




A MORE RESILIENT HERMOSA

Business Recovery Updates from the City of Hermosa Beach

**OCTOBER
2020**

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 - 02 ■ Taking Stock
 - 03 ■ Financial Resources + Relief
 - 04 ■ The Recovery Framework
 - 05 ■ A Safe Re-Opening Underway
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WHERE ARE WE TODAY?

Staying Safe, Saving Lives

01

A sunset scene with a lifeguard stand and a person with a surfboard.

Hello.

Where are we today in terms of the COVID-19 Pandemic?

What support and resources are available to our businesses?



TAKING STOCK

Staying Strong

02

TAKING STOCK

What have our businesses done so far?

- Talked with employees?
- Talked with landlord?
- Talked with vendors?
- Talked with insurance company?
- Talked with bank?
- Talked with Small Business Administration?

TAKING STOCK

What challenges and opportunities are our businesses facing?

- Reduced capacity of businesses
- Added costs to operate/comply with protocols
- Retaining/hiring employees
- A 2020 without events
- Fewer visitors, but more residents staying local
- Hermosa is an outdoor destination



FINANCIAL RESOURCES/RELIEF

Asking For and Getting Help

03



FINANCIAL RESOURCES + RELIEF

Grants:

- [LA COVID Relief Fund](#)
- [Downtown Hermosa Business Relief Fund](#)

Loans:

- Small Business Administration
- SBA Economic Injury Disaster Loan (EIDL)

Insurance:

- California Employment Development Department
- Disaster Unemployment Insurance

Tax Relief:

- Internal Revenue Service
- Federal Tax Relief for Individuals and Businesses

Relief Payment:

- COVID-19 Economic Impact Relief Payment

Opening Up

A photograph of a beach at dusk. Several palm trees are silhouetted against a sky with soft orange and blue hues. In the background, a pier extends into the water. The foreground shows a concrete walkway and the edge of the ocean.

RENTERS + TENANTS

Protections:

- Moratorium on Evictions
- Tenants not required to move until Sheriff has served a 'Notice to Vacate.' No Court will issue one for at least 90 days after State of Emergency is lifted by Governor.

Responsibilities:

- Tenants To Deliver Notice In Writing To Landlord.
- Tenants Should Pay Partial Rent If Able To Do So
- Both Parties Should Work Out Payment Plan.

The 'New Normal'



PROPERTY OWNERS + LANDLORDS

Protections:

- May Be Eligible For Temporary Relief To Reduce Or Delay Loan Payments Up To 12 Months.
- This Applies If Loan Is Owned By Government, A National Or State Charter Bank Or Private Institution.
- This Is Known As A Forbearance Plan/Agreement.
- Depending On Agreement, Late Fees May Be Waived.
- Mortgage Relief Is Only Available For Residential Mortgages. Cares Act May Help You, Contact Sba.

Responsibilities:

- Landlord Must Accept Tenant's Self-certification As Valid.
- Landlord Must Not Harass Or Intimidate Tenants.
- Both Parties Should Work Out Payment Plan.

