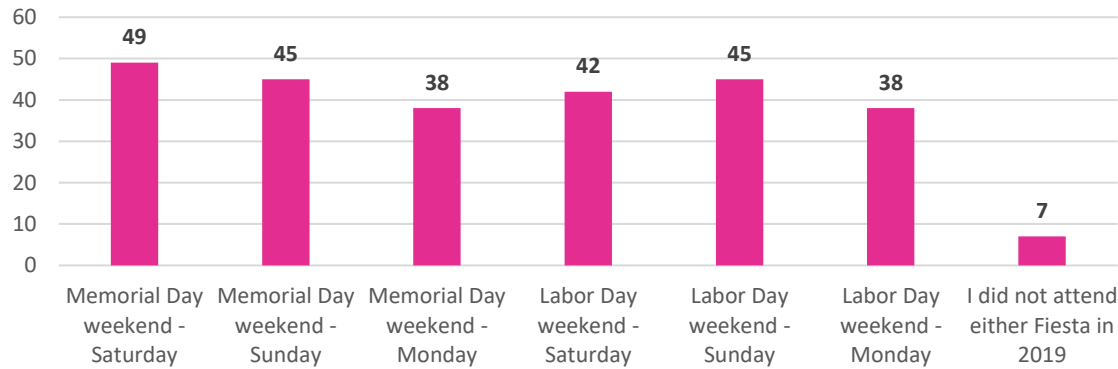


Fiesta Hermosa Community Survey 2019 Results

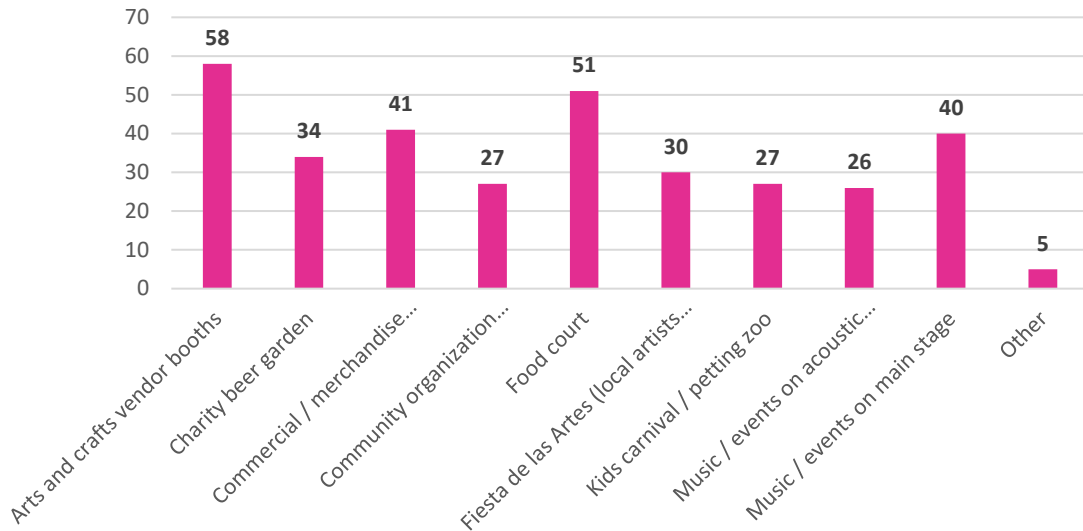
1. Please indicate which days you attended Fiesta Hermosa in 2019. (Check all that apply)



