

February 21, 2002

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
February 26, 2002

**REQUEST FROM THE CHAMBER OF COMMERCE FOR
PLACEMENT OF AN ADVERTISEMENT IN THE
2002 CHAMBER OF COMMERCE BUSINESS DIRECTORY**

Recommendation:

That the City Council consider request for placement of an advertisement in the 2002 Chamber of Commerce Business Directory.

Background:

The Chamber of Commerce produces a business directory for each of its members and for use by visitors to Hermosa Beach. The publisher of the directory has asked if the City is interested in purchasing an ad in the 2002 publication. The cost ranges from \$795 to \$1895 depending on the size selected. The City purchased a full page in the 2000 directory for \$1895. Cities very often place an ad, which could take the form of a photo or a letter welcoming visitors to the City. This directory will also be distributed to the residents.

Respectfully submitted,

Stephen R. Burrell
City Manager