



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

# 2025 YEAR END REVIEW

**& VISION FOR 2026**



# Mission & Role of the Chamber

As a 501(c)(6) nonprofit, the Hermosa Beach Chamber of Commerce exists to promote, inform, and empower the local business community.

We serve a diverse membership that includes service providers, restaurants, salons, real estate professionals, nonprofits, musicians and artists, online businesses, and more.



# Membership Overview

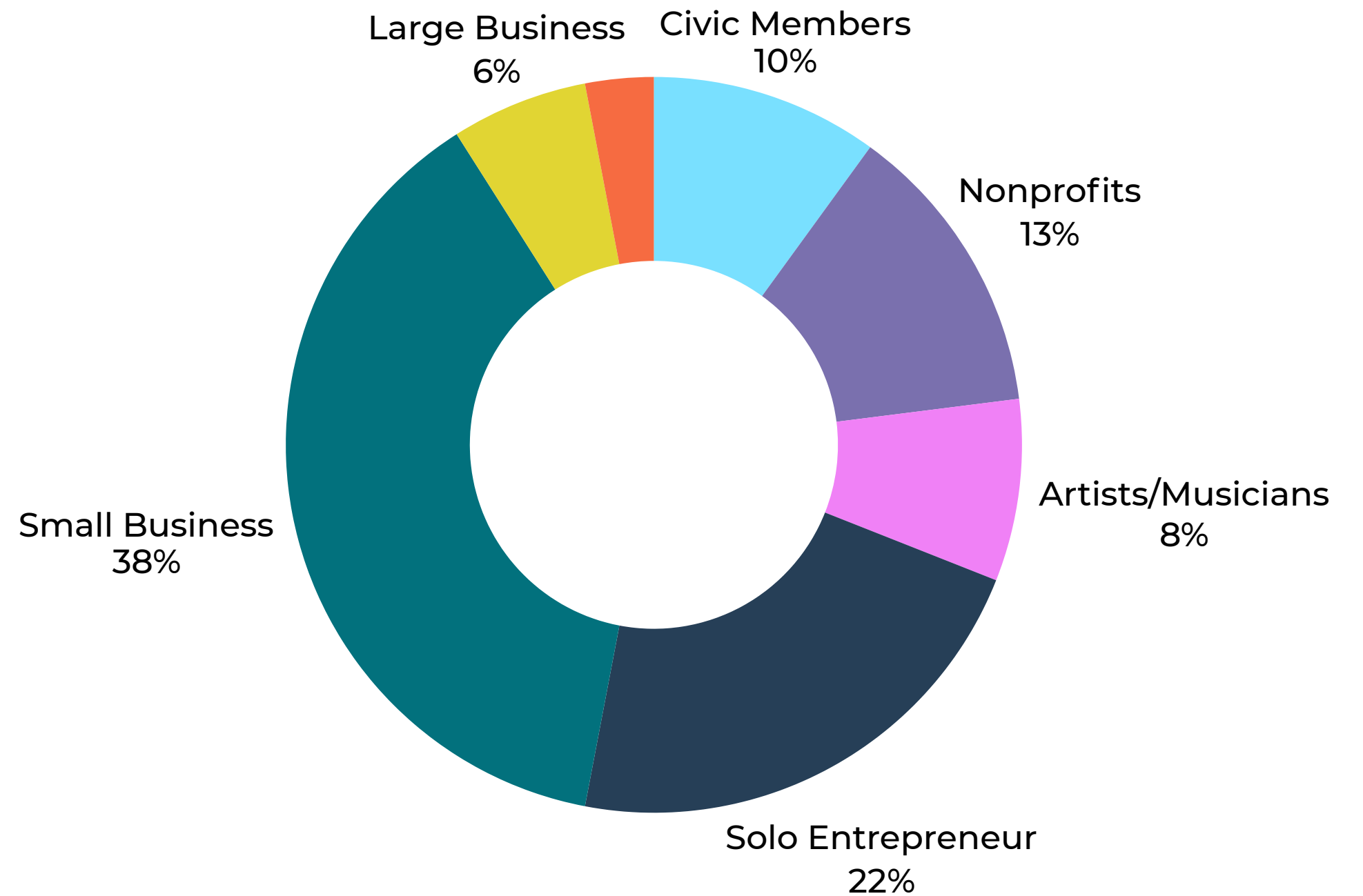
All stats are from December 2025



**430 TOTAL MEMBERS**



**90 NEW MEMBERS**

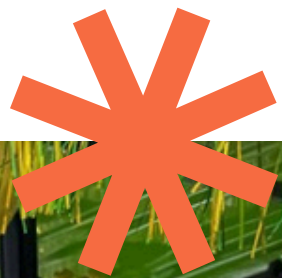


# Events & Program Highlights

## Major Chamber Events:

- St. Patrick's Day Parade\*
- Fiesta Hermosa
- Locale 90254: Oktoberfest
- Hermosa for the Holidays\*

*\*Chamber Foundation events*



# Events & Program Highlights

## Other Chamber Events & Programs:

- Best of Hermosa Awards
- Lemonade Day
- Sidewalk Sales (x3)
- Tiny Chamber Concerts
- Songwriter Showcase
- Lunch & Learns
- Ribbon Cuttings