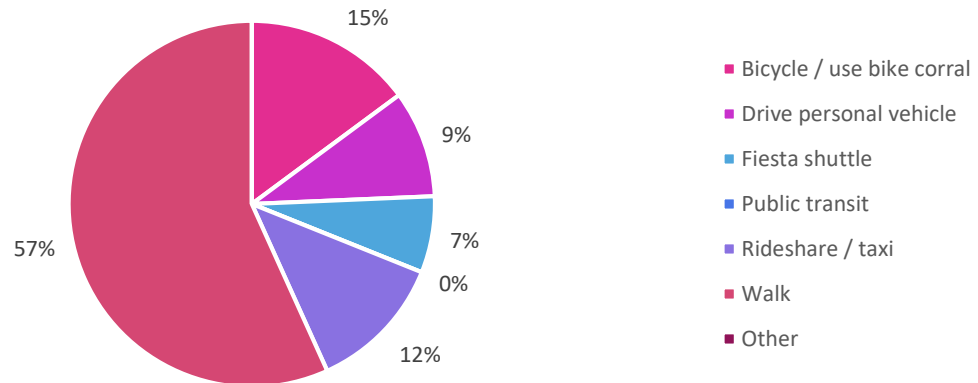
2. Whether or not you attend Fiesta, are there other Hermosa Beach locations that you visit during the event/weekend? (Check all that apply)



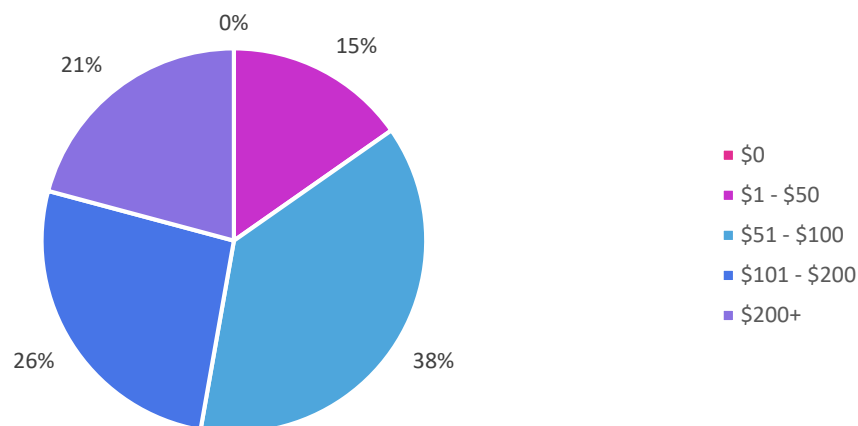
3. If you attended Fiesta, what areas of the event did you visit? (Check all that apply)



4. If you attended Fiesta, how do you typically get to / from the event?



5. If you attended Fiesta, on average how much do you spend while at the event? Please include total spending at Fiesta attractions, local businesses, and activities during your visit (not strictly limited to vendors along event footprint).

