



HERMOSA BEACH
CHAMBER *of* COMMERCE
and VISITORS BUREAU

October 17, 2022

Suja Lowenthal
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach CA 90254

RE: New Years Eve Celebration on Pier Plaza 2022

Dear City Manager Lowenthal:

First, the Chamber would like to thank you and City Council for the support of all Chamber events this year. Our survey results show that our community is enjoying the improvements we continue to make to serve our businesses and our neighborhood at large.

Second, the Chamber would like to request that we be released from the obligation to produce the Pier Plaza New Years Eve Celebration once again this year. Typically our New Years Eve celebration costs 20,000-25,000, and at this time, we have not secured sponsorships or room in our budget to produce this community concert. Although we did generate revenue with Fiesta, it was not enough to sustain both Hermosa for the Holidays and New Years Eve.

Instead, the Chamber would like to make a planned marketing campaign to promote New Years in Hermosa, pushing and advertising all of the activities our local businesses will be hosting. That includes events for families and adults. We plan to pair that with encouragement of safe driving and safe planning as well as care for our City (cleanliness).

If there are any concerns or questions regarding this request, I'm happy to discuss. The Chamber is eagerly preparing for Hermosa for the Holidays and the Best of Hermosa awards. Our hands are full going in to 2023.

My best regards,

Jessica Accamando
President and CEO