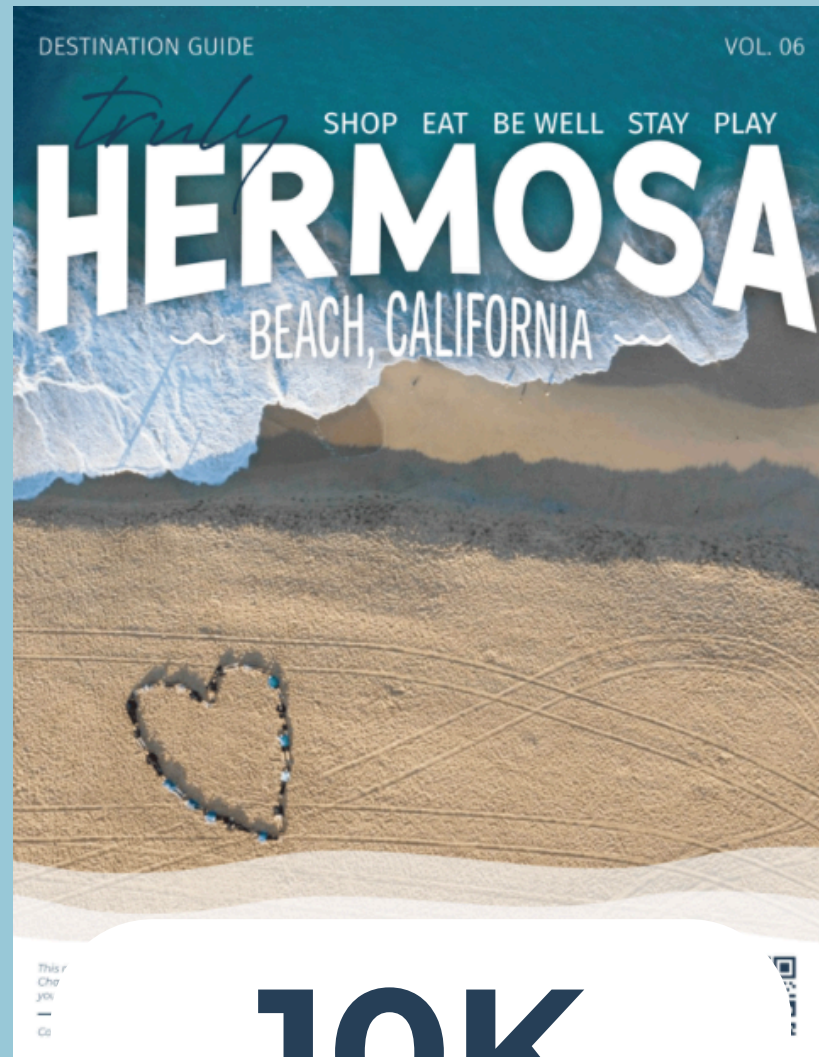
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RIBBON  
CUTTINGS



# Marketing & Tourism

## PRINT



**10K**  
COPIES  
DISTRIBUTED

## SOCIAL MEDIA



**350K**  
SOCIAL VIEWS  
ON @TRULYHERMOSA



**596.6K**  
SOCIAL VIEWS  
ON @HERMOSACHAMBER

**24.9K TOTAL  
FOLLOWERS**

## EMAIL



**22K**  
EMAIL  
SUBSCRIBERS

**59**  
PROMO EMAILS  
SENT



# Advocacy & Government Affairs

Examples:

- Permitting processes
- Employee parking
- Holiday parking
- Liquor Licenses
- ADA Compliance



# Economic Development Action Committee

- Reviewed economic development efforts going back to 2008
- Pulled together baseline metrics
- Identified core drivers for economic development
- Proposing a dashboard of key metrics + goals for the City & Chamber to track



# Financial Overview



## Revenue Sources

Membership  
Events  
Sponsorships  
Advertising (Magazine)



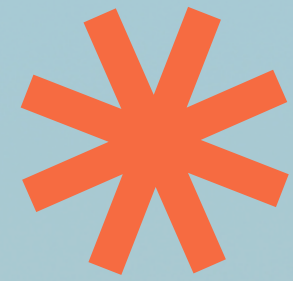
## Top Expenses

Event Production  
Staffing  
Operations/Admin

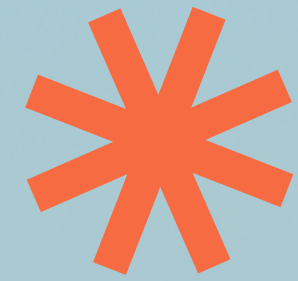


## Program Allocation

Funds support:  
Events  
Member Services  
Operations/Admin  
Advocacy & Education  
Marketing & Tourism



# Vision for 2026



- **Operational Restructuring.** To ensure financial oversight, transparency, and long-term sustainability - positioning the Chamber for focused, mission-aligned growth.
- **Expanded Networking and Educational Opportunities.** Increase the frequency and variety of networking events to foster deeper connections, business growth, and community collaboration
- **Bring back Fiesta Labor Day** as a more localized, community-driven, smaller version of Fiesta Hermosa, designed to be scalable, sustainable, and rooted in Hermosa's unique character.
- **Tourism Improvement District.** Provide support for the hotel-led TID Committee to launch and implement the TID to generate consistent, long-term funding for destination marketing and visitor engagement.



# Chamber Team



## Staff

- Michelle Crispin, President/CEO
- Shelby Forier, Marketing & Operations Manager

## Board of Directors

- Tony Cordi
- Andrew Gawdun
- Andrea N. Giancoli
- Amanda Holsinger
- Kathy Knoll
- Claire Lockwood
- Gavin McGarry
- Josh Royal
- Courtney Ryan
- Nikki Van Den Eikhof
- Seth Weiss
- Erika Newman (Vice Chair Finance, Acting Chair)

**+ our amazing volunteers!**