

From: Casey Terrazas [<mailto:porchpartyrecords@gmail.com>]

Sent: Thursday, June 26, 2014 12:10 PM

To: cityclerk

Cc: Jim@4thstreetvine.com; Sophia@4thstreetvine.com

Subject: Entertainment License - 4th St Vine

Hello 2nd District Council.

I am writing in support of an entertainment license for 4th St Vine.

My name is Casey Terrazas, owner/founder of Porch Party Records, local Long Beach Record Label. I live on 4th st near Junipero. I have personally known Jim and Sophia for several years and I have the utmost respect for them both. Their noble character is well-known throughout the 4th st community.

4th St Vine has become a gathering place for the LB locals. Many of the retro store owners, baristas, servers, musicians, artists, and more gather daily to share the events of their day and connect with one another. All these different kinds of people have chosen 4th St Vine because Jim and Sophia create such a comfortable and welcoming place for local community.

It is well known that Long Beach music is up and coming in a new and big way. We at Porch Party Records are aware of the hundreds of bands that live around the retro row neighborhood. 4th St Vine has been one of the largest supporters of local music. I have so much respect for Jim because he pays bands out of his pocket each time they play. I see local music at venues roughly 3-6 times a week. I see lots of unfair practices from venues regarding paying bands. 4th St Vine is not this way. In addition, Jim and Sophia form personal relationships with the many different members in all the local bands. They attend shows of bands at Long Beach or L.A. venues, using their free nights to show up and support local music. There are few people that support the music greater than Jim and Sophia.

In review-

-There is a large interconnected and growing music/art scene centered around retro row.

-4th St Vine is a place that is fully supportive of this scene with owners of proven integrity that have built community for several years centered on music and art for hundreds of citizens.

-An Entertainment License would give 4th St Vine the potential to fully support our city and the overflowing music scene that is pleading for trusted places to perform their art.

While there may be hesitations in granting a license, this is a significant opportunity for The City of Long Beach to recognize the multitude of musicians and artists thriving in the 2nd District and support our chosen place to share music. Luckily, we have countless examples of vintage/retro neighborhoods around the country that thrive off of the music support. For example, Austin, San Francisco, Oakland, Portland, Seattle, Tucson, Silverlake, Echo Park, and many more. With the support of the city for music, the benefits of strengthened community and increased local revenue have no limit.

In my highest recommendation, out of my highest respect for 4th St Vine, I ask you to approve the Entertainment License.

Thank you,

Casey Terrazas

Porch Party Records