

February 19, 2003

**Honorable Mayor and Members of
the Hermosa Beach City Council**

**Regular Meeting of
February 25, 2002**

**MARKETING PROPOSAL FROM CHAMBER OF COMMERCE
AND FINAL CONSIDERATION OF
LABOR DAY FIESTA – AUGUST 30, 31 AND SEPTEMBER 1, 2003**

Recommendation:

1. That the City Council receive the marketing proposal for 2003 and provide direction to staff on any further steps; and,
2. That the City Council consider the Chamber of Commerce proposal to hold the Fiesta Hermosa on Labor Day Weekend, August 30, 31 and September 1, 2003 under the same conditions imposed for the Memorial Day Weekend Fiesta.

Background:

The City Council, last fall, received a presentation from the Economic Development Review Committee. The outcome of that meeting was an invitation for the Chamber of Commerce to submit a marketing proposal. The attached marketing proposal has been developed by the Chamber of Commerce for your review. As you will see, there are a number of programs proposed, each with an estimated cost. It would appear to be possible, from the City's standpoint, to pick individual programs or efforts in order to round out a particular approach.

The only other point I need to make is that funding may become the most serious issue for direct City participation in these programs. The state budget crisis most likely will contain a local government bailout.

The second issue is the Labor Day Weekend Fiesta Hermosa, August 30, 31 and September 1, 2003. The City Council, at the meeting of February 11, 2003, opened the public hearing on the Fiestas and approved the Memorial Day Fiesta and directed that the final decision on the Labor Day Fiesta be made at the February 25, 2003 meeting. If the City Council approved the Labor Day Fiesta, the motion should include all the same terms and conditions as the Memorial Day event.

Respectfully submitted,

Stephen R. Burrell
City Manager