

April 27, 2021

City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254

Dear Mayor Massey and Members of the City Council:

It is my firm belief that we must approve City Manager Lowenthal's request to suspend the municipal code so that we can begin to bring back music to the Hermosa Beach stores and restaurants.

I have been a commercial real estate broker for over three decades in Greater Los Angeles and have completed numerous leases for all types of retail tenants. I must point out what sociologists have noted regarding music and retail stores:

- If you run a popular restaurant or retail store you want your customers to feel sophisticated and the point of music is to meet the customer's expectations.
- The best music is actually music you really don't remember because it creates an atmosphere that enchants you but remains below the level of consciousness.
- Your customers enter the store with expectations formed by ads and social media and background music in boutique stores helps to reinforce the upscale experience.

In order to get our economy growing again and to help our store owners with their Profit and Loss Statements, let's do what we can to bring customers to our stores and help the City of Hermosa Beach meet our budget's wants and needs.

Very truly yours,

**Brian M. Dunne**

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