



Outlook

Fw: 17.c INFORMATIONAL ITEM REGARDING CONSIDERATION OF A BID PACKAGE FOR PRODUCTION OF THE ST. PATRICK'S DAY PARADE AND FIESTA HERMOSA - 26-PR-010

From Ann Yang <anny@hermosabeach.gov>

Date Tue 4/14/2026 1:12 PM

To Martha Alvarez <malvarez@hermosabeach.gov>; Ariana Rodriguez <arodriguez@hermosabeach.gov>; Salvador Peregrina <speregrina@hermosabeach.gov>

 8 attachments (348 KB)


HBCC 2018 ProfitandLoss.pdf; HBCC 2023 ProfitandLoss.pdf; HBCC 2022 ProfitandLoss.pdf; HBCC 2017 ProfitandLoss.pdf; HBCC 2019 ProfitandLoss.pdf; HBCC 2025 ProfitandLoss.pdf; HBCC 2024 ProfitandLoss.pdf; HBCC 2025 ProfitandLossbyClass.pdf;

[Written communication for 17c.](#)

Ann Yang | *Executive Assistant*

Office of the City Manager and City Council

City of Hermosa Beach

 310-750-3605

 anny@hermosabeach.gov

From: Finance Vice Chair <finance@hbchamber.net>

Sent: Tuesday, April 14, 2026 1:00 PM

To: City Council <citycouncil@hermosabeach.gov>; Ann Yang <anny@hermosabeach.gov>; Steve Napolitano <snapolitano@hermosabeach.gov>; President HB Chamber <president@hbchamber.net>; Kathy Knoll <kathyknoll@earthlink.net>

Subject: 17.c INFORMATIONAL ITEM REGARDING CONSIDERATION OF A BID PACKAGE FOR PRODUCTION OF THE ST. PATRICK'S DAY PARADE AND FIESTA HERMOSA - 26-PR-010

Dear City Council et al,

This message is in response to tonight's city council meeting agenda item 17.c, which proposes the bundling and outside bidding for the production of two events, Fiesta Hermosa (currently produced by the Hermosa Beach Chamber of Commerce), and St. Patrick's Day Parade

(currently produced by the Hermosa Beach Chamber Foundation). It is imperative that you understand the impact that Fiesta Hermosa has on the Chamber of Commerce's operations and financial viability.

Fiesta Hermosa is a legacy event produced by the Hermosa Beach Chamber of Commerce for over 50 years, and it serves as the Chamber's marquee event each year. The production of Fiesta aligns perfectly with the Chamber's mission to support our business community and promote tourism in our city. From a financial perspective, the net profit earned from Fiesta is the Chamber's lifeline, making it possible for the Chamber of Commerce to support its general operations: supporting its members through advocacy and representation, and producing other business-focused events and activities throughout the year.

It is our understanding that the proposal to discontinue the Chamber's contract to produce Fiesta Hermosa and send the opportunity out to bid, is not a result of poor execution of the event. As such, I strongly urge you to consider only the continuation of the long standing partnership between the City of Hermosa Beach and the Hermosa Beach Chamber of Commerce for the production of Fiesta Hermosa.

Compared to 2019 and years earlier, the cost to produce Fiesta Hermosa has increased significantly. The heightened costs reflect new public safety requirements and the rising cost of labor. Below is a list of historical costs to produce Fiesta Hermosa, in addition to the net profit collected for the event each year. Also, attached please find several years of Profit and Loss statements, relevant to this discussion.

Notably, the Chamber of Commerce has never allocated FTE time as a direct expense of Fiesta Hermosa. This year, the Chamber is implementing a time allocation calculator to determine how much staff time can be allocated to the event. With payroll expenses of approximately \$225,000 (in 2025), we anticipate that 15-25% of annual staff time is spent planning and producing Fiesta Hermosa. The Chamber of Commerce also does not allocate other operating expenses like storage unit costs to the event. Therefore, the net profit data included below is greatly overstated.

Other changes at the Chamber of Commerce have been implemented this year in order to refocus and anchor on our core purpose: promoting, informing, and empowering businesses within Hermosa Beach. New financial oversight and accounting practices, the use of AI tools and a leaner operational model are some of the key changes so far.

Ultimately, the Chamber of Commerce depends on Fiesta Hermosa in order to survive. Even with decreased profits, the Chamber still relies on Fiesta Hermosa to achieve a balanced budget. The potential risk of losing Fiesta Hermosa as a key asset would devastate the Chamber, resulting in the immediate forfeiture of its office space on Pier Avenue, and the potential loss of at least one, if not both of its staff members.

In collaboration with the City of Hermosa Beach, the Hermosa Beach Chamber of Commerce wants to continue its legacy of producing Fiesta Hermosa, a beloved best-in-class event. We want to improve our relationship with the City through good communication and transparency, and encourage discussion about how the Chamber can best align with the City's goals for all events moving forward.

