



Long Beach Music Council Guide for Musicians

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Photo by: D. Ramey Logan

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About This Guide

This guide was created to help musicians navigate the Long Beach music scene and its many intricacies. You will find listings for music venues, recording studios, and record stores along with some helpful hints on booking, marketing, and busking in the city of Long Beach, CA.

The Long Beach Music Council was established to make Long Beach, CA a music friendly destination & advocate for the benefits of incorporating live music as an economic driver for our city. The LBMC was founded in 2013 by Eric Gray & Shea Newkirk and is comprised of local musicians & music-lovers that are leaders in the city. We foster an open and collaborative approach to our goals and welcome all who would join the cause. This document is updated each quarter and questions/submissions can be sent to: info@lbmusic.org



Photo by: Vaughan Risher

Long Beach Signature Events

Buskerfest - Buskerfest is a salute to the act of busking, or playing music in public spaces for tips. At Buskerfest, however, the “tips” are wooden nickels handed out to attendees, who in turn give them to their favorite acts. The act that collects the most nickels will win a prize package designed to help them further their career. <http://summerandmusic.com/event/buskerfest/>

First Fridays Bixby Knolls - The mission of First Fridays is to promote and support local artists and musicians by providing them with an outlet to showcase their work. Every first Friday night of the month, participating Bixby Knolls businesses will unite to promote local artists and musicians through extended operating hours. In doing so we hope to encourage a dialogue between businesses, artists and the community. <http://firstfridayslongbeach.com/>

1st Saturdays Music at Bixby Park - 1st Saturdays Music at Bixby Park is a monthly event taking place from the Spring to Fall highlighting local music talent, theater, and other performance groups to perform at Bixby Band Shell. <https://www.facebook.com/1stSaturdaysMusicatBixbyPark>.

Folk Revival Festival - The Long Beach Folk Revival Festival takes place at Rainbow Lagoon Park in Downtown Long Beach, CA. With over 25 local, regional, & national Folk & Roots music acts on 3 stages there will be something for every member of the family! <http://www.folkrevivalfestival.com/>

Funk Fest - Arguably the most pure, uncut funk event around, the Long Beach Funk Fest has been going strong since it's inception in 2009. Since then we have brought some of the very best funk legends to Long Beach as well as amazing contemporary up and coming funk bands who are keeping the funk alive. With great live funk bands, dj's, dancers, live painters, vendors, and more, the LB Funk Fest is a super fun party bringing together a diverse crowd of all ages getting down for the funk of it! After 5 years in the middle of downtown Long Beach, we are very excited to bring the LB Funk Fest to the Queen Mary this year, right in front of the water! <http://www.lbfunkfest.com/>

Grand Prix of Long Beach - One of Long Beach's largest events. In addition to the racing, the event also features plenty of live music headlined by a classic rock artist playing Saturday night. <http://www.gplb.com/>

Green Prize Festival - The Green Prize Festival is a one-day event highlighting urban farmers, green chefs, live entertainment, artists, green technology, environmental organizations as well as education through workshops, demonstrations and guest speakers. The event will also feature a free bike valet, beer garden, green vendors, food trucks and children's activities. <http://www.greenprizefestival.com/>

Ink & Iron - People are here for the love of Hot Rods-Kustoms, Live music, burlesque, art shows, 50's fashion, and of course the tattoo show covering three floors inside the ship. 280 of the best tattoo artists in the world will be on hand from 30 States and 25 Countries representing all the tattoo styles; where a car show and music become an integral part of the event, mingling with the artistic



Photo by: Shea Newkirk

expressions of the artists at work. Pinups clad in corsets, Classic Cats with Pompadours, Mohawks, fashion Mullets, full sleeves and back pieces. Not only is the breathtaking view of the gigantic Queen Mary, the beautiful water, and the amazing Long Beach skyline quite a task to take in all at once, but all the fashion statements and lavishly adorned people are quite a spectacle as well. This convention will be both a sort of art gallery and community festival. Ten years ago the ship was overtaken by the underground subculture of all things Kustom and modified. <http://ink-n-iron.com/>

Lobster Fest - The Original Lobster Festival takes place at the Rainbow Lagoon in Long Beach, California in September and features several stages of live music. <http://www.originallobsterfestival.com>

LB Pride - Over the past several years, the Long Beach Lesbian & Gay Pride Festival & Parade has become the 3rd largest in the nation, now attracting over 80,000 participants over the two-day celebration including several stages of live music. <http://www.longbeachpride.com/>

Live After Five - The restaurants, bars and streets of Downtown Long Beach will be filled with music as the Downtown Long Beach Associates continue Live after 5. A monthly event that will activate traditional spaces like bars and restaurants as well as non-traditional locations like parks, empty storefronts and street corners with live performers on the second Thursday of each month, Live After 5 will celebrate the arts and music culture of Downtown Long Beach.

<http://www.downtownlongbeach.org/Latest-News-Detail/Live-After-5>

New Blues Festival - For over 30 years, the LBC brings the good people of Southern California the finest live blues festivals and new blues bands that have ever plugged in electric guitars! Long Beach IS Southern California's "HOME of the BLUES!" <http://www.newbluesfestival.com/>

New Year's Eve on Pine - Downtown Long Beach will celebrate the New Year with a high-energy street party on Pine Avenue with 10 outdoor bars and 3 stages with a big headliner. www.downtownlongbeach.com

Sand Sculpture Festival - The Great Sand Sculpture Contest brings together families, community and artists to celebrate our local beach! Internationally-recognized professional sculptors will build a remarkable centerpiece sculpture while amateur professionals and dozens of community teams will challenge each other for highly-valued gift packages. Sign up in advance as an event team or event sponsor. Enjoy exciting attractions such as vendors, live music, food and a fenced-off kid zone. All event proceeds will be donated to the Long Beach Library Foundation. <http://greatsandsculpturecontest.splashthat.com/>

Scotsfestival - The Queen Mary is pleased to welcome back the annual ScotsFestival & International Highland Games XXII February 14-15 from 9AM-6PM Experience the rich culture and history of Scotland first hand through an array of authentic activities, athletics, dancing, entertainment and cuisine in ode to the Queen Mary's Scottish legacy. <http://www.queenmary.com/events/scotsfestival/>

Shoreline Jam - The Queen Mary lights up Labor Day weekend 2015 with Shoreline Jam Sept. 5 and 6 - the second year with the two-day festival format offers even more live music to fill the Labor Day holiday weekend at the Queen Mary's Waterfront Event Park. <http://www.queenmary.com/events/shoreline-jam/>

Stroll & Savor - Belmont Shore's most popular event is a summer long "taste of Belmont Shore," with over

45 restaurants offering the best of their menus. Enjoy an evening strolling 2nd Street, savoring food from around the globe, and listening to talented local musicians as you stroll with your family, friends, and dogs . <http://www.belmontshore.org/events.html>

Summer & Music - Downtown Long Beach Associates (DLBA) is bringing Summer And Music (SAM)—the city’s homegrown, sustainable concerts series providing an entire summer of music to the public—back to the streets of Downtown Long Beach beginning in June. Three time winner of OC Weekly’s “Best Music Festival”, SAM utilizes the skills and creativity of numerous downtown businesses and artists to showcase outstanding local talent at eco-conscious outdoor venues throughout the Downtown region. For more information, call the DLBA at (562) 436.4259 or visit www.summerandmusic.com

Zombie Walk -Takes place the weekend before Halloween - We will once again be bringing you an apocalyptic festival of live music, an outdoor screenings of a classic zombie films, horror and cult cinema vendors, zombie authors, games, exhibitors, contests, kid friendly events and more! Keep posted – we’re lining up some new ghoulish attractions and creepy surprises for this year’s event! <http://zombiewalklb.com/>

Long Beach Music Venues

4th Street Vine - 2142 E. 4th St. 90814 (562) 343-5463

Intimate wine & beer bar. Small capacity, no stage, no PA, various genres. Music on weekends & weekdays. Mostly local bands.

