



HERMOSA BEACH
CHAMBER *of* COMMERCE
and VISITORS BUREAU

November 29, 2021

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

RE: New Years Eve Celebration on Pier Plaza 2021

Dear City Manager Lowenthal:

First, the Chamber would like to thank you for the City's support of the 'Hermosa for the Holidays' festivities and we hope that we made the City proud in the production and energy in the community. And thank you for saying a few words from the stage.

Second, the Chamber would like to request a modification to the traditional format of our New Years Eve plans on Pier Plaza. We are making this request after much deliberation and concern for our ability to fund the event. Typically our New Years Eve celebration costs 20,000-25,000 and at this time, we do not have willing sponsors or room in our budget to make it happen in the same format that it does—with a community concert.

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).

In addition to this, we would like to welcome some sponsors and exhibitors onto Pier Plaza for the day to give away free swag so that people enjoying our City for the holiday can see that something is happening and enjoy the spirit. We'd also like to put up a selfie station (photo booth) for people to enjoy.

We would also like to make the request that businesses be permitted (New Years Eve only) to extend their outdoor music urgency ordinance allowance to midnight to allow for patrons to enjoy outdoor patios with entertainment so that the indoor areas are less crowded and the Plaza can feel alive outside as usual. Only in Southern California are we so lucky to have weather to be able to permit this experience. If allowed, we would encourage the businesses to coordinate with their neighboring businesses to ensure that we don't have a lot of overlapping sound.