




A MORE RESILIENT HERMOSA

Business Recovery Updates from the City of Hermosa Beach

**NOVEMBER
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 twilight sky. In the background, a pier with lights extends into the ocean. The foreground shows the sandy beach and a concrete barrier.

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'



Home Is More Than A Place

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.

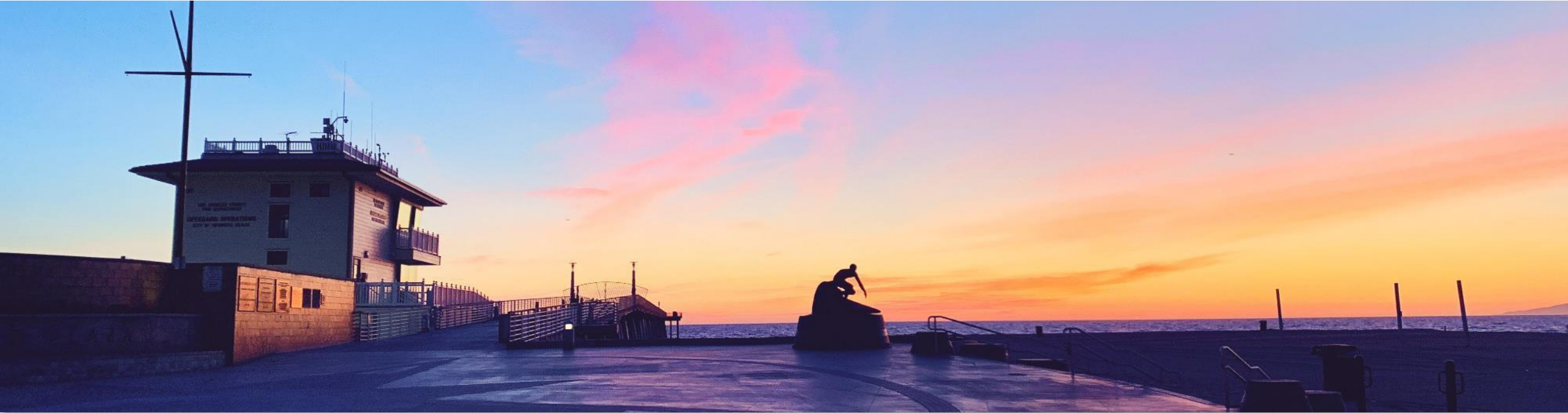


THE RECOVERY FRAMEWORK

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

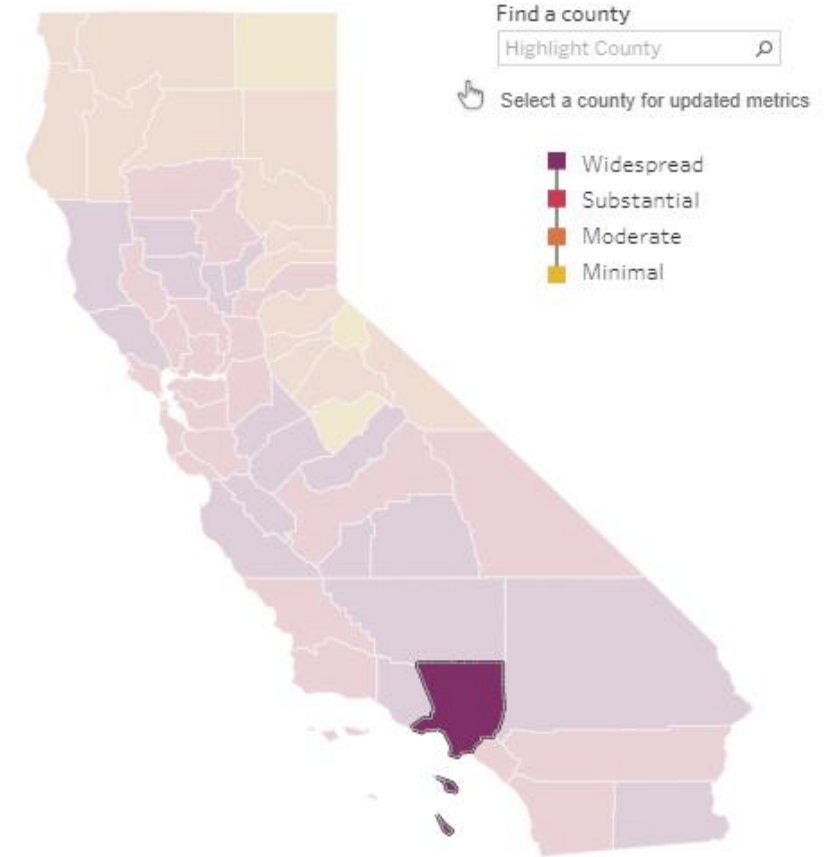
7.3

Adjusted case rate for tier assignment