Alex’s Bar - 2913 E. Anaheim St. 90804 (562) 434-8292

Popular full bar & live music venue. A music staple in Long Beach for over 15 years. Small capacity, full stage, full PA, various genres. Music every night. Mix of local and touring bands, some bigger acts.

Art Theater - 2025 E. 4th St. 90814 (562) 438-5435

Select shows only

Ashley’s Bar & Grill - 1731 E. 4th St. 90802 (562) 495-5700

Full bar with lots of room and live music. Good size stage area. Small capacity. Music some nights. Local bands only.

Cafe Sevilla LB - 140 Pine Ave. 90802 (562) 495-1111

Latin Jazz combo’s on select nights

Carpenter Center - 6200 East Atherton Street 90815 (562) 985-7000

Performing arts center at CSULB

Clancy’s Irish Pub - 803 E. Broadway 90802 (562) 437-1836

Small pub with live music. Tiny stage, decent PA. All local bands with music on the weekends mostly.

Cowboy Country Saloon - 3321 E. South St. 90805 (562) 630-3007

Live country music on select nights

Cuban Pete's Mojito Lounge - 245 Pine Ave. #290 90802

Dance music club with live music on select nights. Hip hop, latin styles.

DiPiazza's - 5205 E. Pacific Coast Hwy, 90804 (562) 498-2461

Pizza & full bar with live music. A staple in the Long Beach music community. All Ages. Full PA, Full stage, various genres. Mix of local and touring bands, some bigger acts.

El Dorado Bar and Grill - 3014 N. Studebaker Rd. - Long Beach, CA 90808 (562) 421-4590

Live music on Friday & Saturday. Mostly cover bands or blues.

Ernest Borgnine Theatre - 855 Elm Ave., 90813 (562) 435-8381

Select shows only.

Expo Arts Center - 4321 Atlantic Ave., 90807 (562) 595-0081

Special event space that has periodic live music. Always active the 1st Friday of each month.

Fern's Cocktails - 1253 E. 4th St. 90802 (562)436-6694

Live music on select nights. Dive bar with no stage, decent PA. Local punk/rock styles.

Fingerprints Music - 420 E. 4th St. 90802 (562)433-4996

Great in-store performances from local and touring bands as well as some big acts.

Forbidden City Restaurant - 6380A East Pacific Coast Highway 90803 (562) 961-3500

Gallagher's Pub & Grill - 2751 E. Broadway 90803 (562) 856-8000

Live music on the weekends with some weekday shows. Various genres.

Gaslamp Restaurant & Bar - 6251 E. Pacific Coast Hwy 90803 (562) 596-4718

Full bar and live music venue. Medium capacity, decent size stage, full pa. Various genres. Music on most nights.

Georges Greek Café - 5316 E. 2nd Street, 90803 (562) 433-1755

Greek Musicians Monday through Friday beginning at 7:00 pm

Harvelle's - 201 E. Broadway 90802 (562) 239-3700

Full bar with live music. Full stage, Full PA, various genres. Music on most nights, monthly residencies. Local and touring acts.

La Creperie - 4911 E. 2nd Street, 90803

Books Jazz Musicians 7 days a week. Sunday - Thursday, 7pm to 10pm, Friday & Saturday 7pm to 11pm

Lucielle's Smokehouse Bar-B-Que - 7411 Carson St 90808 (562) 938-7427

Blues music on Fridays only.

MADhaus - 624 Pacific Ave. 90813 (562) 933-3287, (562) 436-3421

Special event venue with live music shows sporadically.

Malarkey's - 168 N. Marina Dr. 90803 (562) 598-9431

Full bar with live music on the weekends. Blues and classic rock styles. Full stage, Full PA.