The cost to produce Fiesta Hermosa (Memorial Day weekend only):

2017 = \$274,445
2018 = \$292,122
2019 = \$267,044
2020 = no event due to COVID restrictions
2021 = no event due to COVID restrictions
2022 = \$440,826
2023 = \$495,784
2024 = \$593,162
2025 = \$580,749

The net profit for Fiesta Hermosa (Memorial Day Weekend only):

2017 = \$221,219
2018 = \$173,765
2019 = \$250,344
2020 = no event due to COVID restrictions
2021 = no event due to COVID restrictions
2022 = \$106,814
2023 = \$136,507
2024 = \$118,331
2025 = \$116,367

Please do not hesitate to contact me for more detailed information, should you need it for review. I look forward to delivering a more comprehensive debrief about this year's Fiesta Hermosa outcome this summer.

Best regards,

Erika

Erika Newman
Vice Chair of Finance
Hermosa Beach Chamber of Commerce and Visitors Bureau
310-733-9599
finance@hbchamber.net



Fw: 17.c Informational Item - SPD Parade & Fiesta Hermosa

From Ann Yang <anny@hermosabeach.gov>

Date Tue 4/14/2026 1:29 PM

To Martha Alvarez <malvarez@hermosabeach.gov>; Ariana Rodriguez <arodriguez@hermosabeach.gov>; Salvador Peregrina <speregrina@hermosabeach.gov>

Written communication for 17c.

Ann Yang | *Executive Assistant*

Office of the City Manager and City Council

City of Hermosa Beach

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From: Michelle Crispin <president@hbchamber.net>

Sent: Tuesday, April 14, 2026 1:25 PM

To: City Council <citycouncil@hermosabeach.gov>; Ann Yang <anny@hermosabeach.gov>; Steve Napolitano <snapolitano@hermosabeach.gov>;
President HB Chamber <president@hbchamber.net>

Cc: Kathy Knoll <kathyknoll@earthlink.net>; Erika Newman <finance@hbchamber.net>

Subject: 17.c Informational Item - SPD Parade & Fiesta Hermosa

Dear Mayor Detoy and City Council,

Thank you for the opportunity to provide input on the informational item regarding a potential bid package for the production of the St. Patrick's Day Parade and Fiesta Hermosa.

We appreciate the City's partnership on this year's St. Patrick's Day Parade - it made a real difference, and we're grateful for the support. We also recognize the City's efforts to ease some of the indirect costs tied to Fiesta Hermosa, which has helped keep the event viable.

But Fiesta Hermosa is not just another event - it is the Chamber's primary source of funding.

For over 50 years, the Hermosa Beach Chamber of Commerce has produced Fiesta Hermosa. This is not simply an event we participate in, it is an event the Chamber created, built, and has continuously managed for decades. It has become one of the most recognized traditions in Hermosa Beach, and that continuity matters. The institutional knowledge, relationships, and operational experience behind Fiesta are the result of long-term stewardship, not something that can easily be transferred or replicated.

Equally important is the role Fiesta plays in sustaining the Chamber itself.

As a nonprofit, the Chamber relies on Fiesta Hermosa as its largest and most critical revenue source. The funds generated from Fiesta directly support our ability to serve Hermosa's business community - through marketing, advocacy, economic development efforts, and year-round programs that drive visibility and activity for local businesses.

Unlike many Chambers, including some of our neighboring cities, we do not receive direct, ongoing operational funding from the City to carry out this work. In many communities, Chambers are funded through formal contracts or dedicated tourism dollars to support economic development and business services.

If Fiesta Hermosa were removed from the Chamber, the impact would be immediate and significant. It would fundamentally reduce our capacity to operate and to deliver on our mission. In practical terms, it would mean fewer resources, fewer programs, and less support for the very businesses the City is working to strengthen.

We understand the City's desire to evaluate different approaches to event production. However, removing Fiesta from the Chamber would not be a neutral operational change - it would have direct consequences for the local business community due to the loss of the Chamber's primary funding source.

We believe the best path forward is to maintain the current structure, rather than separating the event from the organization that has sustained it for more than five decades.


We remain committed to collaboration and to ensuring Fiesta Hermosa continues to reflect the character of our community while supporting the businesses that make Hermosa Beach what it is.

Thank you for your consideration.


Sincerely,

Michelle Crispin
President / CEO
Hermosa Beach Chamber of Commerce and Visitors Bureau
hbchamber.net | trulyhermosa.com
310.427.5010

Upcoming events:

 Tiny Chamber Concert - [V. Torres](#) | April 16

 [Sidewalk Sales](#) | April 18 - 19

 Tiny Chamber Concert - [Luke Wade](#) | May 7

 [Fiesta Hermosa](#) Memorial Day | May 23 - 25

 [Fiesta Hermosa](#) Labor Day | Sept 5 - 7

 [Truly Hermosa Destination Guide & Magazine](#)

hbchamber.net & trulyhermosa.com