cases per day per 100K
(unadjusted) 8.9

2.9%

Positivity rate



RECENT HEALTH ORDER CHANGES

- Breweries and Wineries (outdoor operations)
- Personal Care Services (indoor operations, no capacity restriction)
- Outdoor Playgrounds
- Access to Indoor Shopping Centers
- Miniature Golf, Batting Cages, Go Kart Operations
- Gatherings of 3 households or less (must be outdoors, with masks at all times)

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



LIFEGUARD
OFF-DUTY
NO BAY SWIMMING
TRASHAWAY
EMERGENCY TOWING
TELEPHONE EMERGENCY
KEEP OFF

MOVING FORWARD

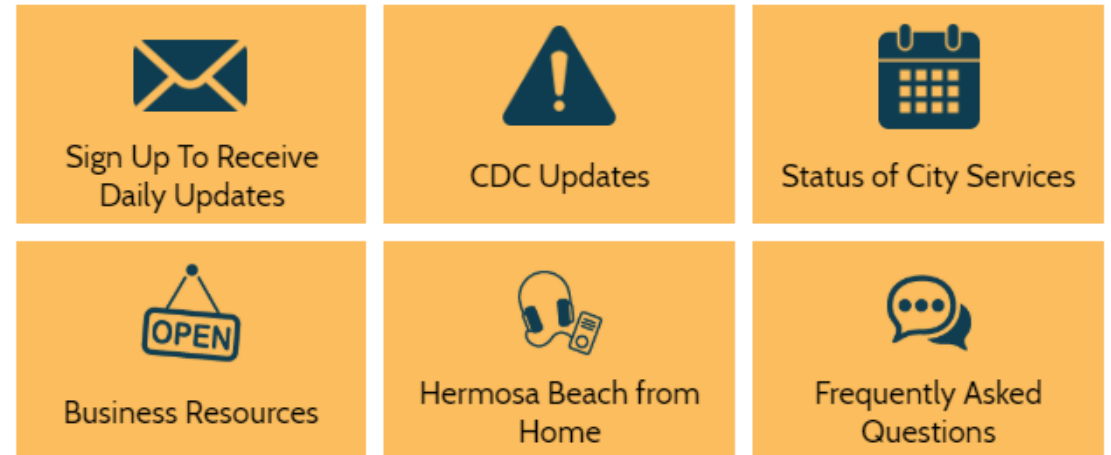
Toward A More Vibrant + Resilient Hermosa

