



Staff Report

File #: REPORT 18-0108, Version: 1

**Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of February 13, 2018**

**FIESTA HERMOSA COUNCIL SUBCOMMITTEE UPDATE
AND RECOMMENDATIONS; AND APPROVAL OF AGREEMENT
BETWEEN THE CITY OF HERMOSA BEACH AND THE
HERMOSA BEACH CHAMBER OF COMMERCE TO
PROVIDE 2018 FIESTA HERMOSA EVENTS
(Assistant to the City Manager Nico De Anda-Scaia)**

Recommended Action:

Staff recommends that the City Council:

1. Consider and accept the subcommittee's update and proposed recommendations to the Chamber of Commerce regarding future improvements to Fiesta Hermosa;
2. Approve the attached one-year contract through 2018 between the City of Hermosa Beach and the Chamber of Commerce to provide Fiesta Hermosa and community events; and
3. Approve the Council subcommittee's efforts to be continued as a standing committee, with the intent of partnering with the Chamber of Commerce and other stakeholders in assessing the progress of these improvements over the next two Fiestas.

Background:

Fiesta de las Artes began in 1968 as a one-day Labor Day event on what is now Pier Plaza. This event has expanded significantly over the last 50 years, evolving from what was once a quaint event with a focus on local crafts and music to a major tourist-attraction, taking up a major downtown footprint on two 3-day holiday weekends. Since 1972, the City has had successive agreements with the Chamber of Commerce to produce Fiesta Hermosa. The most recent City contract with the Chamber of Commerce for Fiesta Hermosa expired after Labor Day 2017.

Following growing impacts to local residents and businesses, and concerns among City Council members related to the benefits and future sustainability of this event, in July, 2017, the City Council established a subcommittee to work in a coordinated effort with staff and the Chamber of Commerce in assessing public input regarding the overall impacts/benefits of these events. The subcommittee would also work to identify areas for potential improvements to the Fiestas through various methods of public engagement - as no formal process for evaluation had been spearheaded at this level until now. The following sections provide a summary of these efforts, along with an analysis of public feedback received by the subcommittee during their work over the past several months.

Analysis:

Through feedback obtained from our local residents, business community, event merchants and participants, the City Council's Fiesta Subcommittee feels confident that Fiesta Hermosa plays an important role in our community, local culture and the city's history. With that in mind, there are clear and consistent improvements that the Subcommittee is recommending be made to ensure this legacy community event remains both a public benefit and sustainable endeavor for years to come.

The following recommendations reflect a synthesis of the feedback obtained over the course of multiple stakeholder meetings, a community town hall event, and a month-long online public comment campaign, as well as the Subcommittee's independent outreach to various stakeholder groups. The subcommittee has identified the following key issues and recommendations for Council's consideration and concurrence:

I. A CLEARER SENSE OF WHAT WE ARE CELEBRATING

Fiesta Hermosa began in the 1960's as 'Fiesta de las Artes', a one-day event held on what is now Pier Plaza, with a primary focus on local artisans, crafts and music. Over the past 50 years this event has doubled into two events and evolved into the self-proclaimed "largest arts & crafts fair in Southern California," an attraction relying upon a broad commercial base. An increased focus on monetizing Fiesta components in order to fund other Chamber needs has veered this community event from what was its original intent as a celebration of Hermosa Beach. A consistent question raised during our information gathering process: What is its purpose?

Recommendations:

1. The events should seek to tie in more closely, and be in sync with, the community and the holidays they occupy.
2. That the events be more thematic and celebratory of Memorial and Labor Days through enhanced programming elements, decorations and commemorations that are inclusive of community and City participation.

II. ENHANCE LOCAL CRAFTS AND CULTURE

In its current form, the event is a significant departure from its original intent of serving and spotlighting our diverse and unique local assets - such as our many talented artists, musicians, businesses and community organizations. The subcommittee feels strongly that more effort needs to be made to highlight those things that truly make Hermosa, Hermosa.

