



City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

March 19, 2020

A Message for the Hermosa Beach Business Community from Mayor Mary Campbell

The events of the last few weeks have left the world, the United States, California and the City of Hermosa Beach facing a new reality never before seen. We continue tracking closely with government agencies at all levels as they come together to meet the demands of COVID-19, a pandemic which has already caused the death of thousands worldwide, and which has dramatically altered our daily lives in Hermosa Beach within just days.

The global economic toll this outbreak has already caused includes a tremendous disruption at our local level here in Hermosa Beach. The concern now is that the impacts are expected to increase and extend for a period of time and are currently unforeseeable and unpredictable. The costs that our business owners, their employees, and their network of operational partners are being required to bear is of great concern to all in the City as well as throughout our community. We thank you for working quickly to comply with all the required and changing guidelines. We know that it has been both shocking and challenging to do so.

Our role as City leaders, first and foremost, is to help press our higher-level governing agencies at the County, State and National levels, to secure the relief programs, tools and other resources to support our City's economy and its business owners through this unprecedented time. These resources are assembling quickly, and we will know more about how businesses can access them in the days to come. Our ongoing City role and commitment is to represent you in these forums where resources are allocated, and making sure available resources get enabled with the least delays possible.

We are with you and standing in your corner as key advocates. As we work to address the core issues at hand, as your Mayor I am also inspired by the spirit of good will, cooperation and community support that is rising up quickly, with many offering creative ideas for how we can each play an individual part in supporting our local businesses during this time. I have great confidence in the abundant talent and humanity that we are so fortunate to claim as a Hermosa Beach family. This may be a big challenge, but we will walk this road together and take it on as an entire community.

Sincerely,

Mary Campbell