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



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

HERMOSA BEACH INITIATIVES + RESOURCES

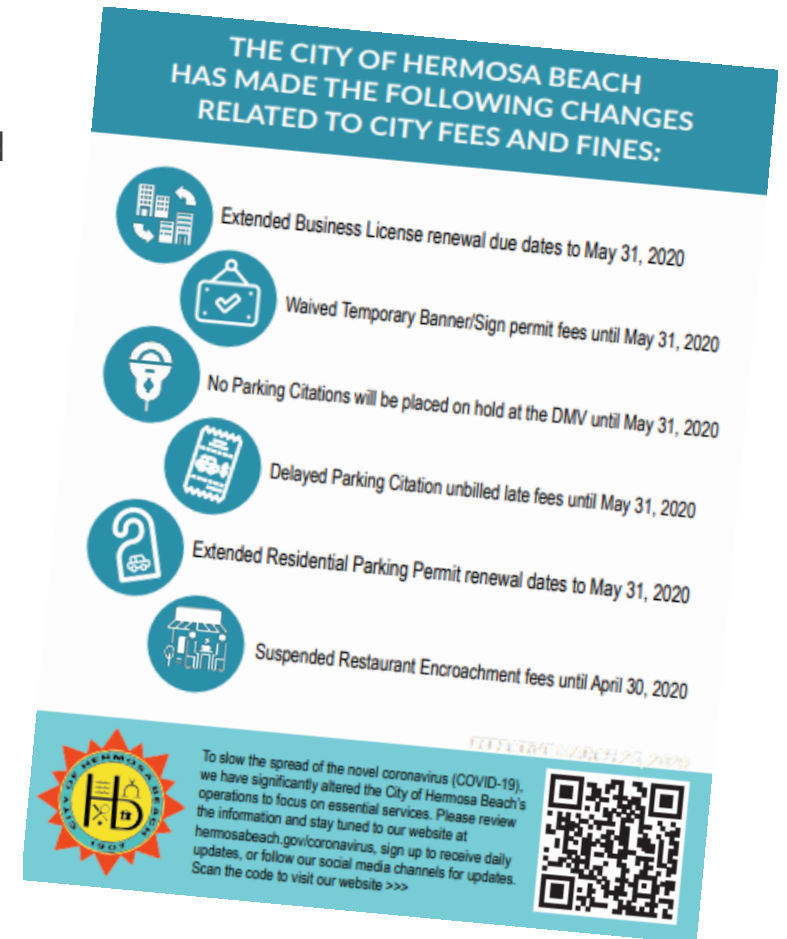
TEMPORARY MORATORIUM ON FORECLOSURES AND EVICTIONS FOR RESIDENTS AND COMMERCIAL TENANTS

- 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

54 approved applications as of 10/22

- 9 retail/personal care
- 45 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

- Beck and Brix
- Pier Surf
- Sand & Spa Polish
- Aka Ramen and Sushiya
- Fusion Sushi
- Rok Sushi
- La Playita Cafe

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
8. Treasure Chest
9. Nail Bay

Approved Dining Decks

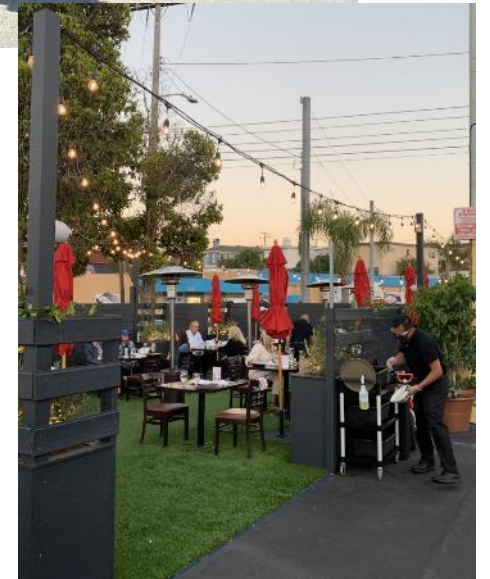
10. Barnacles
11. Crème De La Crepe
12. Decadence
13. El Tarasco
14. Hermosa Brewing
15. Lucky 7
16. MOSA
17. North End Bar + Grill
18. Paisanos
19. Pedones
20. Radici
21. Rockfeller
22. Hook and Plow
23. Steak + Whisky
24. Zanes
25. The Standing Room
26. Red & Louies Pizzeria
27. Mama D's Hermosa
28. The Source Cafe

Approved Outdoor Dining

29. American Junkie
30. Baja Sharkeez
31. Barsha
32. Chef Melba's Bistro
33. Crafty Minds
34. The Deck
35. Dia de Campo
36. Fritto Misto
37. Greenbelt Restaurant
38. Hennessey's Tavern
39. Hermosa Saloon
40. Ocean Diner
41. Palmilla
42. Patrick Molloy's
43. Play Hermosa
44. Rebel Republic
45. Scotty's
46. Slaters 50/50
47. Sosta Cucina
48. Spumoni
49. The Source Café
50. Tower 12
51. Waterman's
52. California Sushi + Teriyaki
53. Amigo's Tacos
54. Café Bonaparte

