



May 24, 2021

City of Hermosa Beach
1315 Valley Drive
Hermosa Beach CA 90254

Dear Members of City Council:

The Hermosa Beach Chamber of Commerce would like to again express our support for the H2O Hotel's request for a conditional use permit to provide on-site sale, service, and consumption of alcohol, limited to beer and wine only. In your reconsideration of the Planning Commission's decision, we believe that the newly suggested modification to beer and wine is a reasonable compromise after hearing some Commissioner comments suggesting its possibility.

As you know, most businesses in Hermosa have struggled to recover from the pandemic. Although we understand the H2O project overcame several challenges over many years, we believe all of our businesses now deserve an opportunity to thrive. Many of our member businesses are actively supporting H2O and believe that their request is within the normal expectations of luxury boutique hotel operations and would actually complement the surrounding businesses.

We hope that in your reconsideration you choose to give H2O a chance. We believe this is a compromise that suits both the City and the neighborhood and allows H2O to recover from their losses and prove to Hermosa Beach to be a valuable contributor to our recovering business economy.

My best regards,

A handwritten signature in black ink, appearing to read 'J. Accamando'.

Jessica Accamando
President and CEO

A handwritten signature in black ink, appearing to read 'Andrea Jacobsson'.

Andrea Jacobsson
Chairman of the Board