



FIESTA HERMOSA SUBCOMMITTEE RECOMMENDATIONS 2018  
HERMOSA CHAMBER MID-YEAR REPORT

# HOW DID WE GET HERE?

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- ▶ Subcommittee formed in July 2017 headed by Councilmembers Stacey Armato and Jeff Duclos in conjunction with the Chamber
- ▶ Goal was to provide recommendations for improvements to Fiesta Hermosa
- ▶ Meetings have been conducted with the subcommittee and community members
- ▶ Town hall was held with the community November 2017
- ▶ Changes have been incorporated/tested with the Memorial Day Fiesta with more in progress

# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- GET A CLEARER SENSE OF WHAT WE ARE CELEBRATING

## ACTION

- Worked with the City to display flags throughout the downtown area, which was done and looked great!
- Held a Memorial Day Ceremony with the ROTC Color Guard, local musician Jack Tracy (sang National Anthem), Mayor Duclos, special guests from the VA and local Air Force base, and Assemblymember Al Muratsuchi
- Labor Day Fiesta will be themed a “Salute to the Arts” - both music and arts showcasing local artists and musicians

# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- ENHANCE LOCAL CRAFTS AND CULTURE

## ACTION

- Incorporate more local musicians and more diverse forms of music
  - Local musicians in front of Java Man served as a welcoming to Fiesta visitors
  - Sets were for shorter time periods, to accommodate local musicians
  - Eleven bands booked, six of which were locals
  - For Labor Day, local musicians make up five out of six bands in the beer garden, six out of six in the acoustic area and Shari Puerto (Hermosa's own!) will be on the Main Stage. A future theme could focus on "50 Years of Jazz" as suggested by Mayor Duclos.

# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- REFOCUS THE VENDOR MIX

## ACTION

- Local artists receive a “local friendly” discount,
- Local commercial vendors get priority locations
- We will test arranging commercial vendors in a separate area from artists over Labor Day with the newly designed footprint.
- Commercial vendors help cover escalating costs

# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- ELEVATE THE EVENT EXPERIENCE

## ACTION

- Established arts area by Laurel Tavern for 'locals only'
  - Student art displays (Rafael recommended by Stacey Armato)
  - Interactive art projects for children
  - Live art with no charge to artists
- For Labor Day Fiesta, looking into puppet show or other family friendly entertainment. Looking into expanding the art zone and more prominent artist display locations

# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- ELEVATE THE EVENT EXPERIENCE

## ACTION

- Pending LA County Fire approval – with a goal of lessening congestion and bringing foot traffic into local stores, booths on the east side of the street may be removed. Footprint will extend to 14<sup>th</sup> street on the north, 8<sup>th</sup> street on the south and up to Manhattan Avenue on Pier Avenue.  
*This will be a test program for Labor Day Fiesta*



# ACCOMPLISHMENTS CURRENT AND PROJECTED

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## ISSUE

- ELEVATE THE EVENT EXPERIENCE

## ACTION

- Improved way-finding signage throughout the event for public restrooms, vehicular and bicycle parking, and event elements
- Additional staff was used to make sure the Carnival and Food Court were cleaned for the entirety of the event. Positive feedback received
- Tested the addition of food trucks at May Fiesta
- Maps and schedule of music lineup available online and at info booth



# ESCALATING FEES PAID TO THE CITY FOR MEMORIAL DAY FIESTA:

	2018	2015	% Increase
Police*	\$21,995	\$5,562	295%
Steam Cleaning	\$2,778	\$3,071	-10%
Public Works	\$1,258	\$1,640	-23%
Parking Lot A fees	\$7,840	\$7,893	-1%
Parking meter fees	\$13,060	\$10,303	27%
Fiesta shuttle credit	(\$3,000)	(\$3,000)	0%
Fire Dept**	\$7,000	\$1,020	586%
<b>Total Costs</b>	<b>\$50,931</b>	<b>\$26,489</b>	<b>92%</b>

\* Average hourly rate increased from \$103 (2015) to \$229 (2018)

\*\* Estimated for 2018

# EVENTS THAT THE CHAMBER CURRENTLY PRODUCES:

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- ▶ City Council Candidates Debate
- ▶ State of the City Address
- ▶ Three Sidewalk Sales per year (Winter, Summer and Fall)
- ▶ St. Patrick's Day Community Parade
- ▶ Holiday Tree Lighting
- ▶ Downtown Holiday Open House
- ▶ Holiday Free Parking Promotion
- ▶ Man & Woman of the Year Event
- ▶ New Year's Eve Celebration
- ▶ And up until this year, the Chamber was responsible for City-wide Holiday Decorations

We contribute generously to ten local non-profit organizations each year. All of this would not be possible if it weren't for the two Fiestas that we produce each year. It is the Chamber's way of giving back to the community. We want to thank the City and the community for all your support for nearly 50 years.