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

LIGHTING UPGRADES

Palm tree wrapped lighting along Pier Avenue recently replaced

Standards for additional lighting at dining decks



HERMOSA BEACH INITIATIVES + RESOURCES

BUILDING CONSUMER CONFIDENCE

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

SOCIAL MEDIA & SMALL BUSINESS MARKETING

Dine Out Week held 10/19 – 10/25 - 26
Participating Hermosa Restaurants

21 additional local businesses have taken the Safe in the South Bay Pledge

<https://www.hermosabeach.gov/safeinthesouthbay>



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
- H2O Hotel - Lodging



Opening Soon

- Shift Bicycle - Repairs
- The Stanton – Restaurant
- Santo Hair Salon – Personal Care
- L & S Ad Infinitum – Retail
- Red and Louie's Pizza – Restaurant
- Mix it Up Café – Snack Shop



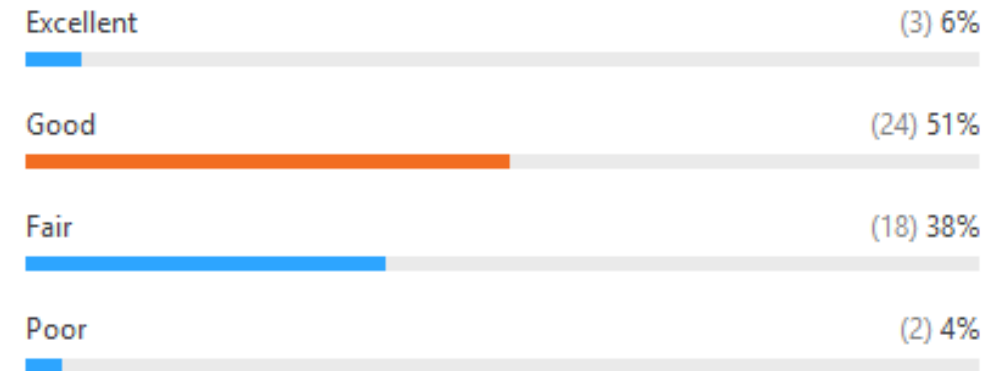
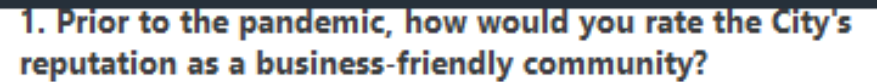


GOOD MORNING

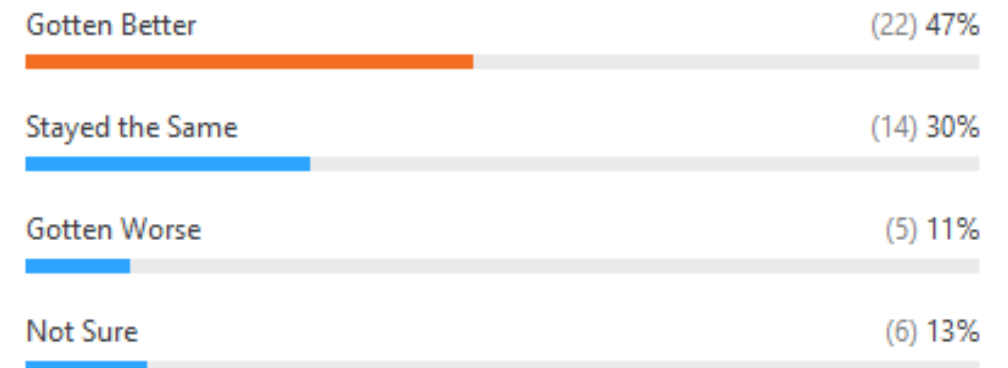
What qualities would you use to describe Hermosa Beach (beautiful, safe, active or ?) that you think we should highlight to showcase our community as a more attractive place for businesses and customers?

Add your 3
words in the
chat >>>

What qualities would you use to describe Hermosa Beach (beautiful, safe, active or ?) that you think we should highlight to showcase our community as a more attractive place for businesses and customers?



2. How do you think that perception has changed over the last six months?



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 holiday and new year marketing/shop local initiatives
- Planning for long-term economic recovery

THANK YOU

more info.

hermosabeach.gov/coronavirus