

ECONOMIC DEVELOPMENT STRATEGY

Initiatives Approved by Economic Development Committee as of 9/13/21

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)

ARTS AND CULTURE

15. Beautification Awards (6/7/21)
16. Consider Arts in Public Places Program (6/7/21)

BUSINESS OUTREACH PLAN AND COMMERCIAL PROPERTY OWNER ENGAGEMENT

17. Annual Commercial Property Owner Forum (approved for Economic Development Strategy by Economic Development Committee 7/12/21)
18. Regular Staff Communication with Key Property Owners and Chamber of Commerce to Encourage Reinvestment and Provide Support as Needed (approved for Economic Development Strategy by Economic Development Committee 7/12/21)
19. Periodic Community Survey to Determine What Types of Shops or Goods are Desired or Residents Drive Out of Town to Patronize (approved for Economic Development Strategy by Economic Development Committee 7/12/21)
20. Regular Staff Communication with Key Property Owners and Chamber of Commerce to Encourage Reinvestment and Provide Support as Needed (approved for Economic Development Strategy by Economic Development Committee 7/12/21)

TOURISM AND SPECIAL EVENTS

21. Partnership with Chamber of Commerce to enhance Visitors Bureau to develop and promote the Hermosa Beach brand and provide visitor resources. (approved for Economic Development Strategy by Economic Development Committee 9/13/21)
22. Include beautification-related projects in the City budget and CIP to add value and for residents and visitors to enjoy. Investment in the public realm improves community quality of life and welcomes visitors. (approved for Economic Development Strategy by Economic Development Committee 9/13/21)
23. Provide Hermosa Beach business information to event promoters encourage use of local vendors and distribution to participants. (approved for Economic Development Strategy by Economic Development Committee 9/13/21)