

ITEM 17.E



Economic Development Strategy Progress Report



CITY OF
HERMOSA
BEACH

Background

The City's Economic Development Strategy was adopted in July 2022 after two years of monthly committee engagement and bimonthly working group meetings.



Background

The strategy includes 30 actions arranged by implementation timeframe within five broad categories: Citywide Beautification, Downtown, Municipal Code Amendments, Business Outreach, and City Economic Development Work Program.



CITYWIDE BEAUTIFICATION

Accomplishments for this reporting period:

- Funding secured from a major donor for a new gateway monument sign on the Community Center campus at Pier and PCH
- Downtown Lighting and Beautification Sub-Committee was formed by CC to recommend a spending plan for \$100,000 set aside
- Two Beautification Awards were presented in April 2025
- The accessible pathway in the Greenbelt was completed
- 24 utility boxes have been wrapped with art created by locals



DOWNTOWN

Accomplishments for this reporting period:

- The Chamber of Commerce is pursuing the necessary support to establish a Tourism Improvement District
- Downtown Lighting and Beautification Sub-Committee was formed by CC to recommend a spending plan for \$100,000 set aside
- Between the months of May and September, the City hosted 13 major special community events
- Thirteen businesses have secured permits for on-street outdoor dining.
- The complementary holiday parking program was renewed



MUNI CODE AMENDMENTS

Accomplishments for this reporting period:

- In June, 2025, the City Council updated regulations for temporary special events
- The business license application process was streamlined



BUSINESS OUTREACH

Accomplishments for this reporting period:

- The Police Department held eleven What the Fuzz events with support from local businesses
- The City Manager attended a business roundtable organized by Upper Pier Business and Property Owners
- The City collaborated with the Chamber of Commerce on several events, including a workshop on Emergency Preparedness for Businesses



CITY WORK PROGRAM

Accomplishments for this reporting period:

- The Development Review Committee reviewed 45 projects and discussed 25 topics of mutual interest in 2025
- Concurrent plan review is now in place among Building and Safety, Planning, and Public Works.
- The electronic permitting system, Accela, has been improved so that many activities – submittals, fee payment and real-time status tracking – will be available online this year.





SUMMARY

The City has successfully aligned its work program to support most of the strategic actions in the plan.

Given that this Strategy is reaching the limits of its useful life, staff recommends retiring this reporting cycle.

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ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT

