

**APPROVAL OF AN AGREEMENT WITH
THE HERMOSA BEACH CHAMBER OF
COMMERCE AND VISITORS BUREAU
AND HERMOSA BEACH CHAMBER
FOUNDATION FOR ITS SPECIAL EVENTS
IN 2026 THROUGH 2028**



CITY OF
HERMOSA
BEACH

WAIVER OF FIESTA HERMOSA VENDOR FEE

- 2023–2025 agreement vendor fees
- New agreement proposal



RETURN OF LABOR DAY FIESTA HERMOSA

- 2023 – 2025 Chamber agreement producing Locale 90254 in place of Labor Day Fiesta Hermosa
- New agreement introducing the return of a smaller-scale Labor Day Fiesta Hermosa

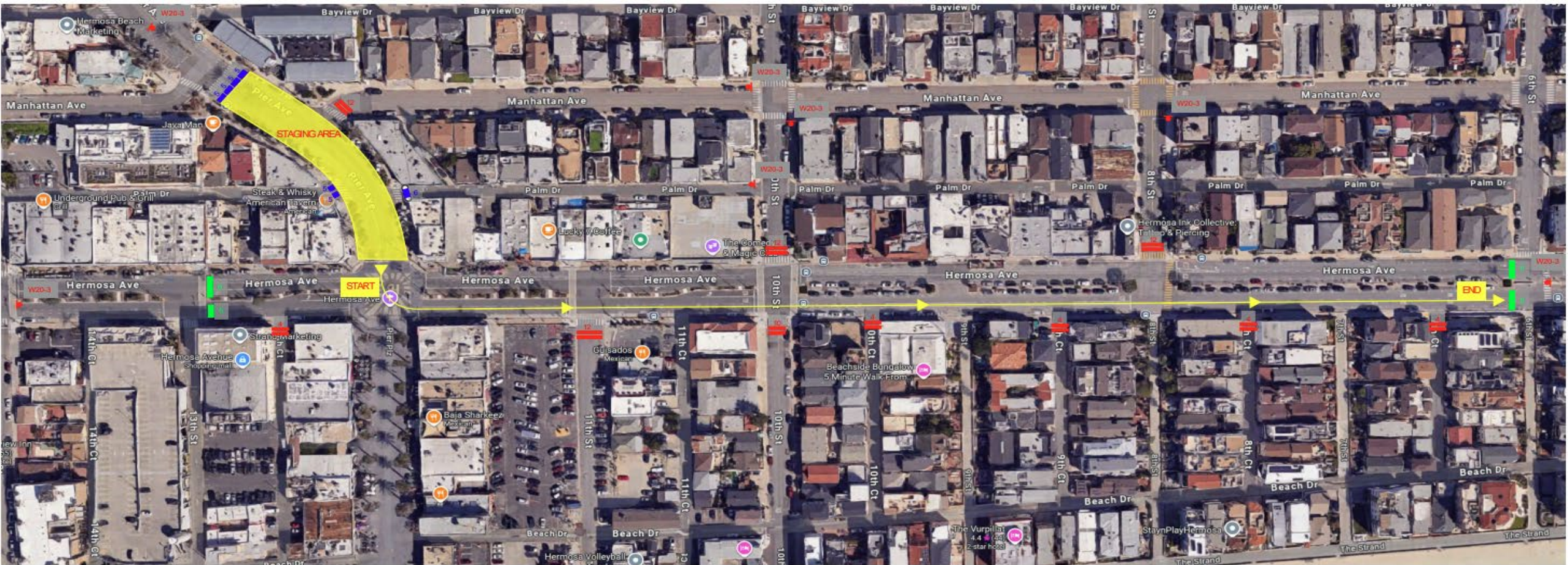


CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE

- Continued financial and logistical challenges to produce the St. Patrick's Day Parade
- 2025 revenue and expenditures associated with the parade
- City and Chamber Foundation partnership plan for 2026-2028 parade
- Alternative parade route options for 2026 parade



CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE CONTINUED



Option 2A



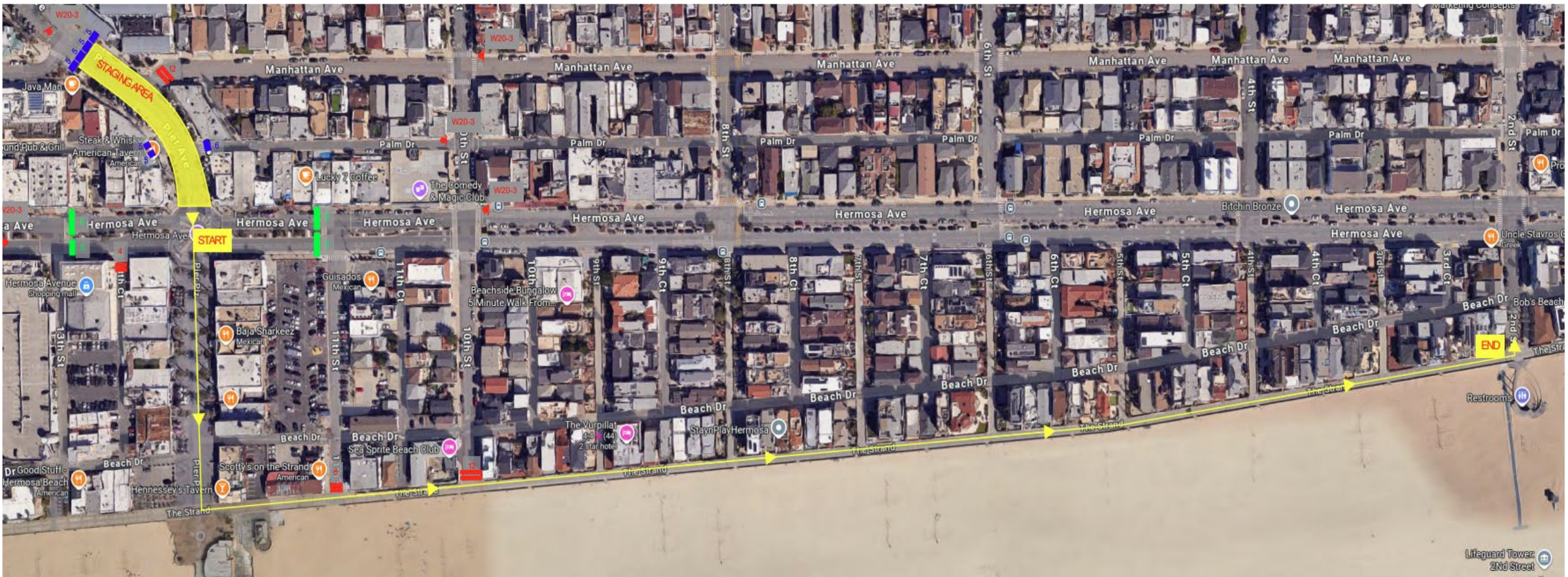
CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE CONTINUED



Option 2B



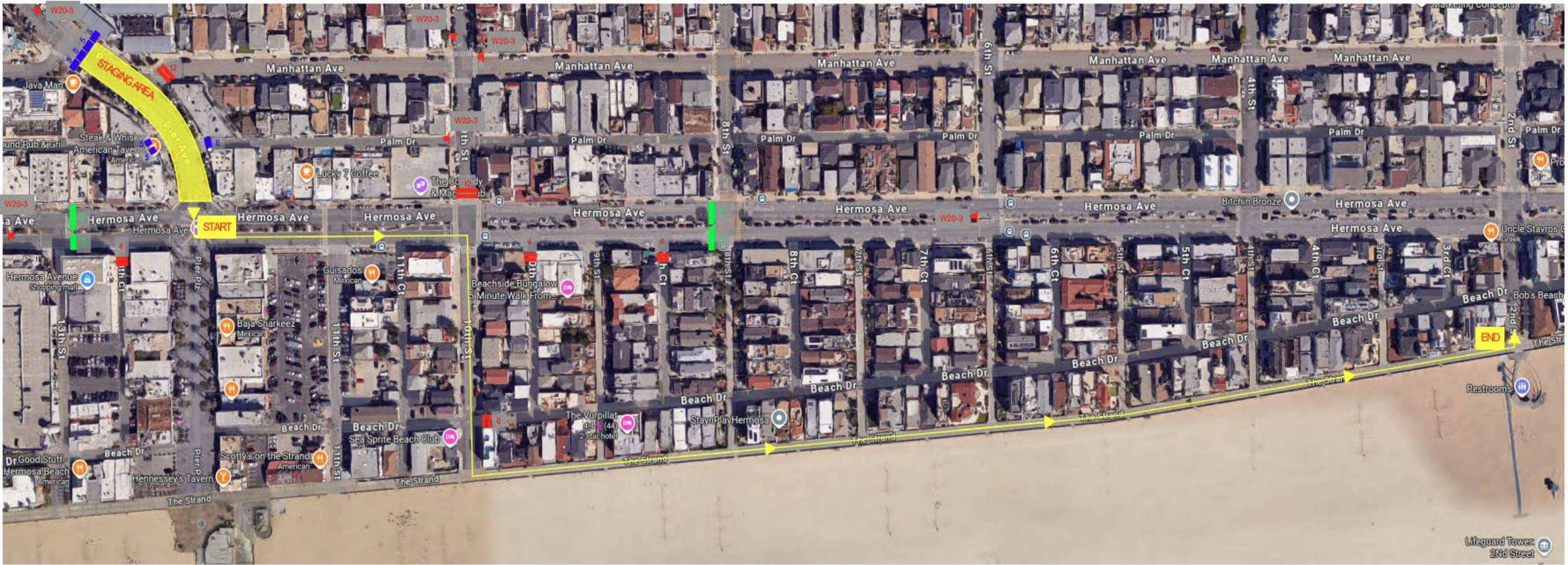
CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE CONTINUED



Option 3A



CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE CONTINUED



Option 3B



CITY PARTNERSHIP WITH ST. PATRICK'S DAY PARADE CONTINUED

- The results of each City-proposed alternative route
- Historic parade route would require financial support from the City
- Additional financial support if deemed necessary by City Council
- Staff's parade route recommendation