Beach Clean-Up
- Ronald McDonald Walk



Queen Mary – QM Cultural Event Series



- MLK Celebrations
- PRIDE
- Lunar New Year
- Roots & Rhythm – Black History Month
- Cinco de Mayo
- 4th of July



Queen Mary – Operations

- Attendance continues to be strong (7% inc.)
- Updating and rotating tours
- Exciting activities
 - Night Market
 - Speak Easy
 - Art Nights
 - Karaoke
- Increase in Meetings/Events
- Guest Service Scores High
- Hotel ADR on-par with downtown hotels
- Occupancy outpacing last year
- F&B pacing very well
- On-pace for another net positive year



Queen Mary – Challenges & Opportunities

- New Amphitheater
- Success of Carnival
- Music Festivals/Dark Harbor
- Sir Winston's
- LA28 and other high-profile events
- Ongoing Maintenance and Capital Projects



Q&A

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