

**ACTION FROM THE CHAMBER ON THE FORMER FIESTA HERMOSA SUBCOMMITTEE’S RECOMMENDATIONS**

**RECOMMENDATION: A CLEARER SENSE OF WHAT WE ARE CELEBRATING AT THE FIESTA HERMOSAS**

<b>Recommended Improvements</b>	<b>Action Taken</b>
<p>Have the Fiesta Hermosas be more thematic and celebratory of the Memorial Day and Labor Day holidays through enhanced programming elements, decorations and commemorations that are inclusive of community and City participation.</p>	<p>At the 2022 Memorial Day Fiesta Hermosa, the Hermosa Beach Chamber of Commerce and Visitors Bureau (Chamber), with the support of City staff, hosted a Memorial Day Observance ceremony on the beach concert stage at 2:30pm with an acoustic performance of the National Anthem, a speech on the meaning of the holiday, acknowledgment of Veterans, and the National Moment of Remembrance. The National Moment of Remembrance is an annual nation-wide event at 3:00 p.m. local time on Memorial Day, where all are asked to pause for a duration of one minute to remember those lost in service.</p>

**RECOMMENDATION: ENHANCE LOCAL CRAFTS AND CULTURE**

<b>Recommended Improvements</b>	<b>Action Taken</b>
<p>Incorporate local musicians and more diversity of music forms.</p>	<p>At both 2022 Fiesta Hermosas, the Chamber incorporated more local acts at the Garden (featuring local breweries), and at the newly added beach concert. The “Java Man Stage” features local acts only. The music ranged from cover bands from the 1970-1990 eras and singer/songwriters.</p>
<p>Include an acoustic stage for local musicians at intersection of Manhattan and Pier Avenues and adjust the sets to be for 90-minute time period with a 30-minute changeover.</p>	<p>The “Java Man Stage,” at the Manhattan and Pier Avenues intersection featured local acts only. Each were each provided 90-minute sets. On some event days, the Chamber allocated the full day to one local artist or organization such as the South Bay Music Collective for example, which is a nonprofit featuring young local talent.</p>
<p>Refocus the vendor mix with more focus on local arts and crafts and a gradual reduction of non-city commercial vendors.</p>	<p>A total of 60% of the 2022 vendors were new businesses through the 2022 calendar year’s Fiesta Hermosas. All vendor applications were juried, and an effort was made to select vendors with product mixes that matched the City’s average price point and general mix of product. With each Fiesta Hermosa, the Chamber reviews the previous participants and only invites back those that were a good fit.</p>

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**RECOMMENDATION: ENHANCE LOCAL CRAFTS AND CULTURE (CONTINUED...)**

<b>Recommended Improvements</b>	<b>Action Taken</b>
Establish a designated fine arts area for “locals only.”	The Chamber was not aware of this specific recommendation until after the Labor Day Fiesta Hermosa. However, the Chamber did invite all local artists to participate in the Makers Mercado, a vendor location at the intersection of Hermosa Avenue and Pier Avenue.
Increase the opportunities and involvement of community non-profit organizations.	The Chamber expended the opportunities for non-profit organizations to participate by offering four options. Three of the four options included a financial contribution to the non-profit if the non-profit did one of the following: <ol style="list-style-type: none"> <li>1. Sold beverages in the Garden;</li> <li>2. Provided an activity or game at the Carnival; or</li> <li>3. Provided volunteer(s) for a total of 40 hours.</li> </ol> The fourth option was a pop-up location on upper Pier Avenue and this option did not include a financial contribution to the non-profit.
Create an event schedule/map for public distribution.	The Chamber created a map and schedule of events for the event website, <a href="http://www.fiestahermosa.net">www.fiestahermosa.net</a> . Yard signs with the map were posted through the event footprint with a QR code for event attendees to scan and receive the map on their cellphone.

**RECOMMENDATION: ELEVATE THE EVENT EXPERIENCE FOR ATTENDEES, LOCAL BUSINESS OPERATORS AND EXHIBITORS**

<b>Recommended Improvements</b>	<b>Action Taken</b>
Provide a less impactful footprint/layout that allows for adequate access to all businesses, including reconfiguration of vendors along Hermosa Avenue to mitigate impacts to businesses.	Beginning with the 2022 Memorial Day Fiesta Hermosa, the Chamber modified the outdoor vendor footprint to move Pier Avenue vendors to the center so that business storefronts were not obstructed. The Chamber also added cross point openings and removed vendors from Pier Plaza so event attendees could move more freely throughout the event.

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**RECOMMENDATION: ELEVATE THE EXPERIENCE FOR ATTENDEES, LOCAL BUSINESS OPERATORS AND EXHIBITORS (CONTINUED...)**

<b>Recommended Improvements</b>	<b>Action Taken</b>
Reduce the event footprint with a cap on the total number of vendors overall.	The Memorial Day Fiesta Hermosa featured 1/3 of the vendors that Fiesta Hermosas had included prior. Survey results from the community and event attendees showed that there was interest in bringing in more. Therefore, the Labor Day Fiesta Hermosa included 2/3 of what was traditionally included, prior to Memorial Day 2022.
Improve cleanliness in the carnival and food court areas.	The Chamber dramatically reduced the size of the food court area to avoid competition with local businesses. Extra effort was made to ensure the ground was left clean and all vendors knew the consequences of not completing adequate clean-up.
Increase collaboration with local transit agencies and the South Bay Cities Council or Governments (SBCCOG) to ensure adequate shuttling services.	The Chamber sent notices to all local transit agencies and requested confirmation of receipt. The Chamber is seeking to reaffirm relationships with local transit agencies to continue providing free shuttles. The Chamber will reach out to SBCCOG to explore additional actions or measures to help with transportation.
Continue exploring of the viability of hosting one Fiesta event on a non-holiday weekend.	The Chamber is currently exploring changing the Labor Day Fiesta Hermosa to an event in the off-season, titled Locale 90254.
Provide more food and beverage options throughout the event footprint.	The Chamber included food and beverages in the Carnival area, which was moved to the Community Center parking lot, as well as beverages and snacks throughout the entire event footprint, including Pier Plaza and the Makers Mercado.
Integrate cashless-payment methods for Fiesta carnival and beer garden transactions.	The Chamber enlisted a technology vendor to provide more credit card terminals at all sales points at Fiesta. About 60% of attendees pay by credit card. The Chamber will continue to push a cashless practice as much as possible.