



June 8, 2020

TO: Hermosa Beach City Council

Dear Hermosa Beach City Council and City Manager,

Thank you for your willingness to allow increased use of outdoor space for our businesses, in line with public health guidelines of our county and our state.

The Hermosa Beach Chamber of Commerce and Visitors Bureau are in full support of the plan considering the current restrictions on the use of indoor space.

There is only one item that we believe should be changed. It appears below excerpted from the staff report in item 6a of the meeting agenda.

Permit costs of \$166 for an Administrative Permit and \$300 for the Initial Encroachment Permit were established at the City Council meeting of May 26, 2020. No estimate of revenue is projected at this time since the number of permits is not known.

The fees for our struggling small businesses total \$466 for a change that may be short lived. Many of these same businesses have sought government aid at the Federal and State levels. Does it really make sense to take back a portion of any help received? Money that can be used to pay employees, rent, utilities and other expenses should not be diverted into city fees that present a barrier to restarting our local economy.

In conclusion, we support and echo the closing of the well-crafted letter provided to The Beach Reporter by our City Manager, Suja Lowenthal, in their June 4 edition.

“We can come together to invest in our community, invest in our businesses, invest in each other. Our collective healing and recovery rely on all of us, together.”

Sincerely,

Maureen Hunt

Maureen Hunt
President / CEO