

ECONOMIC DEVELOPMENT COMMITTEE PROGRESS REPORT AND TIMELINE

Update for Economic Development Committee June 7, 2021

ECONOMIC DEVELOPMENT STRATEGY

Initiatives Approved by Economic Development Committee as of 5/3/21

1. Work with Business Community to Explore Formation of Business Improvement District (approved for Economic Development Strategy by Economic Development Committee 11/2/20)
2. Development Assistance Committee/Development Review Committee (approved for Economic Development Strategy by Economic Development Committee 11/2/20)
3. Develop Business Visitation Program (approved for Economic Development Strategy by Economic Development Committee 11/2/20)
4. Vibrant Business Districts – Explore Making the Expanded Outdoor Dining Areas Permanent (approved for Economic Development Strategy by Economic Development Committee 12/7/20)
5. Encourage Retail Attractiveness for Competitive, Strengthened Retail (approved for Economic Development Strategy by Economic Development Committee 12/7/20)

DOWNTOWN

6. Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants on First Floor (approved for Economic Development Strategy by Economic Development Committee 1/4/21)
7. Develop Identity/Vision for the Downtown (approved for Economic Development Strategy by Economic Development Committee 1/4/21)
8. Introduce and Facilitate Downtown Experiences (activate public spaces, add interest for residents and visitors) (approved for Economic Development Strategy by Economic Development Committee 1/4/21)

GATEWAYS AND CORRIDORS

9. Beautification Program, including gateway entries and funding sources (approved for Economic Development Strategy by Economic Development Committee 4/5/21)

10. Façade Improvement Program (approved for Economic Development Strategy by Economic Development Committee 4/5/21)

11. Wayfinding Signs (approved for Economic Development Strategy by Economic Development Committee 4/5/21)

MUSIC AND ENTERTAINMENT

12. Long Term Policies to Allow Outdoor Music in Business Locations (approved for Economic Development Strategy by Economic Development Committee 5/3/21)

13. Program to Allow Outdoor Music in Public Spaces (approved for Economic Development Strategy by Economic Development Committee 5/3/21)

14. Explore Music Events and Activities to Celebrate Hermosa Beach Music History and Provide Musical Experiences for Community and Visitors (approved for Economic Development Strategy by Economic Development Committee 5/3/21)

ECONOMIC DEVELOPMENT COMMITTEE TIMELINE

July 12, 2021 Meeting	Receive Comprehensive Progress Report
September/October 2021	Complete Economic Development Strategy Initiative Identification
November/December 2021	Prioritize and Finalize Economic Development Strategy Initiatives for Recommendation to City Council
January 2022 Meeting	Receive Comprehensive Progress Report and Planning Meeting for 2022 Work
January – June 2022	Work on Priority Economic Initiatives for Recommendation to City Council