



HERMOSA BEACH
CHAMBER *of* COMMERCE
and VISITORS BUREAU

12/13/25

Dear Hermosa Beach Council & Staff,

As we plan for the 2026–2028 events agreement with the City, the Chamber is recommending the return of *Fiesta Hermosa* over Labor Day weekend. Based on several years of event data, financial performance, and direct business feedback, it's clear that a second Fiesta is a stronger fit for Hermosa than continuing with Oktoberfest. The Labor Day Fiesta model aligns more naturally with our brand, offers greater financial sustainability, and generates stronger engagement from both businesses and the broader community. Hosting signature events on both Memorial Day and Labor Day weekends allows us to maximize their economic and cultural impact while creating a consistent, well-branded experience that reflects the energy and character of Hermosa Beach.

We surveyed businesses and asked questions that focused specifically on Oktoberfest and the potential return of Fiesta Hermosa on Labor Day weekend. The goal was to assess the relative value of these events, based on business experience and interest in future participation. The feedback was clear - both in numbers and sentiment - and strongly supports bringing back the second Fiesta while discontinuing Oktoberfest.

Nearly 74% of respondents support returning to a more community-focused, smaller-scale Labor Day Fiesta, with fewer vendors and a more localized footprint. Nearly one-third reported a decline in sales or foot traffic over the Labor Day weekend since the event was paused, compared to years when it was active.

By contrast, Oktoberfest has not performed: 37% of businesses reported no noticeable impact, and 21% said it had a negative one. Financially, the event declined from a near break-even model to a net loss of over \$13,000 by 2025, confirming it is no longer sustainable for the Chamber.

Unlike Oktoberfest, Fiesta Hermosa has a proven track record as a revenue-generating event. Its broad appeal, vendor demand, regional recognition, and alignment with peak tourism weekends give it a far stronger financial foundation. Memorial Day Fiesta consistently supports Chamber operations, and a

curated Labor Day version can replicate that success at a more manageable scale. The community's familiarity with the brand also reduces marketing costs and helps attract both sponsors and attendees.

We look forward to working together to make this a meaningful and sustainable event for the community.

Best,

A handwritten signature in black ink, appearing to read 'Michelle Crispin', with a stylized flourish at the end.

Michelle Crispin
President/CEO
Hermosa Beach Chamber of Commerce & Visitors Bureau