



October 19, 2020

Dear Hermosa Beach City Officials:

I am writing to you on behalf of the Hermosa Beach Chamber of Commerce & Visitors Bureau and our local businesses.

This year more than ever, with the COVID closures effecting our local businesses, we believe that increasing the Holiday Shopping traffic to the downtown area is essential to helping our downtown Hermosa Beach businesses survive.

Our Chamber members would like to request that the City sponsor a four week, "Red Bag" free parking program during the month of December.

We have seen the free parking program proven to be successful in prior years. Resident and non-resident customers love it and come downtown to spend money, thus increasing the City's sales tax income.

If this proposal is approved, the Chamber will devote a lot of staff time toward a press release and social media campaign to promote it. This is a great public relations outreach for both the City and the Chamber and will go a long way toward building good will toward the residents, business owners and potential customers.

Thank you for your consideration and support and for helping make the Holiday Season a big success for the Hermosa Beach business community.

Sincerely,

Maureen Hunt

*Maureen Hunt*

President / CEO