



HERMOSA BEACH  
CHAMBER *of* COMMERCE  
*and* VISITORS BUREAU

January 12, 2026

Mayor and Members of City Council,

I am writing to reiterate and formalize conversations that have been taking place over the past year regarding the St. Patrick's Day Parade, and to clearly outline the level of involvement and financial support the Chamber and Chamber Foundation are able to provide, as well as the scope of participation and funding required from the City for the event to move forward.

The Parade has been produced and financially managed by the Chamber Foundation (a 501(c)3). The Chamber supports the event through both operational involvement and financial contributions made to the Foundation. While the two organizations work closely together, they are separate entities, and neither is in a position to continue absorbing the increasing costs of producing the Parade without City participation.

Over time, the Parade has grown into a large-scale, permitted public event with significant public safety, liability, and operational requirements. These costs - particularly those related to security and City-required services - have increased to a level that is no longer sustainable for the Foundation to carry alone, nor can the Chamber continue to financially support the event at the level required to offset these increases.

Without meaningful cost-sharing from the City, the Foundation will be unable to continue serving as the producing entity for the Parade.

If the City is willing to step into a stronger partnership role, the Foundation can continue to contribute in defined, manageable ways that align with our expertise and capacity, including:

- Event producer fees + staff (\$11,800)
- Equipment rentals - audio + power (\$4,800)
- Graphic design, marketing and promotion (\$800)
- Equipment rental - tables, chairs, tents (\$3,300)
- Portable restrooms (\$1,500)

- Street cleaning/cleanup (\$1,500)

For the Parade to move forward, we are requesting that the City assume responsibility for the following required costs:

- Additional required private security and public safety staffing (\$8,000)
- Street closure barriers (TBD)
- Insurance (\$1,400)
- Fire Department (\$900)
- All City-related permit and administrative fees (TBD)

This request reflects the current reality of producing an event of this scale and complexity. Without the City assuming responsibility for these core municipal and public safety costs, the Foundation and Chamber will no longer be able to financially support or produce the St. Patrick's Day Parade.

We appreciate your consideration and look forward to a clear determination on whether a sustainable partnership can be established to allow this long-standing community tradition to continue.

Best,



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