Recommendations:

1. Incorporate more local musicians and more diversity of music forms as a key component to Fiesta Hermosa. Suggested changes:
 - a. Inclusion of acoustic stage for local musicians at intersection of Manhattan and Pier Avenues;
 - b. Adjustment of acoustic sets at Manhattan/Pier Avenue to be for 90min periods with 30min changeover to accommodate more local acts; that the Chamber consider making this the standard for all musical act bookings.
2. Refocus the vendor mix with more emphasis on local arts & crafts and a gradual reduction of non-city commercial vendors.
3. Establish a designated fine arts area for “locals only” where participants can ‘wall display’ and sell their fine art.
4. Continued and increased opportunities for involvement of community non-profit organizations.
5. Creation of an event schedule/map for distribution to the public.

III. MORE ATTENTION TO ELEVATING THE EVENT EXPERIENCE FOR ATTENDEES, LOCAL BUSINESS OPERATORS AND EXHIBITORS

Hosting Fiesta Hermosa events on two major 3-day holiday weekends presents a significant impact to residents and downtown businesses. The subcommittee contends that additional measures be taken to mitigate the burdens on our residents, while also facilitating the enjoyment and patronage of our local businesses.

Recommendations:

1. Less impactful footprint/layout. The vendor tent layout should be arranged in a manner that allows adequate access to all businesses, regardless of Chamber membership (via pathways or wider booth spaces).
2. Improved way-finding signage throughout the event for public restrooms, vehicular and bicycle parking, and event elements.
3. Additional measures to ensure improved cleanliness throughout the Fiesta, particularly the Carnival and Food Court areas. This must be an immediate and major focus.
4. Increased collaboration with local transit agencies and the SBCCOG to ensure adequate shuttling services. Better marketing of current shuttle program.
5. Continued exploration of the viability of hosting one Fiesta event on a non-holiday weekend.

The Fiesta Council Subcommittee therefore recommends that the City Council approve a contract with the Chamber of Commerce and Visitors’ Bureau for both 2018 Fiestas, with consideration and expectations for implementation of the improvements listed above - some of which have already been mutually agreed upon - to ensure these events are both a community benefit as well as a sustainable endeavor moving forward. The Subcommittee further recommends that the work of this committee be continued as a standing committee, with the intent of partnering with the Chamber of Commerce - as well as other stakeholders moving forward in assessing the progress of these

improvements over the next two Fiestas. This would include periodic reports to the City Council during public meetings.

Fiscal Implications:

The City currently collects a flat \$40 fee per vendor in lieu of individual vendors obtaining business licenses. This amount varies depending upon the number of vendors that participate in each Fiesta. In 2017 the City collected \$16,680 in total vendor-related fees (these fees are collected in addition to the reimbursement from the Chamber for direct costs). Direct costs include lost parking revenue, city staff inspection activity, police and fire staff time, event clean-up and other items. The total direct cost reimbursements to the City averaged about \$34,000 per event. Included in this amount is a City credit to the Chamber of \$3,000 per event for transportation services using Prop A funds.

Attachments:

1. Fiesta Town Hall Comment Summary & Online Campaign Public E-comments
2. Draft Fiesta Agreement

Respectfully Submitted by: Nico De Anda-Scaia, Assistant to the City Manager

Financial Analysis: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Sergio Gonzalez, City Manager



CITY OF HERMOSA BEACH M E M O R A N D U M

DATE: FEBRUARY 12, 2018

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NICO DE ANDA-SCAIA, ASSISTANT TO THE CITY MANAGER

SUBJECT: SUPPLEMENTAL INFORMATION, ITEM 6(A)

Upon further review, staff is seeking to modify the third and final *Council Recommended Action* of this report. As it currently reads, the recommendation calls for the Council subcommittee's efforts to be continued as a **standing** committee. Per the state's open-meeting law(s), standing committees are required to hold publicly-noticed/live-streamed meetings. Staff would like to clarify that the original intent of this subcommittee has been to serve as a nimble, advisory body to the broader City Council on a specific subject matter, and therefore this body is more appropriately designated as an **ad-hoc** committee. Based on its scope of work, there is no need at this time for the subcommittee to be bound to holding public meetings.

A revised Recommended Action is included below for the City Council's consideration:

3. Approve the Council subcommittee's efforts to be continued as an ad-hoc committee-standing-committee, with the intent of partnering with the Chamber of Commerce and other stakeholders in assessing the progress of these improvements over the next two Fiestas.