



Date: August 6, 2013

To: Honorable Mayor and City Council

From: Councilmember Patrick O'Donnell, Fourth District
Councilmember Gerrie Schipske, Fifth District 

Subject: **Presentation to Small Business Owner Fredric Broder**

Fredric Broder started practicing magic when he was 10 years old. Since then, Mr. Broder has spent 4 decades of his life entertaining thousands in the craft of magic in Long Beach and in the surrounding area as well as owning a small business in the City for 34 years.

Mr. Broder served in Korea and attended college on the GI Bill. He became a nationally known speech professor at Compton Community College before retirement. In the early 1970s, he was enchanted by the famous Magic Castle in Hollywood and fell in love with magic at the age of 40. He opened a small counter of magic in his mothers' bookstore on Wardlow Avenue in Long Beach. He also began performing as "Presto the Magician".

Mr. Broder moved his magic and novelty store to Atlantic Avenue where it grew into the largest specialty store in the area. He then found a vacant store on Viking way near Bellflower Boulevard. This became The "Old Time" Magic Shop, a landmark storefront for three decades. He has performed thousands of shows including a number of free shows, which include the Long Beach Military Hospital, Martin Luther King Park, Long Beach Hospitals, social clubs, schools and junior colleges. In addition, Mr. Broder holds an Honorary Membership with the Long Beach Police Officers Association, is the former President of the International Association of Magicians and is the President of the Long Beach Magic Association.

In an effort to celebrate small businesses throughout Long Beach, it is appropriate to commend Mr. Broder's achievements.

Recommendation:

Receive and file presentation on Mr. Fredric Broder and The "Old Time" Magic Shop.

Fiscal Impact:

No fiscal impact is associated with this item.