

December of 2014, our landlord for our 3 bedroom, 2 bathroom, freestanding single family home in Santa Monica notified us that they were unwilling to extend our lease, we would be going month to month. As a family man with a wife, son, and dogs, that kind of instability is genuinely challenging. My wife and I decided to make a list of pros and cons, to guide our decision to either move to a more affordable area, or attempt to remain in Santa Monica.

I wanted you to know that your project, Beautify Earth, and the beautiful murals which your organization has painted, was near the top of our reasons to stay in Santa Monica, despite cost and difficulty. The ability to walk out my door and see this city transformed before my eyes into an artists canvas, to know that there was a community of people who were taking dilapidated, unkept eyesores, and turning them into works of art, weighed heavily.

Every time we walk by one of your many projects, our eyes are drawn to them, they strike up conversation with our 14 year old son as to the role of art in our modern society, and they simply make the world a prettier more pleasant place. We also preferentially patronize these businesses... a business willing to present itself artistically is a business more worthy of my consumer dollar.

We decided to stay in Santa Monica, and the work you do, and the art you create, was a big part of it. Thank you.