



**DOWNTOWN
LONG BEACH
ALLIANCE**

May 23, 2017

Councilmember Jeannine Pearce
Councilmember, District 2
333 West Ocean Blvd. 14th Floor
Long Beach, CA 90802

RE: Support For Recommendation to receive supporting documentation into the record, conclude the hearing and grant an Entertainment Permit with conditions on the application of Shannon's On Pine, Inc., dba Shannon's On Pine, 201 Pine Avenue, for Entertainment With Dancing. (District 2)

Dear Councilmember Pearce:

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA), and enter into public record for the City Council meeting scheduled for May, 23 2017, our support of the proposed entertainment permit with conditions on the application of Shannon's On Pine, Inc., dba Shannon's On Pine, 201 Pine Avenue, for entertainment with dancing.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we want to express our support for this business and urge the City Council to conclude the hearing and grant an entertainment permit with dancing.

The Downtown Plan, the guiding planning document for Downtown, was developed through an intensive and inclusive stakeholder outreach process. The proposed entertainment permit with dancing at 201 Pine Ave conforms with the Downtown Dining & Entertainment District and the goals set forth in Downtown Plan. If approved, this business will bring a quality permitted use into a currently underutilized commercial space in Downtown. A key initiative set forth in the Downtown Plan is to create a vibrant and energetic downtown with a diverse mix of population, businesses, and attractions which again, if approved will support this initiative outlined in the Downtown Plan.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan and encourage the City Council to support the proposed investment in our vibrant and diverse Downtown.

Thank you in advance for your consideration and support.

Sincerely,

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilmember Lena Gonzalez, 1st District
DLBA Board of Directors
DLBA Economic Development Committee
John Gross, Director of Financial Management, City of Long Beach