

Economic Development Strategy

First Year Implementation Priorities

The below ten strategic actions are identified as priorities for implementation within the first year, including actions in all five categories.

Citywide Beautification

1 **Wayfinding Signs**

Downtown

- 9 **Work with Business Community to Explore Formation of a Downtown Business Improvement District (BID).**
- 10 **Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants and other active uses on 1st floor.**
- 11 **Develop Identity/Vision for the Downtown**
- 12 **Comprehensive Downtown lighting evaluation with complete photometric study, design and installation**

Municipal Code Amendments

- 14 **Permanently Allow Outdoor Dining Areas and Lane Reconfigurations**
- 15 **Long Term Allowance of Outdoor Music in Business Locations**

Business Outreach

- 17 **Regular Communication with Key Property Owners to Encourage Reinvestment and Provide Support as Needed**

City Economic Development Work Program

- 20 **Shop Local Program**
- 21 **Provide Hermosa Beach business information to event promoters to encourage use of local vendors and distribution to participants.**