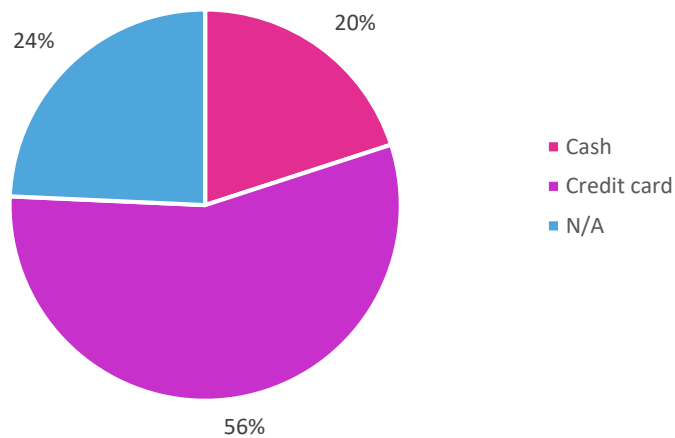


6. If you attended any of the musical performances, who was your favorite band that performed at the Fiesta?

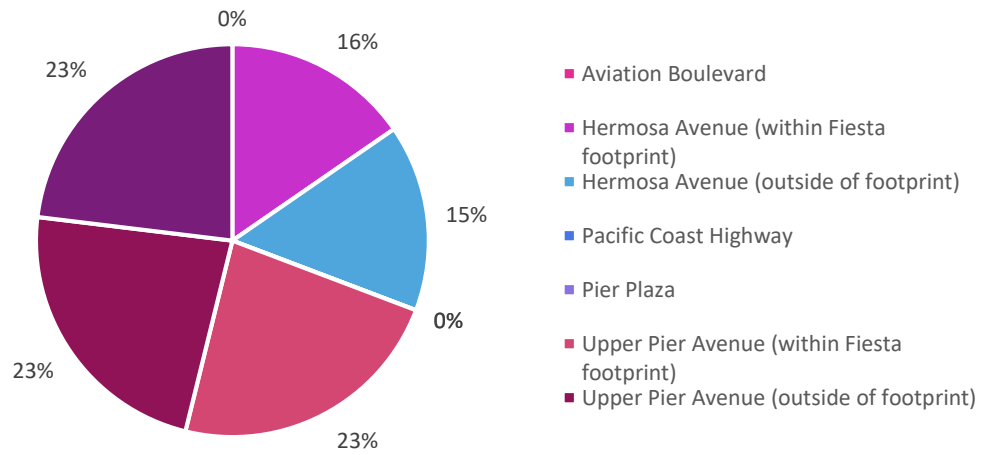
David Briton (david Bowie)

Safety Orange
 Led Zepagain
 Led zeppegain a long time back
 Barclay Roach Lisa Hayley
 Any reggae band is great
 Kevin Sousa, Jeremy Buck
 Dog and Butterfly and Peace Frog
 Vitalogy!!! But ALL classic rocks and blues are great!
 Pearl Jam Cover band
 Way too much 80s music - add some more variety
 The Pink Floyd tribute band did a great job
 Which Ones Pink
 High School Rebellion and Good Vibes.
 Totally 90's band
 sorry...don't remember names
 Spanish Guitar performers on the acoustic stage

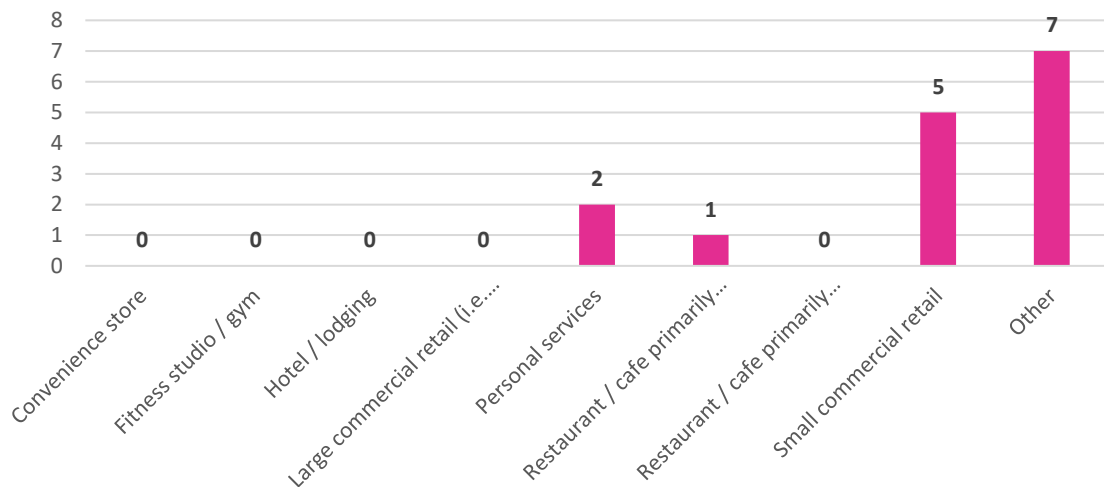
7. **Would you prefer to use cash or credit card in the Beer Garden? (Select one)**