Home Is More Than A Place

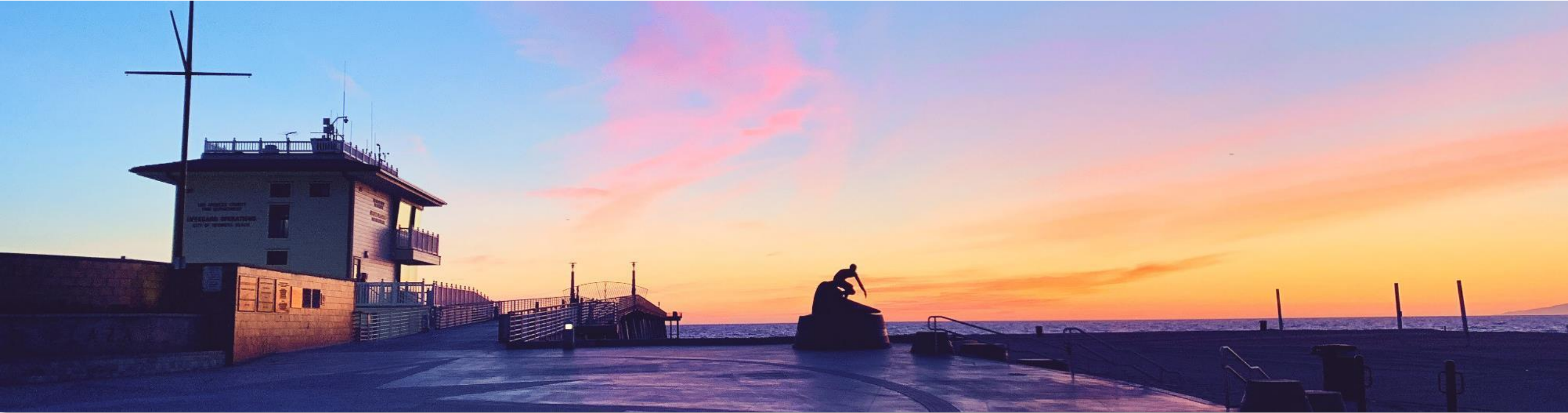


THE RECOVERY FRAMEWORK

Taking This On

04

LA COUNTY RECOVERY PLAN PRE-REQUISITES



Supervisor Kathryn Barger – Chair, LA County Board of Supervisors and Fifth District

“We are all eager to return to some sense of normalcy, but to do that, we must have an action plan that outlines how we move toward our goal.”

SAFEGUARDS IN PLACE BEFORE RE-OPENING



Ensuring Health Care System Capacity

Adequate health care staffing, testing, ventilators and PPE, along with surge capacity.



Protecting Vulnerable Populations

Adequate PPE and staffing to manage effective care and positive cases in institutional settings

Adequate COVID-19 testing for residents and workers in institutional settings



Capacity to Test, Trace, and Isolate

Test those in priority groups and those in congregate living and healthcare facilities

Trace and isolate individuals with positive COVID-19 tests and to quarantine close contacts

Collect data electronically from providers and labs, including race/ethnicity data



Protocols to Keep Workers + Residents Safe

Protocols in place to ensure safe reopening of businesses and institutions, including attention to physical distancing and infection control measures



A SAFE RE-OPENING
On the Road to Recovery

05

Wearing a face covering while out in public can protect others from the spread of COVID-19



PART OF THE 'NEW NORMAL'

- Wearing cloth face coverings
- Maintain physical distance of 6 feet
- Wash your hands frequently for 20 seconds
- Avoid touching your face with unwashed hands
- Avoiding gatherings

STATE FOUR-TIERED RE-OPENING PLAN

County risk level	Adjusted cases	Positivity rate
WIDESPREAD Many non-essential indoor business operations are closed	More than 7 Daily new cases (per 100k)	More than 8% Positive tests
SUBSTANTIAL Some non-essential indoor business operations are closed	4-7 Daily new cases (per 100k)	5 – 8% Positive tests
MODERATE Some indoor business operations are open with modifications	1 – 3.9 Daily new cases (per 100k)	2 – 4.9% Positive tests
MINIMAL Most indoor business operations are open with modifications	Less than 1 Daily new cases (per 100k)	Less than 2% Positive tests

