



**TO: Hermosa Beach City Council Members**

**July 1, 2020**

Dear Council Members:

As both Board Chairman of the Hermosa Beach Chamber of Commerce and the General Manager of the Beach House Hotel, I would like to share my thoughts on the proposed 10 PM *Enforced Closure of Restaurants* over the July 4<sup>th</sup>, 2020 weekend. I stand against such drastic actions.

Our city has worked for many years to be known as a clean, safe and fun Beach City in Southern California in greater Los Angeles, and to visitors world-wide. The City has worked to be known not just for bars, parties and out of control actions, but rather a strong city government, great local shops and services, a true Southern California destination experience, and one of the best Beach Cities in all of California. We at the Beach House believe in this city and work to bring an ultimate guest experience to all visitors who stay with us. And, our media clippings reflect the image of the what our city is ... a perfect SoCal location with awesome beaches, services and restaurants.

2020 has been a challenging and scary year. We continue to work hard to have all precautions and protocols in place to keep our employees and our guests as safe as possible in the current COVID-19 crisis. We have protocols in place, practice them dutifully, and believe our fellow business owners are working the same way to have commerce, and keep employees, guests and visitors safe.

We strongly believe in our business community and do not see the value in a dictated 10 PM Closure of all restaurants over the July 4<sup>th</sup> weekend. Although our hotel was closed for six weeks, myself and a skeleton crew kept our business in operation, planning for opening, keeping our building functioning and clean, and working with customers to return to Hermosa Beach as soon as we re-opened. During the closure, we experienced many nights of full streets, at Noble Park and people on bikes, walking and just being in Hermosa – without the benefit of the beach, restaurants, open bathrooms and The Strand. It was chaotic nightly with the crowds and, not necessarily a safe and clean environment. Still – people were on the streets and particularly ... Beach Drive. We had a remarkable June – customers are returning – many new and many from drive markets that had not stayed with us before. Many business customers are not yet back. Yet, the experience has been rewarding to see the City come back to life.

Your proposed 10 PM restaurant closures over the weekend will do little to enhance our local, regional and national reputation as a safe environment, and little to really break the COVID curve. We encourage you to let our restaurants do their jobs, let them patrol their businesses. If they don't – enforce harsh consequences immediately. Do not punish all of Hermosa for a few rule breakers. Please, keep Hermosa Beach open. Thank you for the opportunity to express my opinions.

*Marje Bennetts*

Marje Bennetts  
General Manager  
Beach House Hotel Hermosa Beach