



April 26, 2021

City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach CA 90254

Dear Mayor Massey and Members of City Council:

The Hermosa Beach Chamber of Commerce enthusiastically supports the April 27 City Council urgency ordinance agenda item "XIV a. Consideration of Temporary Suspension of Hermosa Beach Municipal Code Sections and Related Regulations to Allow Limited Music at Commercial Establishments."

We have been working in partnership with the City in the Economic Development Stakeholder group to find ways to recover from the pandemic as well as complement Hermosa's new outdoor dining program. We believe music is a critical component of the Hermosa outdoor experience.

We look forward to working with business owners, managers, talent and local experts to work out any challenges that may come to head as we explore new territory. We have heard from businesses that they are committed to being good partners with the City in respecting the parameters set forth. We are also committed to providing feedback so that future permanent plans for music in Hermosa can be a collaborative effort that enriches our community.

With all of this in consideration, we urge you to please approve City Manager Lowenthal's request to suspend the municipal code so that we can immediately begin to bring music back to Hermosa.

My best regards,

A handwritten signature in black ink, appearing to read 'J. Accamando'.

Jessica Accamando  
President and CEO