Panama Joe's - 5100 E. 2nd Street, 90803 (562) 618-4445

Hosts live music Sunday nights February through August

PCH Club - 6285 E. Pacific Coast Hwy 90803 (800)762-5333

Full bar with live music on the weekends. Full Stage, Full PA, mostly cover bands, some local music.

Pike Restaurant and Bar - 1836 E. 4th St. 90802 (562) 437-4453

Small bar with live music. Very small area to play, no stage, decent PA. Various genres.

Portfolio Coffeehouse - 2300 E. 4th St. 90814 (562)434-2486

Singer/songwriter and open mics

Que Sera - 1923 E. 7th St. 90813 (562) 599-6170

Full bar with live music. Full PA, Full stage, various genres. Small capacity, mostly local bands.

Roxanne's Lounge - 1115 E. Wardlow Rd. 90807 (562) 4264777

Full bar with some live music. Full PA, no stage, various genres. Small capacity, mostly local bands.

Sababa Restaurant and Lounge - 6527 E Pacific Coast Hwy 90803

Singer/songwriter and open mics.

Sea Bird Jazz Lounge - 730 East Broadway 90802 (562) 522-8488

Full bar with live music. Jazz and blues styles.

Sgt. Pepper's Dueling Pianos - 91 S Pine Ave 90802 (562) 4994600

Dueling piano bar, cover music.

Shenanigans Irish Pub & Grille - 423 Shoreline Village Dr. 90802 (562) 333-6477

Full bar with live music on Friday & Saturday. No PA, No stage, various genres. Small capacity.

Tantalum - 6272 Pacific Coast Hwy, 90803 (562) 431-1414

Full bar with select live music on weekends. Mostly cover music or singer/songwriter

The Auld Dubliner - 71 S. Pine Ave. 90802 (562) 437-8300

Full bar with live music on most nights. No PA, No Stage, Irish and cover band styles. Small capacity.

The Blacklight District Lounge - 2500 E. Anaheim St. 90804 (562) 433-5823

Small bar with live music on weekends. Small stage, decent PA, various genres. Hard rock, punk styles mostly. Small capacity

The Boat House on the Bay - 190 Marina Dr. 90803 (562) 493-1100

Restaurant and full bar with live music on select nights. Singer/songwriter or small combos. Jazz & covers

The Bull Bar - 3316 E. 7th St. 90804 (562) 433-6282

Full bar with live music. Small stage, decent PA, various genres. Small capacity

The Federal Underground - 102 Pine Ave. 90802 (562) 435-2000

Full bar with restaurant upstairs and live music on select nights. Full stage, full PA, various genres. Medium capacity.

The Prospector - 2400 E. 7th St. 90804 (562) 438-3839

Restaurant and full bar with live music on many nights.

The Red Leprechaun - 4000 E. Anaheim St. 90804 (562) 343-5560

Restaurant and bar with live music on Saturday's and other select nights. Irish and Folk styles. Small capacity. No PA, No stage.

The Sky Room - 40 S. Locust Ave. 90802 (562) 983-2703

Restaurant with full bar and live music on select nights.

Viento Y Agua Coffee House - 4007 4th St. 90814 (562) 434-1182

Coffee house with live music on select nights. Small bands, singer/songwriter. Various genres, small stage, decent PA.

