

From: noreply@granicusideas.com <noreply@granicusideas.com>

Sent: Saturday, October 24, 2020 6:20 PM

To: Ann Yang <anny@hermosabch.org>; City Council <citycouncil@hermosabeach.gov>; Suja Lowenthal <suja@hermosabeach.gov>

Subject: New eComment for City Council Virtual Meeting - Duly posted online on 10/22/20 at 11:30 p.m. by A.Y.

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lori ford submitted a new eComment.

Meeting: City Council Virtual Meeting - Duly posted online on 10/22/20 at 11:30 p.m. by A.Y.

Item: c) REPORT 20-0677 CONSIDERATION OF A HOLIDAY FREE PARKING PROGRAM
(City Manager Suja Lowenthal)

eComment: Hello Hermosa Beach City Council Members, I'm writing today in support of the Free Holiday parking program. As the owner of Gum Tree Shop and Cafe and a founding member of the DHBA, I can tell you that the red bags covering downtown meters from Thanksgiving to Christmas are incredibly important to our success. The festive red bags get everyone into the holiday spirit, they are a positive reminder of the generosity of the city, and they remind our customers that it's time to shop small. This year, as in years past, the DHBA in partnership with the Chamber and Hermosa One will be promoting a Hermosa for the Holidays campaign. If approved the inclusion of the Free Parking at Red Bagged Meters will be a very important part of our messaging. It gives us something tangible to promote, that businesses, residents and visitors alike all love. This has been an incredibly difficult year, we are doing everything we possibly can to survive this pandemic with our business intact. The holiday season (November/December) represents about 40% of our shop's business for the year. We are in competition with all of our neighboring cities, malls and especially this year with online retailers. Please help us to attract and retain our loyal local customers with this wonderful holiday tradition in our town. Thanks so much, Lori Ford