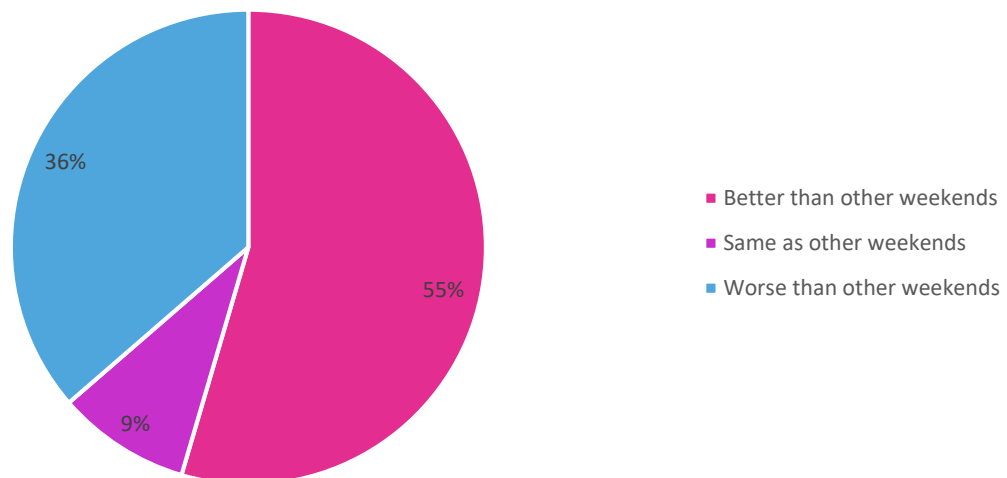
8. **If you have a business in Hermosa Beach, what area of town are you located? (Select one)**



9. If you have a business in Hermosa Beach, what sector do you represent? (Select one)



10. If you have a business in Hermosa Beach, how do your sales during Fiesta weekend compare to other similar weekends? (Select one)



11. Do you have additional feedback that can be considered to help improve future Fiesta Hermosa events?

- Don't allow anyone who asks people to count corks in a jar.
- We have to close b/c there is no parking available for our clients
- Great Show!
- Two fiestas a year is too many. One would be more than enough. As a local, it is a bummer lose both of our 3 day weekends to that. Usually we try to head out of town to avoid the chaos. The quality of vendors at the Fiesta is really not that high. If you were more selective and maybe did a jury selection of vendors, it might be an improvement (more like the Hometown Fair).
- For family tickets are too expensive. Hermosa beach residents should get discount tickets as done in past years
- It is too much and not a good reflection of our community. Plus it is a huge intrusion into all residents who cannot enjoy the other amenities of the

community, we cannot have people over either holiday weekend because there is no parking. Please make it just one weekend!

- We DO NOT NEED 2 FIESTAS! It's ridiculous! None of the residents I know ever go to the fiestas, most people leave town. It's a zoo & we can't enjoy our city. Find another way to fund the Chamber like other cities. Time for a change, The only ppl that like the fiestas have a financial interest and/or live far from down town and are not impacted.
- Bring back more "affordable" food options. The ones there are truly expensive and not kid friendly. A more hometown feel. As in community members saying hello and greeting people. Not politicians trying To get my vote. Simple craft booth for kids. Even if it's just coloring pages of the Hermosa beach logo or sign.
- I'd like the kids' games & rides more clean and modern, the games were "rigged" this year for sure....
- This is a very strange survey, I can't see how any of these questions would get to improving the fiesta or actually getting any good feedback about how residents feel about fiesta. It takes over town for the two holiday weekends of the summer. Most residents tell me they avoid the whole area during fiesta and we feel that directly affecting our business because fiesta goers are not spending their dollars with us.
- Keep it going!
- Thank you for hosting this!
- It would be great if you could buy a wristband for all the rides at a flat rate. The rides are so expensive - I do t even want to bring my 2 kids near the place.
- Please add scooter parking
- Generally, I avoid going to fiesta unless I'm going to the beer garden. I hate the crowds and the booths sell a bunch of junk.
- Reduce commercial vendors. They take the ambiance of the festival.
- Don't attend music and beer garden because the area is too small and uncomfortable. Would enjoy a little more space to spend the day. Enjoy the food court. Fiesta should partner with local restaurants, shops and bars. If you buy something at fiesta hermosa, you get a 10% off certificate to use after fiesta closes for example. Or something to that effect. If so many people come to fiesta, let's get these people back on other weekends.
- Book the Eagles tribute band that played at Redondo pier last Labor Day weekend
- Please only do o e weekend a year. Two is too much. Need our town back on some of summer with nothing going on. After teen choice awards, the city has lost it.
- Get rid of Fiesta Hermosa and give us our town back.
- My husband and I dislike Fiesta and generally leave town for both Memorial Day and Labor Day weekend. Wish it was more like the home town fair. Just seems like a lot of useless vendors that have nothing to do with arts and crafts and it's so expensive. I took my youngest to play games when we got back to town. Spent over \$100 in less than an hour. Ridiculous and I won't be doing that again.

