

MOTION

In 1972, Berry Gordy moved Motown Records from its Detroit home to Hollywood at the corner of Sunset Boulevard and Argyle Avenue.

Founded in 1959, Motown created music for all people, bringing the world together with the sound of young America. Berry Gordy's hit-making enterprise nurtured the careers of Smokey Robinson and the Miracles, Diana Ross & the Supremes, Stevie Wonder, Marvin Gaye, Martha Reeves & the Vandellas, The Temptations, Michael Jackson and The Jackson 5, and many other music greats. The "Motown Sound" reached out across a racially divided and politically and socially charged country to transform popular music.

Mr. Gordy was a songwriter, boxer, producer, director, innovative entrepreneur, teacher, and visionary. In the 1960s, Mr. Gordy moved his artists into television on shows like *American Bandstand* and *The Ed Sullivan Show*. Actively involved in the Civil Rights Movement, he also released the recorded speeches of Dr. Martin Luther King, Jr. His films include *Mahogany* and *Lady Sings the Blues*, which garnered five Academy Award nominations.

Berry Gordy's autobiography, "To Be Loved: The Music, The Magic, The Memories of Motown," is the basis for his play, *Motown the Musical*, which had its world premiere on Broadway on April 14, 2013 and garnered four Tony nominations. *The New York Times* called it Broadway's "biggest box office hit of the year."

In 2013, Berry Gordy became the first living person to receive the Songwriters Hall of Fame's Pioneer Award. Mr. Gordy was also recognized by the Ebony Power 100 with its first Lifetime Achievement Award and by the Grammy Museum with its first Architects of Sound: Vision Award. In a White House ceremony in 2016, President Barack Obama presented Berry Gordy with the 2015 National Medal of Arts for a lifetime of achievement that "transformed music and American life and still reverberates today." In 2017, after three previous awards from the Songwriters Hall of Fame, he was inducted as a songwriter.

This year, 2019, marks a year-long celebration of Motown's 60th Anniversary. In recognition of Berry Gordy's extraordinary impact on the music culture of America and the world, it is appropriate that the City name the intersection of Argyle Avenue and Sunset Boulevard in his honor.

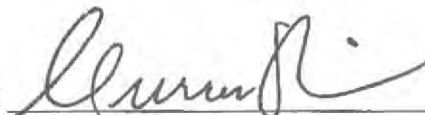
I THEREFORE MOVE that the intersection of Argyle Avenue and Sunset Boulevard, in the Hollywood community, be named as "**Berry Gordy Square - The Founder of Motown Records**" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY:


 MITCH O'FARRELL

Councilmember, 13th District

SECONDED BY:



DEC 06 2019

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