



HERMOSA BEACH
CHAMBER OF COMMERCE
AND VISITORS BUREAU

October 8, 2018

Dear Hermosa Beach City Officials:

I am writing to you on behalf of the Hermosa Beach Chamber of Commerce & Visitors Bureau and our local businesses.

We believe that increasing the Holiday Shopping traffic to the downtown area is essential to helping our downtown Hermosa Beach businesses.

Our Chamber members would like to request that the City sponsor a four week, "Red Bag" free parking program during the month of December. In addition, we would like to suggest offering a less aggressive ticket stance, such as offering a Holiday Pass for minor infractions, in keeping with the holiday spirit.

We have seen the free parking program proven to be successful in prior years. Resident and non-resident customers love it and come downtown to spend money, thus increasing the City's sales tax income.

The Chamber surveyed our members, and 90% of the responses were in favor of four-week free parking. In addition, the businesses will be promoting the program heavily, and making sure that their employees do not park in the spaces.

If this proposal is approved, the Chamber will dedicate staff hours toward a press release and social media campaign to promote it. This is a great public relations outreach for both the City and the Chamber and will go a long way toward building good will toward the residents, business owners and potential customers in our "Best little beach City", making this "Truly Hermosa".

Thank you for your consideration and support and for helping make the Holiday Season a big success for the Hermosa Beach business community.

Sincerely,

Maureen Hunt

President / CEO