Long Beach Recording Studios

3 Pt. Studios - 1388 Daisy Ave 90815 (562) 569-4224

7even Studio Rehearsal Studios - 1793 E 28th St Signal Hill, CA 90755 (562) 988-7771

Belmont Music Studio - 5275 East 2nd Street 90803 (562) 856-1111 *Rehearsal only

Compound Studios - Signal Hill, CA 90755 compoundstudios@gmail.com

D.M. Gremlin Productions - 6053 Atlantic Ave 90805 1-(866) 334-4364

Greenhouse Music Studio - 2311 Orange Avenue Signal Hill, CA 90755 (562) 426-6775

GMG Recording Studios - 1935 E 7th St 90813 (562) 599-1360

International City Studio - 3260 Industry Dr Signal Hill, CA 90755 (562) 494-6100

Mambo Studios - 2220 E. Esther Street 908013

Red Eye Recording Studio - 2038 Stevely Avenue 90815 (562) 810-9059

Till Death Studios - 933 Newport Ave 90804 (323) 366-0577

Long Beach Record Stores

Bagatelle Records - 260 Atlantic Ave. (562) 432-7534 <http://www.bagatellerecords.com/>

Big Ed's Rockabilly Records (Inside Liberty Vintage) - 2146 E 4th St - (562) 433-8601

Durty Mick Records - 403 E. 3rd St. (562) 437-3590 <http://www.durty Mick records.com/>

Dyzy On Vynyl - 3004 E. 7th St (562) 438-8928 dyzyonvynyl@facebook.com

Fingerprints Music - 420 E. 4th St. (562) 433-4996 <http://fingerprintsmusic.com/>

Make Collectives - 430 E. 1st Street - (562) 612-0089 <http://makecollectives.tumblr.com/>

Retro Stereo

3 Locations: (Inside-Inretrospect-2122 East 4th Street, Inside-Urban Americana-1345 Coronado Ave, Inside-Long Beach Vintage Etc.-737 Pine Ave.)

<https://www.facebook.com/RetroStereorocks>

Soulific Records - 1409 E 4th St (562) 607-2257 <https://www.facebook.com/soulificrecords>

Third Eye Records - 2701 East 4th Street (714) 415-9814 <http://www.thirdeyerecordshop.com/>

Toxic Toast Records - 757 Pine Ave (562) 480-2516 <https://www.facebook.com/toxicttoastrecords>

VIP Records - 1020 E Pacific Coast Hwy (562) 591-2349 <https://www.facebook.com/VIPLongBeach>

Best Practices for Musicians

Negotiation

1. *Don't promise something you can't deliver:*

If a promoter asks for your draw, be relatively honest. It's fine to pad your numbers a little but if your draw is 25, don't say it's 250. It might get you the initial gig but you'll never get another one.

2. *Don't sell yourself short:*

If you want to be a serious musician, you need to play as much as possible and there will be many nights with very little pay, but don't ever accept nothing. You should be getting at least a little gas money or a bar tab. Make sure this is clear when you book the show.

3. *Be crafty:*

Take advantage of any other talents you or your band mates might have to make money. Maybe one of you draws really well. Sell your drawings at the gigs. Offer to play a private gig at a fans house for some extra cash. Create unique merch items that are one of a kind, and sell them after the show. There are many creative ways to have a decent cash flow and support yourself while trying to build a following.

Conduct

1. *Make sure you have a contract for the show:*

Having a signed contract with pertinent information such as, load-in time, set time, set length, monetary arrangement, percentage of merch sales, etc. and have your rider attached. This is beneficial to both you and the club. If you both have a signed contract, there can be no arguments over whats expected.

2. *Advance your shows:*

This is a good way to double check show info, find out if anything has changed and start your relationship off with a club in a positive.

3. *Treat club employees with respect:*

Ask their name when you meet them and address them by name the rest of the night. If one of the employees was particularly helpful or dug your band, write their name down with a brief description of the person so you will remember them, and their names the next time you come back. This is one surefire way to build relationships with clubs. Always remember that the sound man can be your best friend or worst enemy. Don't be a prima donna to your sound person. It's not going to get you anywhere other than a horrible mix for the night.

4. *Load in/out:*

Load in/out, on stage/off stage in a timely manner. Believe it or not, a speedy (or slow) load in/out can determine if you get asked back. Especially on larger tours. Don't be surprised if a tech or tour manager times how long it takes you.

What Do Promoters Look For

Promoter - a person, venue or company that finances or organizes a music event, sporting event or theatrical production.

