



October 25, 2016

Dear City Council,

Beautify Earth has done a wonderful job in collaborating with the Pico Improvement Organization (PIO) on their [mural and beautification project](#) and we thank the City for supporting their efforts.

The benefit of Beautify Earth's mission of "turning blight into beauty," is obvious for the much needed areas of our city, both economically and visually. The return on investment is tremendous and the Mid City Neighborhood, along Broadway and Colorado, has many bland or neglected walls that could benefit from the same vision and investment. With their own funding, here are a few of the murals Evan Meyer and his 501(c)3, Beautify Earth, worked with Mid City to create:

- 1 Broadway Wine and Liquor
 - a [Facing West](#)
 - b [Facing East](#)
 - c [Facing South](#)
- 2 [American Red Cross](#) building @ Broadway and 11th, representing the *Saint* Monica
- 3 [Cross Campus](#) @ 10th and Colorado
- 4 [Golden Bridge Yoga](#) @ Broadway and 7th

Mid City desperately needs more of this forward thinking and beautification. It completely transforms a visitor's experience. Colorado Boulevard has become the entry point to Santa Monica along the new EXPO line, and Broadway now brings residents and visitors along our bike lane to the Pacific Ocean. These murals would be a perfect solution at a relatively very low cost investment.

We wish to suggest (and request) that City Council invest in three new murals on each of these entryways (for a total of six new murals) to Mid City. At \$3000 a mural, we would like to request a total of \$18,000.

Thank you very much for your consideration and for all you do on behalf of our residents and for taking this letter to heart.

Sincerely,

A handwritten signature in black ink that reads "Stacy".

Stacy Dagleish
President, Santa Monica Mid City Neighbors