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Dear Councilmember Suja Lowenthal,

I am writing this letter in support of 4th Street Vine obtaining their entertainment permit as recommended by City Staff with the additional request of allowing 4th Street Vine to provide entertainment beginning at 11am as opposed to 5pm on Saturday and Sunday so that they may take part in 4th Street Retro Row's events with entertainment.

This is a quality establishment that is enjoyed by many local residents and is a much needed space for live music along the 4th street corridor. I understand that there have been a some complaints about noise and have read a few of the letters regarding the complaints. While this small handful of residents that are effected have valid issues to be addressed the solution is not to limit the entertainment, but to mitigate the sound issues.

Requiring additional sound mitigation of 4th Street Vine makes sense and the addition of sound proofing material as well as sound proof doors will drastically reduce the amount of noise heard outside of the establishment. 4th street or "Retro Row" is a unique and diverse neighborhood in our city that is abound with local businesses that work very hard to stay afloat in this economy and it would be a shame to limit the enjoyment of many, many residents and out-of-towners because of a few squeaky wheels that want to be greased. This sets a bad example for any new businesses that are looking to open in Long Beach as well, and forces them to look to neighboring cities and take their customers and tax dollars elsewhere.

Quality live music establishments are in short supply in Long Beach and we need to do all we can to support them. Music can be a HUGE economic driver for our city if only it had some support. We only have to look to the city of Austin, TX to see how live music can generate millions upon millions of tax dollars when it is given the correct support and fostered in a collaborative matter.

I implore you to approve 4th Street Vine's entertainment permit and thank you for your service in the 2nd district.

Thanks,
Shea Newkirk