- The fiesta the year before was not enough of an improvement, so I skipped this past year. The chamber needs to move faster to implement the requested improvements. The chamber's blackballing of certain local musicians is also a shame.
- Figure out the rising cost of the kids carnival rides tickets ex: \$5 per slide ride from \$3. We have done less and less each year without the discounts.
- I love love love fiesta hermosa! Especially the artisans, handmade items, jewelry! Maybe NO DOGS! A few less strollers would be nice too!
- I think it's too many days over prime summer weekends. I have only started going back because the kids love a fair. But the price of games is crazy - keeps escalating and takes the joy out of going. On these weekends I do not patronize any other Hermosa! establishments because of the crowds. All my money is going to fair vendors - mostly games and food
- I preferred the original "Fiesta de Las Artes" that focused on fine art, arts and crafts (rather than mass-produced items or ones you can find in any cheap shop). It would be great to go back to more unique and handmade items.
- HB resident discounts for the rides and games tix would be awesome.
- Police don't need to be jerks to patrol and maintain the peace.
- Please please keep both Labor Day & Memorial wknd!! It's party of our beach culture now!
- This is a great event. I live in the impacted zone and we love it. We have families from out of town that come and spend monies and have a great time. This is an iconic event that is known throughout Calif as special too hermosa. There should be no changes - new types of artist vendors are always welcome but we understand as to why.
- Spread it out go all the way up pier or onto parks. Make the beer garden on the beach. Don't block entrances to businesses
- More shade
- The beer garden has gotten too expensive. It's just a hot cement cage in the sun. Stop raising prices.
- A move towards more arts/local crafts. A move away from corporate booths and booths that sell junk (imported handbags/leather goods, clothing that can be bought anywhere) Better access to local hermosa ave businesses.
- Ticket prices for carnival are WAY too expensive. \$3 per ride is egregious.
- GIVE THE CHEESECAKE ON A STICK BOOTH A STORE!!!
- We truly love these festivals and attend both festivals almost every year for the last 15 years. We really enjoy being able to take the shuttle and avoid driving. We do walk on the beach as well. The food is fun and we are especially fond of buying artwork and unique clothing. My wife and daughter wear clothing from the vendors all the time! Especially those animal shirts and the lace items.
- I always have a great time. And we think Maureen Hunt is fantastic!
- I wish Fiesta Hermosa was more than twice a year
- LOVE THE EVENT...WOULD TRULY MISS IT IF IT WAS GONE
- Wonderful
- Love it, don't change it. It is the best community event we have, and Hermosa Beach is very lucky to have this event for so many years. It gives a

name to Hermosa. Nothing brings this many people to our businesses like this.

- We look forward to this event every year.
- This is a great survey--what will you use the info for?