A promoters main objective is to fill the venue with as many people as possible. There are many moving parts that contribute to achieving this objective but none more important than the artists/groups that play the event. As an artist/group, looking for an event to play, you should have Press Kit or EPK (electronic press kit) prepared when submitting yourself or group for an event. Think of the Press Kit or EPK as your resume. The Press Kit or EPK usually contains the following if applicable and not limited to;

1. Booking and Contact information
2. Artist/Group Bio on each person
3. News clippings/Press Releases articles on the artist/group
4. Any awards received
5. Artwork
6. A list of any previous tours/events played (with dates, venues and tickets sold)
7. Soundcloud page with how many followers
8. Facebook page with how many followers
9. Twitter page with how many followers
10. Instagram page with how many followers
11. YouTube page with how many views and subscriptions

How to Market Your Show

As an independent artist, promoting or marketing your music is always going to be a challenge. Each genre of music has its own challenges, but here are a few things you can do locally that will help you maximize the marketing of your music event.

Online Marketing

Marketing online is always going to be cheap and effective. Having a Facebook, Instagram, Twitter, etc for your music project is always a good idea but it is no replacement for a solid website where you can really express your creativity. You can use the hashtag #longbeachmusic on most of these networks and is a good way to plug shows. There are many groups on facebook where you can post your show flyers as well and are a good resource for promoting to the local music scene. Post about your music project on the LB Music Council Facebook as well as the Long Beach independent facebook page. You can add your facebook event to the Long Beach Independent.com calendar by posting on their facebook page. In addition, other facebook pages for promoting are the Long Beach Stuff page & Long Beach, Kalif page for general events. These are just a few very specific resources that are reliable.

Street Marketing

Doing it right is not always easy but keeping it simple is key. Don't bombard every place you know with crappy photocopies of your flyers, instead make each one by hand and only pass out 50 instead of 1,000 but make each one really count. Making that personal connection is how to get the most out of physically marketing your music to the local scene. While online marketing takes a lot less effort you really get the most out of making that personal connection with a fan at the show or while promoting your new music. Nice 11x17 posters have been very effective locally and most businesses and shops will be supportive if you ask. These are a small investment for sure, but planning ahead by a month or two and having them up for weeks before the show can really help local awareness. Start with the businesses you frequent often and work out from there. Just like online it comes down to finding your local niche.

Record Shops

There are some great independent shops that you can sell your music at like Fingerprints Music. They are friendly and will typically offer a consignment deal, but they also do great in-store events. There are a few other record stores in Long Beach that work with local bands including Third Eye Records & Dyzzy on Vinyl and do events at their locations.

Email list!

This is often the most overlooked aspect. Whenever you get a local opportunity or show make sure to have your email signup list handy.

Busker Bill of Rights and Responsibilities

Definition of Busker: *A person who entertains in a public place, often for donations. This person can be a musician, mime, artist, ventriloquist, performance artist, poet, theatre performer, dancer, or any other kind of performer.*

Guidelines

1. Buskers may perform any time on any public property in the City of Long Beach that is not being used for a paid, private event at the time, including in parks, on sidewalks, and in public plazas. Busking on private property requires permission of the property owner, and may subject the performer and owner to permitting requirements. General times to street perform are 10am to 10pm.

2. There are no permit requirements on busking in the City of Long Beach however buskers are required to abide by the noise ordinances in the Long Beach Municipal Code which is generally set at 50FT, 50db.

3. Busking is legally considered to be artistic free speech and not a form of aggressive panhandling or begging. Free speech is guaranteed by the 1st and 14th Constitutional Amendments.

4. Buskers are not to harass passers-by, commit acts of sedition or other illegal acts, display pornography, or do acts that are dangerous to the public.

5. Buskers, no matter how many in number, are required to leave a clear path on the sidewalk of at least 4 feet as to not obstruct any public space. This includes any performance gear.