

**NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE
ESTABLISHMENT OF THE HERMOSA BEACH TOURISM IMPROVEMENT DISTRICT
(HBTID) AND LEVY OF AN ASSESSMENT ON CERTAIN LODGING BUSINESSES
WITHIN THE HBTID**

NOTICE IS HEREBY GIVEN that on September 9, 2025, the City Council (Council) of the City of Hermosa Beach (City) adopted a Resolution of Intention to establish the HBTID and to levy an assessment on certain lodging businesses within the HBTID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 6:00 PM on September 30, 2025, at the City Council Chambers, 1315 Valley Drive, Hermosa Beach, CA 90254, a **public meeting** shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the establishment of the HBTID and the levy of assessments on certain lodging businesses therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that 6:00 PM on October 28, 2025, at the City Council Chambers, 1315 Valley Drive, Hermosa Beach, CA 90254, has been set as the time and place for a **public hearing** at which time the Council proposes to establish the HBTID and to levy the proposed assessment as set forth in the Resolution of Intention.

Location: The HBTID includes all lodging businesses with eight (8) rooms or more, existing and in the future, available for public occupancy located within the boundaries of the City.

Services: The HBTID is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. The Activities, including Sales and Marketing programs, and Improvements, including Destination Development programs, will increase demand for overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing demand for room night sales.

Budget: The total HBTID annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$727,517. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do and as businesses open and close.

Cost: The annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any person as to whom, or any occupancy as to which, it is beyond the power of the City to impose the assessment herein provided; stays by any federal or state of California officer or employee when on official business; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays pursuant to contracts executed prior to November 1, 2025.

Collection: The City will be responsible for collecting the assessment on a quarterly basis (including any delinquencies, interest and overdue charges) from each assessed lodging business.

The City shall take all reasonable efforts to collect the assessments from each assessed lodging business.

Duration: The proposed HBTID will have a five (5) year life, beginning November 1, 2025, or as soon as possible thereafter, and ending five (5) years from its start date. After five (5) years, the HBTID may be renewed for up to ten (10) years pursuant to the Property and Business Improvement District Law of 1994, if assessed business owners support continuing the HBTID programs.

Management: The Hermosa Beach Chamber of Commerce and Visitor Bureau (HBCCVB) shall serve as the HBTID's Owners' Association. The Owners' Association must provide annual reports to the City Council. The Tourism Committee of the HBCCVB Board will implement and oversee HBTID programs. The Tourism Committee will be responsible for determining the management of HBTID funds and expenditures, and shall possess the authority to manage HBTID assessment funds and full decision-making authority regarding HBTID programs.

Protest: Any owner of a lodging business within the proposed HBTID that will be subject to the assessment may protest the establishment of the HBTID. If written protests are received from the owners of lodging businesses in the proposed HBTID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the HBTID shall not be established, and the assessment shall not be imposed.

You may mail a written protest to:

Office of the City Clerk
City of Hermosa Beach
1315 Valley Drive, 2nd Floor
Hermosa Beach, CA 90254

You may also appear at the public meeting or hearing and submit a written protest at that time.

Information: Should you desire additional information about this proposed HBTID or assessment contact:

Hermosa Beach Chamber of Commerce and Visitor Bureau
Michelle Crispin, President/CEO
120 Pier Avenue
Hermosa Beach, CA 90254
(310) 427-5010