

The Hermosa Chamber presents



# Hermosa for the Holidays

Open House Shopping \* Ice Skating \* Tree Lighting \* Winter Lodge  
Letters to Santa \* Artisan Market \* Workshops \* Charity Village

NOVEMBER 19-21

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# Hermosa for the Holidays



## Areas of Hermosa for the Holidays

- 'Ice' Skating Rink (Nov 19 - 21)
- Community Concert & Tree Lighting (Nov 21)
- Activation #1
  - Letters to Santa (Nov 20)
  - Pics with Santa (Nov 21)
- Winter Lodge (Nov 19 - 20)
- Activation #2
  - Santa's Workshop (Nov 20) 2 Available
- Activation #3
  - Storytime Tent (Nov 20)
- Local Artisan (Retail) Pop-up (Nov 20 - 21)



# Ice Rink

The Ice Rink will be the focal point of Hermosa for the Holidays all weekend long.

Located opposite of Hennessey's Tavern on Pier Plaza, it will be a destination for many families.

This will in turn drive restaurant and retail sales throughout downtown Hermosa Beach.

Friday night, Saturday & Sunday.





# Winter Lodge

THE gathering spot of the Hermosa for the Holidays event will be the Winter Lodge in a west coast and South Bay kind of way.

This ticketed area is located on the outdoor space of Crafty Minds, the winter lodge will have food, libations, 'wintery' furnishings, activities and live entertainment to make it a festive and fun experience.

Friday night and Saturday.





# Artisan Retail Pop- up Village & Open House

In tandem with the annual Hermosa Beach Open House, a local artisan retail pop-up will complement the current retail so that downtown is the place for one-of-a-kind gifts for the whole family.

Located on Pier Ave. it will be near many activities of Hermosa for the Holidays on Saturday & Sunday.





# Santa's Workshop & Activations

**Santa's Workshop** tent(s) will be located in downtown Hermosa helping children and adults create holiday décor, gifts and/or crafts.

**Letters to Santa.** 20,000 letters are sent to Santa each year. Why not help kids write those very important letters to a very important man.

Saturday only.

**Pics with Santa.** Children love having that one-on-one time with Santa so it's imperative to get a pic with the man in red.

Sunday only.





# Even More Activation Ideas

**Storytime Tent** will have 'entertainers' dressed in character tell stories to children and adults. Stories include Christmas, Hanukkah and other holiday stories. Saturday only.

**Branded selfie stations** can be hosted for photo opps during the weekend.

**Virtual Contest.** Host 'Find Elf on a Shelf' (or other figure) Virtual Contest to get kids and adults walking every corner of Hermosa for the Holidays to find the elf.

