



**To: The Santa Monica City Council**

April 15, 2016

**Re: Beautify Earth Request to co-sponsor 5 murals on Pico Blvd**

Dear City Council Members,

With pleasure, we present a notice of recognition to the team at Beautify Earth for their contribution to the beautification of Pico Boulevard, as well as other neighborhoods throughout Santa Monica.

In the past year, the Pico Improvement Organization (PIO) has sponsored eight murals on Pico Blvd. at \$1,000.00 per mural. The \$1,000 sponsorship covers approximately 33% of the cost of a mural.

The presence of the murals have contributed to an increase in foot traffic, increase revenue for Pico businesses, a decrease of tagging on mural walls, and they greatly accelerate the economic growth and community pride on Pico Blvd.

Beautify Earth has been a great association to work with. The Pico businesses and residents appreciate the positive impact that the murals have on the community.

On behalf of our constituents, the Pico Improvement Organization would be honored if the city could assist us in our efforts to continue the creation of new murals on Pico Boulevard by sponsoring the remaining 66% of the costs for the next five murals. The total amount of our request is \$10,000 for 5 murals (\$2,000 per mural).

We appreciate you considering our request as we move forward in creating a positive, thriving environment for the businesses and residents of the Pico Neighborhood.

Respectfully,

Robert Kronovet | Chairman  
Pico Improvement Organization  
3019 Pico Boulevard, #4  
Santa Monica, CA 90405