

City Council Hybrid Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)

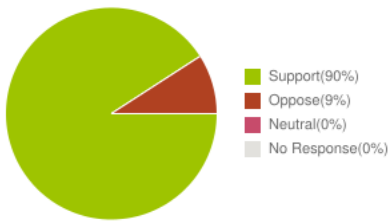
02-27-24 17:00

Agenda Name	Comments	Support	Oppose	Neutral
a) REPORT 24-0071 CONSIDERATION OF APPROVAL OF A NEW IMPACT LEVEL III SPECIAL EVENT (Community Resources Manager Lisa Nichols)	22	20	2	0

Sentiments for All Agenda Items

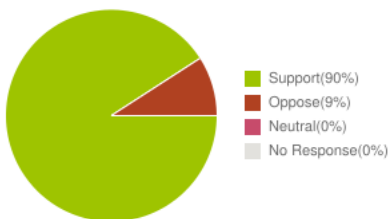
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for a) REPORT 24-0071 CONSIDERATION OF APPROVAL OF A NEW IMPACT LEVEL III SPECIAL EVENT (Community Resources Manager Lisa Nichols)

Overall Sentiment



Cammie Herbert

Location:

Submitted At: 2:55pm 02-27-24

What fun for all ages!! Hb has always supported sports!! so let's continue our pro sports events with some love for the Rams!

Stephen McCall

Location:

Submitted At: 2:34pm 02-27-24

Brilliant opportunity for the City to shine, businesses to benefit, and the community to enjoy being the Best Little Beach City.

TJ Powers

Location: 90254, Hermosa Beach
Submitted At: 1:57pm 02-27-24

Support 100%

Kaci McCrossen

Location: 90254, Hermosa Beach
Submitted At: 1:56pm 02-27-24

This would be amazing for our town to host the Rams for the draft! It will bring rams fans to watch and eat at our local restaurants! It's a win win for the rams and hermosa beach restaurants!

Catherine Vernon

Location: 90254, Hermosa beach
Submitted At: 1:54pm 02-27-24

Our community desperately needs a shot in the arm for our small businesses. A Rams draft day event would be exactly what we need to revitalize our downtown. I support this 100%.

Tara McNamaraStabile

Location: 90254
Submitted At: 1:33pm 02-27-24

Absolute YES on approving a new impact Level III Special Event for Rams Draft Day! Just from the awesome factor, the community excitement and pride for Hermosa Beach residents and Rams fans is off the charts -- this is a memory making opportunity for all of us! Second, this is the toughest time of the year for Hermosa Beach businesses. This incredible special event would be the juice to help our businesses survive this rough patch -- and bring attention to the fact that many of our restaurants have NFL games on every day during the season and creates a fun way to watch the game as neighbors! Finally, the national exposure to the Best Little Beach City is the kind of PR tourism departments dream of -- there's no telling the potential, positive future impact. And, again -- this is COOL, which is totally on-brand for Hermosa:)

Thank you all!

Laura Pena

Location:
Submitted At: 10:48am 02-27-24

Dear Mayor, Council Members, Staff – I support our city approving the inclusion of a new impact Level III Special Event, the Rams Draft experience in April 2024. Our city has a unique opportunity to highlight the many special features of our beach city on the national stage while supporting our local businesses, providing opportunities for our non-profits, increasing resident engagement, all while promoting tourism. As part of our adopted Economic Development Strategies, we have an opportunity to realize #13 - Introduce and Facilitate our Downtown with special and unique experiences. I cannot think of a better way to accomplish this objective then allowing the LA Rams to highlight our communities passion for healthy and active lifestyles in our beautiful city with a first round draft pick in a 6.9 billion dollar franchise.

I appreciate your thoughtful consideration.

Laura Pena

Josh Royal

Location:
Submitted At: 3:26pm 02-26-24

Dear City Council,

It has been a tough winter and this would be amazing to reignite some business into the downtown area during a normally slow time. Thank you for your consideration.

Josh Royal
The Lighthouse Cafe

Paul Lassen

Location:

Submitted At: 2:46pm 02-26-24

The Rams Suck. Just say NO.

Jenna Record

Location:

Submitted At: 9:39am 02-26-24

Hello, I am Jenna Record from The Brews Hall on the pier. We fully support Draft Day LIVE happening in Hermosa. It would be wonderful help to our business community get some exposure and promote our establishments as a great spot to watch the games.