Los Angeles County metrics

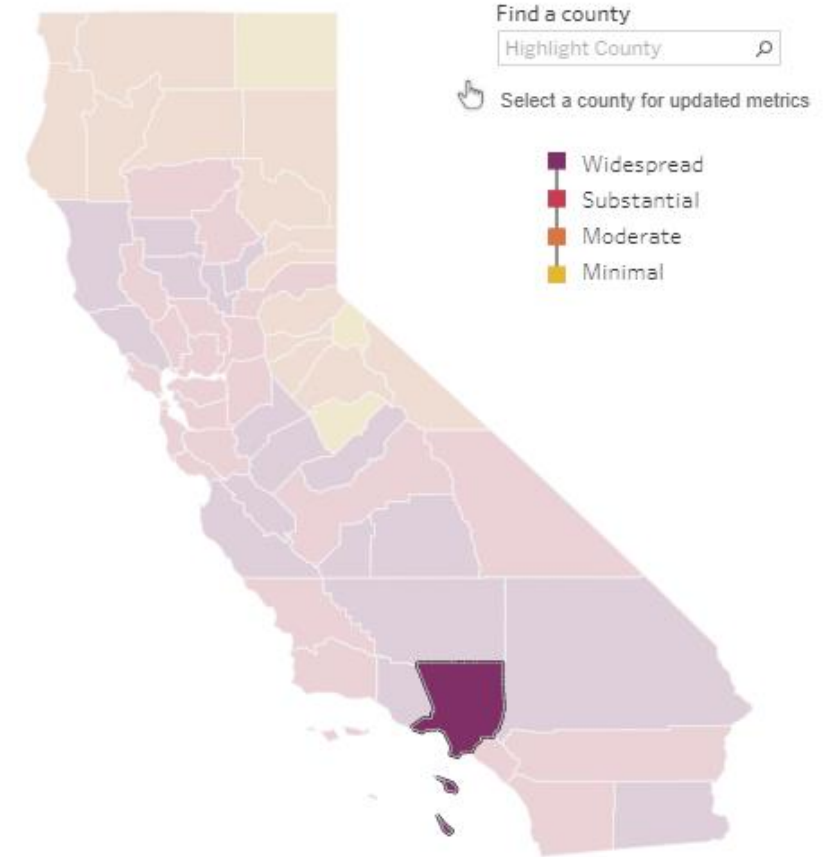
7.3

Adjusted case rate for tier assignment

cases per day per 100K
(unadjusted) 8.9

2.9%

Positivity rate



TRACKING KEY INDICATORS

As of 10/1 – LA Public Health has not seen a concerning uptick in cases following the Labor Day weekend and announced on 9/30 that over the next 10 days, the following sectors will be allowed to reopen once they implement the required protocols for infection control and distancing:

- Nail salons may reopen for limited indoor services at 25 percent occupancy.
- Cardrooms may reopen for outdoor gaming only. Food and beverages may not be served in cardrooms at this time.
- Indoor shopping malls will be allowed to reopen at 25 percent maximum occupancy; all food courts and all common areas remain closed per the State order.
- Outdoor playgrounds may reopen at the approval and discretion of cities and the County Parks and Recreation Department. Public Health will work with County Counsel to determine the process for re-openings at breweries and wineries serving a meal.

RE-OPENING PROTOCOL QUESTIONS

- Hermosa Beach Code Enforcement Team Assisting Businesses in Compliance with Health Protocols
- LA County Public Health Hotline Available by phone at (888) 700-9995 (8 a.m. to 5 p.m., Monday to Friday) or by email anytime at Ehmail@ph.lacounty.gov

Protocols for Sectors or Businesses Now Permitted to Re-Open

Protocols Issued 5/13/20

- [Re-Opening Protocol for Retail Establishments](#)
- [Re-Opening Protocol for Office Worksites](#)
- [Re-Opening Protocol for Car Dealerships](#)

Protocols Issued 5/29/20

- [Re-Opening Protocol for Places of Worship](#)
- [Re-Opening Protocol for Residential Swimming Pools](#)
- [Re-Opening Protocol for Hair Salons and Barber Shops](#)
- [Re-Opening Protocol for Restaurants Opening for On-Site Dining](#)
 - [Dine-In Restaurant Toolkit](#)
- [Protocols for Public Demonstrations](#)

Protocols Issued 6/11/20

- [Re-Opening Protocol for Music, Television and Film Production](#)
- [Re-Opening Protocol for Day Camps](#)
- [Re-Opening Protocol for Gyms and Fitness Establishments](#)
- [Re-Opening Protocol for Museums, Galleries, Zoos, and Aquariums](#)
- [Re-Opening Protocol for Professional Sports Facilities for Spectator-Free Events](#)
- [Re-Opening Protocol for Hotels, Lodging, and Short-Term Rentals](#)

Protocols posted on City website: <https://www.hermosabeach.gov/our-government/coronavirus-covid-19-updates-from-the-city-of-hermosa-beach/covid-19-response-business-resources>

CONTINUING A SAFE REOPENING

Protecting and supporting
worker health and safety

- Limit in-person work and ensure that vulnerable workers have alternative assignments
- Supply and require use of face coverings and personal protective equipment
- Develop policies that enable employees to stay at home when they are sick

Ensuring appropriate
physical distancing

- Limit occupancy in accordance with Safe Reopening protocols
- Ensure 6-foot distance between individuals as much as possible
- Manage employees' schedules to enable physical distancing

Ensuring proper infection
control

- Follow strict cleaning and sanitation standards
- Frequently clean high-touch surfaces

Communicating with the
public

- Post clear signage to communicate protocols to visitors

Ensuring equitable access
to services for vulnerable
populations

- Prioritize access to critical services
- Move transactions and services online as feasible



