

January 6, 2004

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular meeting of
January 13, 2004

**LETTER FROM THE HERMOSA BEACH CHAMBER OF COMMERCE
AND VISITORS' BUREAU REQUESTING APPROVAL FOR BOTH
FIESTAS, MEMORIAL DAY WEEKEND AND LABOR DAY WEEKEND,
AND CONSIDERATION OF A MULTI-YEAR AGREEMENT**

Recommendation:

1. That the City Council approve the request for two 2004 Fiestas, including the following additional items: waive application, banner and amplification fees as a non-profit organization and bill only for actual costs for various direct services, use of Proposition A funds for the shuttle bus, vendor booths on Pier Plaza to be removed at the end of each event day.
2. Direct staff to return at the meeting of February 24, 2004 with a multi-year agreement with the Chamber of Commerce similar to the agreement in effect during 1996-2000.

Background:

The letter from the Chamber of Commerce requests that the City Council approve both the Memorial Day and Labor Day events for 2004. In addition, the Chamber of Commerce has requested that the City Council waive application, banner and sound amplification fees and bill only for the actual costs incurred by Police, Fire and Public Works Departments for providing direct services. The Chamber would also request approval of Proposition A funds for the WAVE shuttle bus service.

The Chamber of Commerce would also like the City Council to consider entering into a multi-year agreement for the Fiestas. They have suggested three years. As you may recall, the City and the Chamber had such a multi-year agreement that covered the years 1996 through 2000. This approach allowed the Chamber to plan ahead and, at the same time, provided a chance for review of the operation of the Fiesta following the Labor Day Fiesta if the City Council decided to do so. A copy of the agreement used before is attached. This could form the basis of a new agreement should the City Council like to consider this approach and would be brought back in February for review and consideration.

Respectfully submitted,

Stephen R. Burrell
City Manager