

SECOND AMENDMENT TO AGREEMENT BETWEEN THE CITY OF HERMOSA BEACH AND THE HERMOSA BEACH CHAMBER OF COMMERCE TO PROVIDE FIESTAS HERMOSA

THIS SECOND AMENDMENT TO AGREEMENT TO PROVIDE FIESTAS HERMOSA ("Second Amendment") is made and entered into this 22nd day of June 2021, by and between the City of Hermosa Beach, a municipal corporation ("City") and Hermosa Beach Chamber of Commerce ("CHAMBER").

RECITALS

- A. City entered into an agreement with Chamber to provide Fiesta Hermosa ("Agreement") for a term of three years during the Saturday, Sunday and Monday of each Memorial Day and Labor Day Weekend in 2019, 2020, and 2021.
- B. On May 13, 2021, the City Council and Chamber executed a first amendment to the Agreement to extend the agreement for an additional year to provide for two Fiestas in 2022.
- C. The City and Chamber now desire to amend the Agreement to allow event activities with a local focus and limited local advertisement on the Friday evening of Labor Day weekend 2021 on a trial basis with future activities on Friday to be at the sole discretion of the City.

NOW, THEREFORE, in consideration of the foregoing, the parties agree as follows:

1. Section 1.a is amended to read as follows:

a. Fiestas. CHAMBER shall organize, coordinate, produce and oversee the Fiestas, open to the public, during the Saturday, Sunday and Monday of the Memorial Day and Labor Day Weekends in 2019; Friday, Saturday, Sunday and Monday of the Labor Day Weekend only in 2021; and Saturday, Sunday and Monday, with the possibility of Friday evening at the sole discretion of the City, of the Memorial Day and Labor Day Weekends in 2022. The Fiestas shall be held in a location as mutually agreed upon between the CITY and CHAMBER.

The addition of Friday activities is approved on a trial basis for Labor Day 2021 and is limited to evening hours only. Friday activities shall maintain a local focus by featuring local food and beverage establishments, limiting advertisement to the Hermosa only, and maintaining a family friendly atmosphere. Notwithstanding the agreement, the City shall have sole discretion to deny subsequent requests for Friday event activities after the initial trial for Labor Day 2021.

Except as modified above, the Agreement and each and every term and provision thereof remains in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this First Amendment on the date and year first above written.

HERMOSA BEACH CHAMBER OF COMMERCE



President,

APPROVED AS TO FORM:



CITY ATTORNEY, Michael Jenkins

CITY OF HERMOSA BEACH



CITY MANAGER, Suja Lowenthal

ATTEST:



CITY CLERK, Eduardo Sarmiento