

1/28/20 AGENDA, SUPPLEMENTAL PRESENTATION SLIDES SUBMITTED BY THE HERMOSA BEACH CHAMBER OF COMMERCE TO THE CITY MANAGER'S OFFICE ON 1/27/20 AT 3:40 P.M.



**HERMOSA BEACH**  
CHAMBER of COMMERCE & VISITORS BUREAU

**HERMOSA BEACH CHAMBER OF  
COMMERCE AND VISITORS BUREAU  
REVIEW OF 2019 PROGRAMS & VISION FOR 2020**

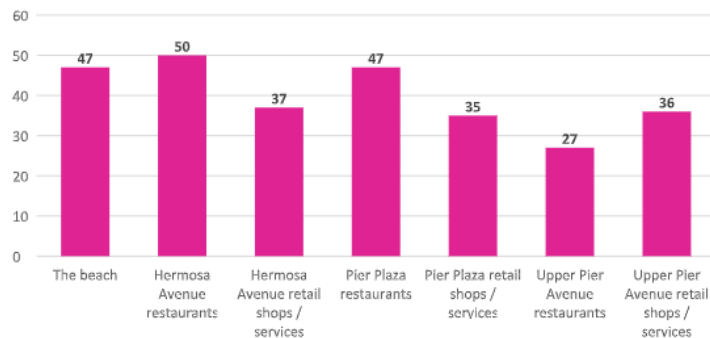
Presented to the City of Hermosa Beach

# EVENTS

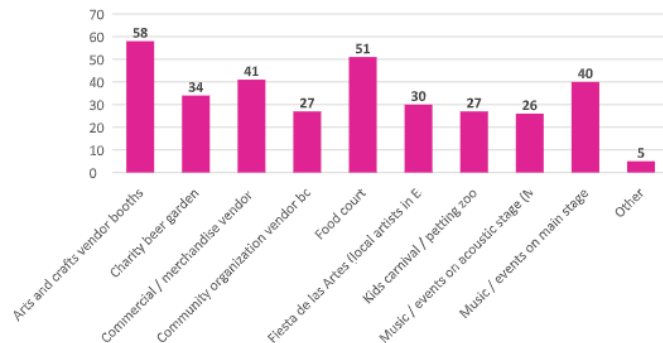
- **Annual Gala with the installation of newly elected Chamber Board members and nominations of Merna Marshall and John Horger as Man and Woman of the Year.**
- **Annual St. Patrick's Day Parade**
- **Annual Mixer and Drawing for nonprofits to participate in the Fiesta Beer Garden**
- **Fiesta Hermosa- Memorial Day Weekend and Labor Day Weekend**

# 2019 FIESTA SURVEY RESULTS

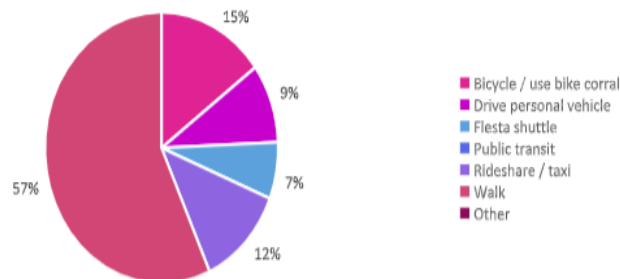
Whether or not you attend Fiesta, are there other Hermosa Beach locations that you visit during the event/weekend? (Check all that apply)



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

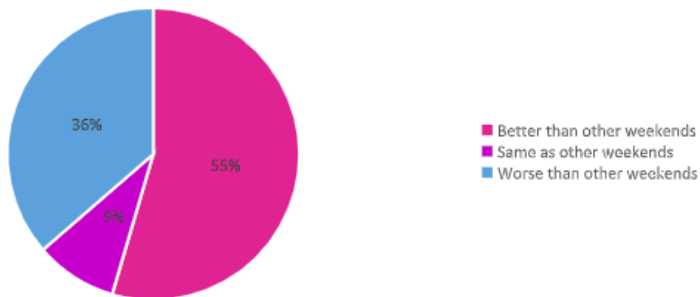


If you attended Fiesta, how do you typically get to / from the event?

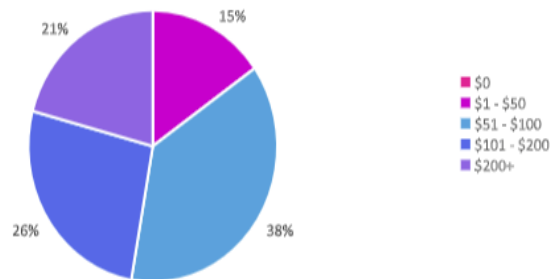


# 2019 FIESTA SURVEY RESULTS

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



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).



# EVENTS CONTINUED

- **Downtown Hermosa Beach Holiday Stroll**
- **Annual Holiday Tree Lighting and Beach Cities Toy Drive**
- **New Year's Eve Celebration**
- **Four Sidewalk Sale Events**



# MEMBERSHIP AND COMMUNITY OUTREACH

- **61 New Members in 2019**
- **Membership Anniversaries**
- **Monthly Networking Lunches**
- **Monthly Mixers and Ribbon Cuttings**
- **Guest speaker at Kiwanis Club and attendance at City and other community meetings**
- **“Love Our Locals Program”**







# BUSINESS ADVOCACY / ECONOMIC DEVELOPMENT

- **The Chamber has stepped up our part in supporting local business advocacy**
  - **Chamber is hosting a seminar in February on California's new law AB-5**
- **South Bay Association of Chamber of Commerce (SBACC)**
- **Economic Development Committee**
  - **Offers assistance to new and current businesses to help navigate them through the City's process of getting permits, licenses, and more.**

# MARKETING

- **Brand new Chamber website: [www.hbchamber.net](http://www.hbchamber.net)**
- **Updated Truly Hermosa website: [www.trulyhermosa.com](http://www.trulyhermosa.com)**
- **Weekly Wednesday Newsletter**
- **Active Social Networking Platforms**
- **Promotion of the Free Holiday Parking Program**
- **Production of new seasonal pole banners**



# VISION FOR 2020

- **We plan on increasing our marketing of both The Chamber and The City of Hermosa Beach**
- **Stronger Membership Ambassador Committee**
  - **Focus on community and member outreach**
- **Business Advocacy Committee**
  - **Active role in the City's upcoming projects in the downtown area**
- **Economic Development Committee**