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**Subject:** 4th Street Vine Entertainment License  
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**To:** [cityclerk@longbeach.com](mailto:cityclerk@longbeach.com)

I write to show my strong support for the entertainment license application for 4th and Vine.

Fifteen years ago, I purchased a small apartment building on Dawson St a few hundred feet from the premises in question.

The impact this business has on the neighborhood is measurable in many ways. Prior to their opening there was little of note on 4th Street, the area was perceived as dodgy and was overall lackluster. Since then, 4th Street has grown into one of Long Beach's most vibrant areas and the owners of 4th and Vine played no small part in this renaissance. The street bustles with boutiques, restaurants, galleries, has received national exposure in print and of course the renovated Art Theater. This is a true synergy that is homegrown, not dependent on grants and handouts

Throughout the course of opening and operating their business, the owners have worked doggedly to support musicians and artists and have developed a unique atmosphere conducive to conversation and meeting your neighbors (there are no television sets on the premises.) in an artistic atmosphere. There is always interesting art shows and events that cater to the diverse nature that has grown up around the Retro-Row nature of the street

Throughout this time, I have never seen a disturbance, rowdy drunks, squealing tires and vandalism that of late, seems to define Second and Pine Street areas. In part this has to do with the hours of operation, but mainly to the high standards and hands on management of the managers. This type of dedication, handwork, risk-taking and forward thinking should encouraged and celebrated.

I do hope you can see this application if approved will only strengthen the neighborhood. This is turns allows for more jobs, more renovation, greater property and sales tax revenue and personally allows me to attract good tenants who just a few years ago would be hesitant of going past Redondo and 4th.

Sincerely Yours

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