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Sent: Monday, October 26, 2020 8:00 PM

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

Subject: New eComment for City Council Virtual Meeting

New eComment for City Council Virtual Meeting

Jessica Gregg submitted a new eComment.

Meeting: City Council Virtual Meeting

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

eComment: Dear Mayor Campbell and Hermosa City Council, My name is Jessica Gregg and I'm a resident of Hermosa Beach. I'm writing in today in support of agenda item 14C regarding free 2-hour holiday parking. I strongly urge the City Council to once again approve the free 2-hour holiday parking from Thanksgiving to Christmas to benefit Hermosa's small businesses. Our small businesses struggle enough to compete with mammoth e-commerce retailers and big box stores. This year with the addition of covid, our small local businesses will need as much help as they can from us as a community to survive. Providing free parking will encourage visitors to our city to stay longer than they may have otherwise stayed. Free meter parking encourages parking on the street and increases foot traffic. Providing up to two hours of free parking also can increase time spent at restaurants or in one of our retail establishments. Finally, many in our community are struggling financially. It may sound small but saving a few dollars on parking could mean a lot to those most affected by these uncertain times and they could choose to visit one of our neighboring cities (Manhattan or Redondo) who do offer the free parking during the holidays. Thank you for your time! Best, Jess Gregg