



## Staff Report

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File #: REPORT 22-0734, Version: 1

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of November 29, 2022

**REQUEST FOR APPROVAL OF SPONSORSHIP DONATION TO  
THE BEACH CITIES HEALTH DISTRICT'S 24<sup>th</sup> ANNUAL  
HOLIDAY GIFT BAG PROJECT**  
(City Manager Suja Lowenthal)

**Recommended Action:**

Staff recommends City Council approve a donation of \$579 to the Beach Cities Health District's Holiday Gift Bag Project for 2022.

**Executive Summary**

The Beach Cities Health District (BCHD) Holiday Gift Bag Project gift bags filled with practical and fun gifts to beach cities seniors and adults with disabilities each holiday season.

**Background:**

The Beach Cities Health District (BCHD) Holiday Gift Bag Project is supported through partnerships with local agencies, civic organizations, service groups, private donations, and memorials. As part of the Holiday Gift Bag Project, friendly volunteers have delivered gift bags filled with practical and fun gifts to beach cities seniors and adults with disabilities each holiday season since 1998. Each year, hundreds of volunteers participate and provide joy and excitement to recipients of the gift bags, many of whom are homebound or live in isolation.

**Discussion:**

For the 2021 holiday season, BCHD provided grocery gift cards to lower income individuals. They also provided stamps, a 2022 calendar, snacks, hand sanitizer, and holiday cards created by youth in the community. For this holiday season, there will be 18 Hermosa Beach residents receiving holiday support through the Holiday Gift Bag project including grocery cards for lower income recipients. The total cost for Hermosa Beach clients is \$579.

**General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Beach Cities

Health District's Holiday Gift Bag Project supports the PLAN Hermosa goal and policy listed below.

*Governance Element*

**Goal 7. Community sustainability and health are a priority in policy and decision-making.**

*Policy:*

- **7.10 Senior needs and services.** Consider and address the specialized services and needs of a growing population of seniors regarding health and wellness, recreation, housing, and transportation.

**Fiscal Impact:**

Funds for this donation are included in the Fiscal Year 2022-23 Budget under the City Council Special Events Account 001-1101-4319.

**Attachment:**

1. Request from Beach Cities Health District
2. Link to Holiday Gift Bag Project Webpage

**Respectfully Submitted by:** Ann Yang, Executive Assistant

**Legal Review:** Mike Jenkins, City Attorney

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Approved:** Suja Lowenthal, City Manager