MOVING FORWARD

Toward A More Vibrant + Resilient Hermosa

06

HERMOSA BEACH INITIATIVES + RESOURCES

- Temporary Moratorium on Foreclosures and Evictions for Residential and Commercial Tenants
- Temporary Changes to City Fees and Permits
- Outdoor Dining and Retail Program
- Increasing Foot Traffic Downtown
- Outdoor Fitness Programs
- Parking Updates
- Social Media Promotions of Small Businesses

City COVID-19 Website + Resources



Sign Up To Receive
Daily Updates



CDC Updates



Status of City Services



Business Resources



Hermosa Beach from
Home



Frequently Asked
Questions

<https://www.hermosabeach.gov/our-government/coronavirus-covid-19-updates-from-the-city-of-hermosa-beach/>

HERMOSA BEACH INITIATIVES + RESOURCES

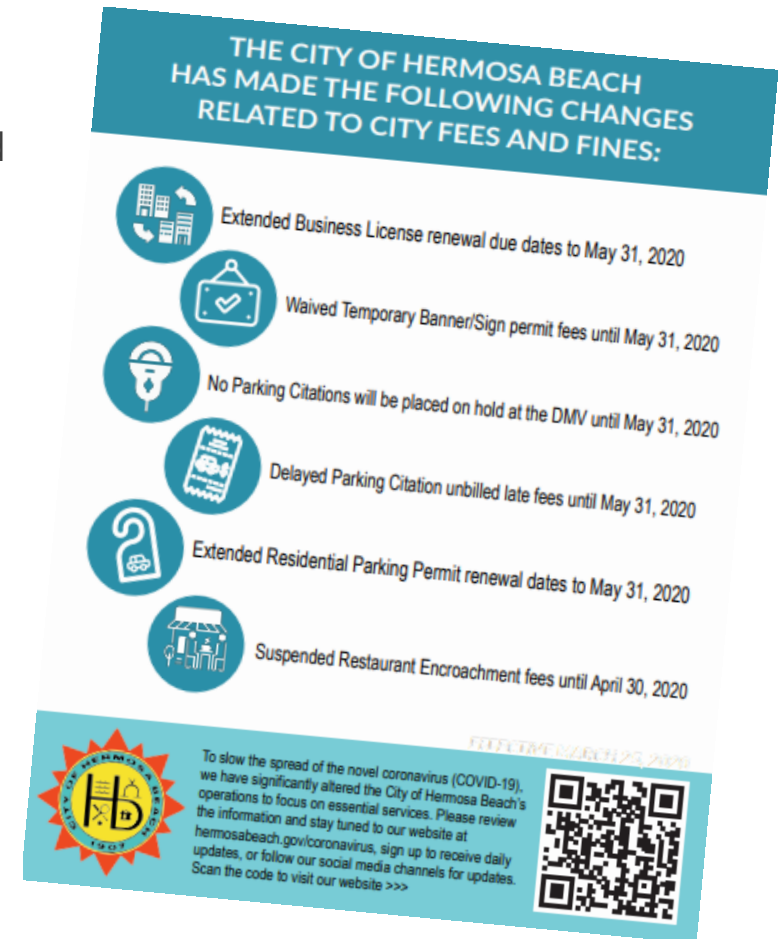
TEMPORARY MORATORIUM ON FORECLOSURES AND EVICTIONS FOR RESIDENTS AND COMMERCIAL TENANTS

- The temporary moratorium was updated by City Council on 9/22 to extend for commercial tenants while residential tenants are now covered under new state laws.

TEMPORARY CHANGES TO CITY PERMITS AND FEES

The City has made the following changes related to City fees and fines:

- Extended Business License renewal due dates
- Extended Parking Permit renewal due dates
- Delayed Parking Citation unbilled late fees
- No Parking Citations will be placed on hold at the DMV
- Waived Temporary Banner/Sign permit fees
- Suspended Restaurant Encroachment fees until further notice (will be re-evaluated once changes to County health orders are amended).



