CH-1
CORRESPONDENCE - Terry Prine

Terry Prine
Sr. Art Director, The Designory Inc.
211 E. Ocean Blvd, Suite 100
Long Beach, CA 90802

Property Owner / Resident: 835 Coronado Avenue, Long Beach, CA 90804 Property Owner / Landlord: 1824-1826 East Third Street, Long Beach, CA 90802

To: Dr. Suja Lowenthal Second District Councilmember City of Long Beach

Re: 4th Street Vine Entertainment Permit

I've been a resident of Long Beach almost all my life. I chose to live, work, marry, raise a family and invest in the city of Long Beach. I have seen a complete transformation of this city from the mid 1970's until present. I am proud to claim this city as my home.

I have seen different areas like Pine avenue, Broadway Avenue and 4th Street change from corridors that were uncomfortable to visit after dark that are now vibrant destinations that offer amazing places and venues to dine, to meet and to experience the arts. Long Beach has definitely found itself again.

Being a local musician throughout all that time, I have also seen many venues come and go. As a kid, I used to love going to Bogart's, Fender's Ballroom and the Foothill. And even though there are a few great places to still see live music in town, there are very few places that are as inspiring, open and diverse as 4th Street Vine.

By design the owners Jim and Sophia choose not to have TVs, you can carry on a conversation without yelling over a loud jukebox and you can see some of the best musician's in town in an environment that anyone in the city would feel comfortable in. It is one of the most thriving creative venues within our city that has found success and equity in allowing people to socialize, perform, meet and share their ideas.

I have met some really great friends throughout the years during my visits to 4th Street Vine.

It is my hope that the city recognizes and encourages a business like 4th Street Vine and shares in the importance of having such a gift of a place in our own home town by allowing them to continue to evolve and grow into the place that it deserves to be.

kind regards, Terry Prine