

CITY OF LONG BEACH

World Famous VIP Records Sign Restoration

1030 Pacific Coast Highway

May 9, 2017

City Council Meeting



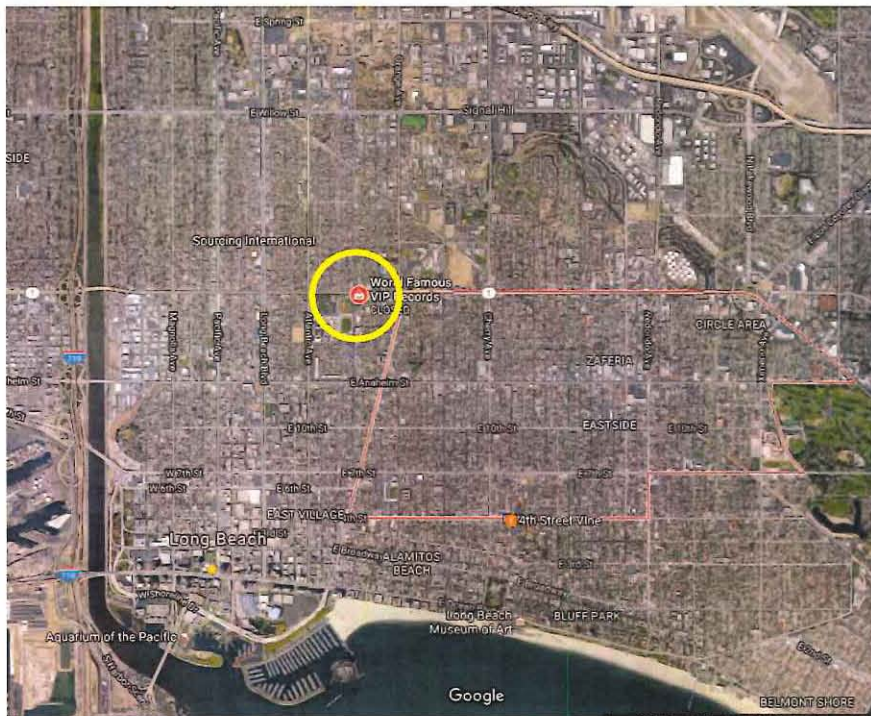
History

World Famous VIP Records, LLC.



- Locally-owned small business and long-time member of the Sixth District community.
- For 38 years, VIP Records has served as a record shop and recording studio for talented local musicians to build their musical careers.
- Notable artists that recorded music at VIP Records and went on to become international stars include Warren Griffin III known by his stage name Warren G, and Cordozar Calvin Broadus, Jr., known professionally as Snoop Dogg.
- The record store and its iconic World Famous VIP sign on Pacific Coast Highway have become an international tourist destination.

World Famous VIP Records, LLC.



Agreement

City of Long Beach



- Provide \$50,000 to VIP LLC. to restore World Famous VIP Records sign located at 1030 Pacific Coast Highway, Long Beach, CA 90806;
- Provide \$30,000 for fundraising and restoration costs for the sign;
- Absorb the costs for removal, and storage of the sign;
- Assist with the temporary storage of the sign, if needed, until a permanent home within the City boundaries is established;

World Famous VIP Records



- Retain complete ownership of the sign and intellectual property associated with the sign;
- Restore sign within 24 months upon the execution of an agreement;
- Fundraise the amount required to restore the sign to the standard agreed to by mutual consent;
- Apply to make the sign a historical landmark;
- Agree that the sign will not leave the City boundaries unless approved by written consent;
- Hold the City harmless and indemnify the City for any damages;



Next Steps

- Executed Agreement
- Removal & Restoration
- Temporary Storage
- Permanent Location Identification
- Installation

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