Dawn Dafgek

Location: 90254, Hermosa Beach

Submitted At: 8:21am 02-26-24

I think this will be great for businesses

Paul Giza

Location: 90254, Hermosa Beach

Submitted At: 7:59am 02-26-24

Looks and sounds like a great idea! I e lived in Hermosa for 5 years and 100% would love to see this happen

Rich Alexander

Location:

Submitted At: 10:19pm 02-24-24

What a great opportunity. Special events like these are valuable tools for driving our local, small business economy!

Greg Newman

Location: 90254, Hermosa Beach

Submitted At: 12:44pm 02-24-24

Dear Mayor and City Council,

Greg Newman here, Palmilla, Tower 12 and Sharkeez, 55 year resident and downtown homeowner; (53 9th street). This LA Rams Draft Day experience that Jessica is putting together is exactly what we need to get through these challenging winter months. 2024 so far has been the slowest most challenging year we have had in Hermosa Beach in 27 years of being in business. Our downtown is in my opinion one if not the Gem of coastal Southern California when it comes to a place for locals and tourists alike to visit, shop, eat and play. We have an opportunity to rebuild our downtown economy and truly make this the best place for people to come and enjoy the quintessential California beach experience but we can't do it unless we work together! This is a great opportunity to do just that. Thank You.

Susan Moore

Location: 90254, Hermosa Beach

Submitted At: 6:25am 02-24-24

I support having the Rams Draft Day in Hermosa. It's a great opportunity to bring people to our city and foot traffic to our local businesses.

Darren Eichhorn

Location:

Submitted At: 7:18pm 02-23-24

Anything that brings more people to the beach the better. I would imagine if one could afford to travel for the draft they will also be great customers to our restaurants and businesses.

Marilyn WeeSit

Location: 90254, Hermosa Beach

Submitted At: 7:09pm 02-23-24

I would love to see the draft held here! What a fantastic opportunity for our city!

Jessica Accamando

Location:

Submitted At: 5:14pm 02-23-24

Dear Mayor and City Council,

We seek your support of the LA Rams Draft Day Experience, proposed for April 2024. The event promises to be an exciting opportunity for our community, and its success could mean several days of wonderful foot traffic in Hermosa Beach during a month where many folks leave town.

We are acutely aware of the positive impact that events like the LA Rams Draft Day Experience can have on our local economy. The infusion of visitors and residents to our city not only enhances the vibrancy of our community but also significantly boosts foot traffic on weekdays, providing a welcome economic stimulus for local businesses.

Hosting an event of this caliber aligns perfectly with our collective vision for Hermosa Beach as a dynamic and thriving destination. The LA Rams Draft Day Experience is anticipated to draw a diverse audience, creating a unique opportunity for local businesses to showcase their products and services to a broader market. This exposure is invaluable and can contribute to the sustained growth of our local economy.

This Experience will contribute to the overall community spirit, fostering a sense of pride and unity among our residents (especially those football fans!). The excitement generated by such events can have a lasting positive impact on the image of Hermosa Beach and help attract future opportunities for both business and community development.

We kindly request that you support this event. The collaboration between the City, Chamber, and the LA Rams will undoubtedly create an unforgettable experience for our community and visitors alike.

Jessica Accamando

Hermosa Beach Chamber of Commerce

gina rothwell

Location: 90254, hermosa beach

Submitted At: 3:49pm 02-23-24

Sol Baby is in full support of the Rams Draft Day Experience! Sounds like a really cool, unique event that seems sure to help local businesses!

Robert Mahler

Location: 90254, hermosa beach

Submitted At: 3:15pm 02-23-24

The winter season has been tough the past few years. Capri Gelato & Coffee Bar is in full support of bringing in more foot traffic to get our name out there.

Dana Ireland

Location: 90254, Hermosa Beach

Submitted At: 3:07pm 02-23-24

It's been a very challenging winter season for the past couple of years Rain is never our business allie We support but respectfully request that the Restaurants not on the plaza are able to be promoted to the visitors. The Cities basic plan of running all events on the plaza HURTS us places that reside directly off the plaza .

Marina Boulanger

Location: 90254-3734, HERMOSA BEACH

Submitted At: 2:28pm 02-23-24

Sea Sprite Hotel is in support of the RAMS Draft Experience Proposal B. The extended experience with the field South of the pier will allow visitor to stay longer throughout the week, eating, shopping, having fun to help ALL

businesses extended throughout the city. Tourism and foot traffic are down this winter season, an event like this can help our businesses. After attending the Parks & Recreation meeting, the RAMS team seem genuine and capable of abiding by all city guidelines and have a common goal of helping Hermosa Beach.