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR DINING, RETAIL, FITNESS, PERSONAL CARE PROGRAMS

Began accepting applications 6/1

46 approved applications as of 8/26

- 7 retail/personal care
- 39 dining

Fees:

- \$166 one-time admin permit fee
- \$300 public right of way fee (when on public property)
- ongoing encroachment fee waived (when on public property)
- No charges for loss of parking meter revenue for decks

Submitted/Under Review

- Amigo's Tacos
- Treasure Chest
- California Sushi + Teriyaki
- The Standing Room
- Beck and Brix

Approved Retail/Personal Care

1. Angel Nails + Spa
2. Lilac + Lemon Lashes
3. Practical Magic
4. Spyder Surfboards
5. Uncorked
6. Waves
7. Istanbul Home

Approved Dining Decks

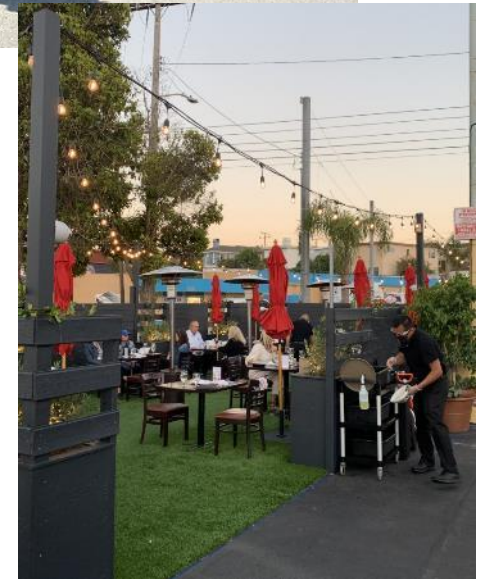
8. Barnacles
9. Crème De La Crepe
10. Decadence
11. El Tarasco
12. Hermosa Brewing
13. Lucky 7
14. MOSA
15. North End Bar + Grill
16. Paisanos
17. Pedones
18. Radici
19. Rockfeller
20. Hook and Plow
21. Steak + Whisky
22. Zanes

Approved Outdoor Dining

23. American Junkie
24. Baja Sharkeez
25. Barsha
26. Chef Melba's Bistro
27. Craft Minds
28. The Deck
29. Dia de Campo
30. Fritto Misto
31. Greenbelt Restaurant
32. Hennessey's Tavern
33. Hermosa Saloon
34. Ocean Diner
35. Palmilla
36. Patrick Molloy's
37. Play Hermosa
38. Rebel Republic
39. Scotty's
40. Slaters 50/50
41. Sosta Cucina
42. Spumoni
43. The Source Café
44. Tower 12
45. Waterman's
46. California Sushi + Teriyaki

HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR DINING + DINING DECKS



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR RETAIL + PERSONAL CARE



HERMOSA BEACH INITIATIVES + RESOURCES

OUTDOOR FITNESS OPPORTUNITIES

Contract Class/Fitness Instructor Program

- Permitted for City Parks and Beach
- Fitness classes and day camps

Outdoor Fitness Operations

- Standards for outdoor operations on business property



HERMOSA BEACH INITIATIVES + RESOURCES

PARKING UPDATES

RE-OPENING OF DOWNTOWN PARKING LOTS

Lots A, B, C and D have been re-opened

PARKING FOR CURBSIDE PICKUP

27 parking spaces city-wide temporarily converted to 15-minute zones to support curbside pickup

CITY HALL PARKING

Parking re-signed from 2hr to 3hr parking Monday through Thursday (remains 12 hr parking Fri-Sun)

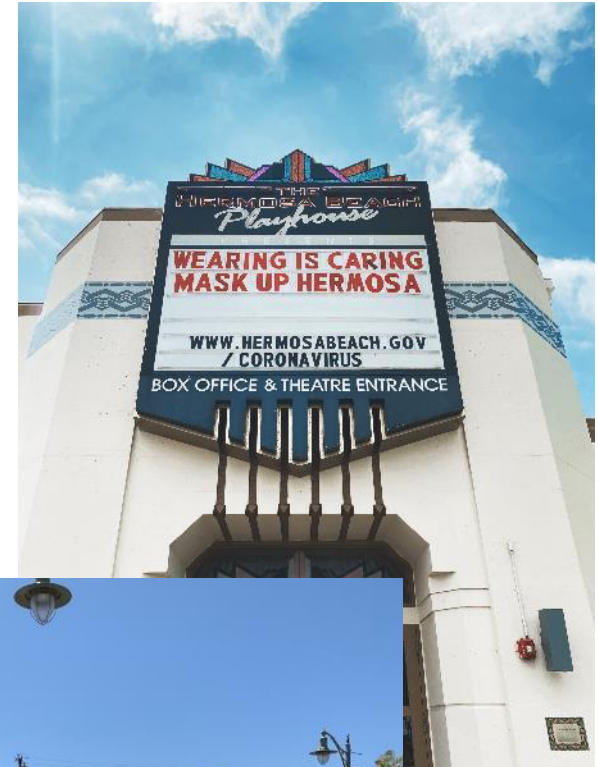


HERMOSA BEACH INITIATIVES + RESOURCES

FACE COVERING REMINDERS

Ordinance requires face coverings be worn at all times when downtown, on the Strand, at City parks and the beach.

