



December 3, 2014


Mr. Patrick West  
City Manager, City of Long Beach  
City Hall Office  
333 W. Ocean Blvd. 13<sup>th</sup> Floor  
Long Beach, CA 90802

Dear Pat:

Enclosed is a copy of a letter that was sent to the Mayor and each of the Council Members as it relates to the vote on the Long Beach Civic Center project this coming Tuesday. Because of travel commitments, I will be unable to address the Council in person, but wanted them and you to know how strongly we feel about this unique opportunity for the City to make a strong statement about our City and its positive outlook for the future.

Hoping there is an affirming vote next Tuesday night.

Yours truly,

  
Jim Michaelian  
President and CEO

Enclosure



December 3, 2014

Mayor Robert Garcia  
City of Long Beach  
City Hall Office  
333 W. Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

Dear Mayor Garcia:

I understand that on December 9 the City Council will be considering the proposal to enter into exclusive negotiations with Plenary Edgemoor Civic Partners regarding the proposed Long Beach Civic Center redevelopment project. Unfortunately, I will be traveling next week, but wanted to express the Grand Prix Association's strong support for this project.

There are rare times in the life of a city when a unique opportunity presents itself, and for Long Beach this is the chance to seize the moment and reshape its destiny for decades to come. With the completion of this effort, the City and all of its residents will be provided with a totally revitalized downtown footprint, which will offer the following benefits:

- A much friendlier and more inviting environment for everyone to carry out their civic activities
- More efficient working conditions for City employees
- The creation of another dynamic hub to attract potential residents, tourists and Long Beach residents.
- As structured, this proposal fits within the financial parameters that make it a feasible proposition for the City which it could not otherwise afford.
- It makes a bold statement as to the progressive nature of our City.

As a company that has been located in Long Beach for 41 years and one who each year, via the Grand Prix, extols the virtues of the City to thousands of attendees and millions of television viewers, we feel strongly that the proposed development reinforces the futuristic vision that the City wishes to convey. We hope you cast your vote to make this key development project a reality.

Yours truly,

A handwritten signature in black ink, appearing to read "Jim Michaelian". The signature is fluid and cursive, with a large initial "J" and "M".

Jim Michaelian  
President and CEO