

11 October 2017

Mayor Justin Massey  
Mayor Pro Tem Jeff Duclos  
Councilmember Stacey Armato  
Councilmember Hany Fangary  
Councilmember Carolyn Petty

CC: Sergio Gonzalez  
Nico De Anda  
Viki Copeland  
Executive Committee, Hermosa Beach Chamber of Commerce and Visitors Bureau

RE: Support for Free Holiday Parking in Metered District

**Mayor Massey, Council and City Staff:**

As the year-end holidays approach, the Chamber of Commerce respectfully asks you to consider extended dates for the annual bagged meter program.

Free parking during the December shopping season has proven to increase sales at locations in the central business district. To attract and accommodate shoppers, many retailers offer promotions and flex their hours of operation.

Members would like to repeat the timing consistent with last year from Friday, November 25 through December 22. I further request that you include the weekend December 23-24.

The Chamber will coordinate marketing and educational efforts with the City as we have in the past to promote the program, educate members, patrons and guests on the program's administration, and mitigate concerns regarding abuse or improper use of the free parking spaces. We are again surveying members on employee parking options, ridesharing and partnering with each other.

Our retail base anticipates revenue from the year-end holidays to carry them through the beach's slower winter months, and all efforts to support their stability are much needed and appreciated.

On behalf of the retail and service membership of the Chamber who benefit from the free parking dates during the season, please consider our parking request for 2017. The Chamber commits to an ongoing promotional campaign and distribution of program requirements and administration to our member base.

*Kimberlee*

Kimberlee MacMullan  
President/CEO

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