



Fiona Fleming

Support

05-17-
2024
01:23 pm

Dear Hermosa Beach City Council/Planning Commission,

I firmly support the proposed CUP amendment for H2O Hotel. This amendment fosters the effort for a well respected establishment to remain competitive while attracting visitors to Hermosa Beach and further benefitting the surrounding community.

As it is, businesses alike are struggling to stay alive with razor thin margins and really need the flexibility (and the vehement support of the community) in their efforts to creatively drive business. H2O has proven to be valuable Hermosa Beach business as evident in their support for community projects and local organizations. As a fellow downtown business owner, I am happy to endorse this proposal and wish them all the best.

Best,

Fiona Fleming, CEO

Patrick Molloy's Hermosa Beach