- 200 Signs, Decal, Banners installed



HERMOSA BEACH INITIATIVES + RESOURCES

SOCIAL MEDIA AND SMALL BUSINESS SUPPORT

BUILDING CONSUMER CONFIDENCE

Safe in the South Bay Campaign launched by Beach Cities Health in partnership with local chambers

SOCIAL MEDIA CAMPAIGNS

Highlight Hermosa businesses as they re-open with safety protocols in place, Truly Hermosa/shop local campaigns, Local Love BINGO, signage and safety reminders



HERMOSA BEACH INITIATIVES + RESOURCES



WRITE A REVIEW FOR A LOCAL STORE	BUY A GIFT CARD TO YOUR FAVORITE STORE	GO FOR A HIKE OR WALK & PICK UP GARBAGE ALONG THE WAY**	SIGN UP FOR A MAILING LIST FOR A LOCAL BUSINESS	BUY TICKETS OR A GIFT CARD TO A FUTURE ARTS PERFORMANCE
BUY A RESTAURANT GIFT CARD	GIVE A SHOUTOUT TO A BUSINESS OR EMPLOYEE WORKING EXTRA HARD RIGHT NOW	PHONE A SENIOR IN YOUR NEIGHBOURHOOD TO SEE IF THEY NEED ANYTHING	PROMOTE & ATTEND A LOCAL BUSINESS'S WEBINAR	GET CURBSIDE DELIVERY OR TAKE OUT FROM A LOCAL RESTAURANT*
TAKE AN ONLINE FITNESS OR MEDITATION CLASS	BUY SOME MERCH FROM A LOCAL MUSEUM	FREE	WRITE A REVIEW FOR A LOCAL SERVICE	PICK UP SUPPLIES FOR SOMEONE WHO CAN'T GO OUT
BUY A MEMBERSHIP TO A MUSEUM OR GALLERY	CHECK IN ON FIVE FRIENDS WITH HOW THEY ARE FEELING AND COPING	DONATE TO AN ORGANIZATION YOU ARE PASSIONATE ABOUT	HOST A VIRTUAL DINNER PARTY	WRITE A REVIEW OF A LOCAL RESTAURANT
WRITE A LETTER TO A SENATOR	ORDER FLOWERS FOR A NEIGHBOUR OR FRIEND	PRE-PAY FOR YOUR NEXT HAIR SERVICE	SPRING CLEANING TIME! PREPARE ITEMS TO DONATE TO THOSE IN NEED	BUY SUPPLIES FROM A LOCAL STORE TO FINISH THAT DIY PROJECT*



HERMOSA FOR THE HOLIDAYS

Nationally - Holiday shopping will kick off early this year

Locally – Businesses looking to start holiday shopping in early November

Décor – Between Chamber and City Holiday decorations will go up early as well

Events – Activities that draw large crowds will not be able to be hosted in the same way this year



NEW BUSINESSES IN HERMOSA DURING COVID

Now Open

- Lucky 7 Coffee
- Baja Ensenada Fish Tacos
- The Habit Burger
- Practical Magic Apothecary
- Flying Sirens Retail
- El Tarasco
- Shad Hart Fitness
- Mitsubishi Nissan Dealership
- Lightning Fit - Gym

Opening Soon

- H2O Hotel - Lodging
- The Stanton - Restaurant
- L & S Ad Infinitum – Retail
- Red and Louie's Pizza – Restaurant
- Mix it Up Café – Snack Shop



WHERE ARE WE HEADING NEXT?

- Implement Priority Recovery+ Resiliency Initiatives and Projects
- Continue communications and reinforcement of re-opening protocols and COVID-19 community precautions
- Discussion of fall marketing/shop local initiatives
- Planning for long-term economic recovery

THANK YOU

more info.

hermosabeach.gov/coronavirus