

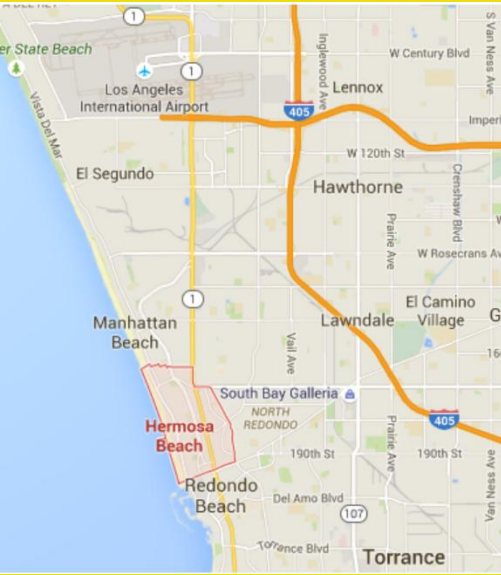


Hermosa Beach

California

GENERAL INFORMATION

County	Los Angeles
State	California
Population	19,847
Founded/Incorporated	1907
Type	General Law City
Nickname	Best Little Beach City
Area	1.4 Square Miles
Full-time Employees	134
40 miles of streets / 2.2 miles of storm drains 36.52 acres of beach	



TOP EMPLOYERS

Early Strides Child Development Center	148	Hermosa Beach School District	94
City of Hermosa Beach	134	Von's Companies	111
Trader Joe's	85		

CONTACT

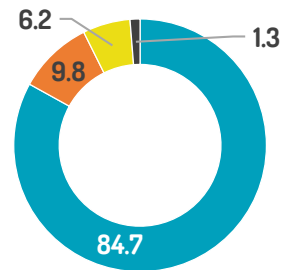
- Phone: 310-318-0239
- Website: www.hermosabeach.gov
- Address: 1315 Valley Drive, Hermosa Beach, CA 90254

HISTORICAL NOTES:

Hermosa Beach was originally part of the 1784 Rancho San Pedro Spanish land grant that later became the ten-mile Ocean frontage of Rancho Sausal Redondo. In 1900, a tract of 1,500 acres was purchased for \$35 per acre from A. E. Pomroy, then owner of the greater part of Rancho Sausal Redondo. Messrs.

DEMOGRAPHICS

- Caucasian
- Hispanic or Latino
- Asian
- African American



Median Hermosa Beach Home Value	\$1,500,000
Median LA County Home Value	\$756,963
Median Household Income	\$136,702
Median LA County Household Income	\$75,235
Median Monthly Gross Rent	\$2,181



Burbank and Baker, agents, bought this land for Sherman and Clark who organized and retained the controlling interest in the Hermosa Beach Land and Water Company.

In the early days, Hermosa Beach — like so many of its neighboring cities — was one vast sweep of rolling hills covered with fields of grain. During certain seasons of the year, large herds of sheep were grazed over this land, and corrals and large barns for storing the grain, as well as providing shelter for horses and farm implements were located on the ranch between Hermosa and Inglewood.

The first official survey was made in the year 1901 for the board walk on the Strand, Hermosa Avenue and Santa Fe Avenue; with work on these projects commencing soon after. In 1904, the first pier was built, constructed entirely of wood by the Hermosa Beach Land and Water Company. In 1913 this old pier was partly washed away and later torn down and replaced with one built of concrete and paved with asphalt its entire length. The Los Angeles Pacific Railway, a "trolley" system, was the first railway in Hermosa Beach, running the entire length of Hermosa Ave. on its way from L.A. to Redondo Beach. A few years later it was merged with most all other "trolley" companies in the region to form the new Pacific Electric Railway Company. In 1926, the Santa Fe Railway Company built a modern stucco depot and installed Western Union telegraph service on the railway platform near Santa Fe Avenue, which would later be renamed Pier Avenue.

REPRESENTATION



Congressional
33rd District, [Rep. Ted Lieu \(D\)](#)

AL MURATSUCHI
Assemblymember, District 66

CA State Assembly
66th District, [Asm. Al Muratsuchi \(D\)](#)



City Treasurer
Elected, 4 year term



CA State Senate
26th District, Sen. [Ben Allen \(D\)](#)

LOS ANGELES COUNTY SUPERVISOR
JANICE HAHN

LA County Supervisor
4th District, [Sup. Janice Hahn](#)

City Council
5 Council Members, Rotating Mayor

CURRENT CITY COUNCIL (NO TERM LIMITS)



Justin Massey, Mayor
(Term through 2024)



Michael Deto, Mayor Pro Tem
(Term through 2024)



Raymond Jackson, Councilman (Term through 2024)



Stacey Armato, Councilwoman (Term through 2022)



Mary Campbell, Councilwoman
(Term through 2022)

HERMOSA BEACH CITY SCHOOL DISTRICT



Jennifer Cole, President
(Term through 2024)



Stephen McCall, Clerk
(Term through 2022)



Douglas Gardener
(Term through 2020)



Margaret Bove-LaMonica (Term through 2022)



Barbara Zondiros
(Term through 2020)

MEDIA

Los Angeles Times

DAILY BREEZE

EasyReader
& PENINSULA

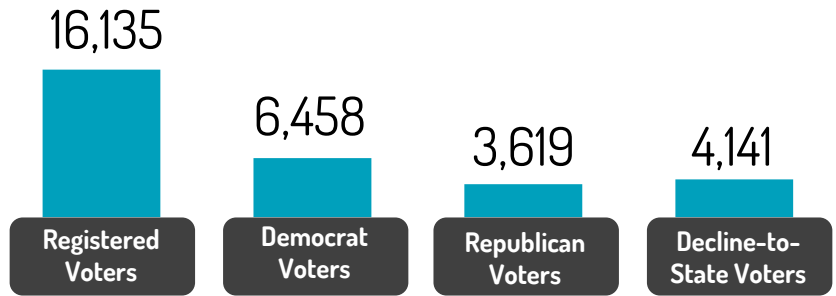


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VOTER REGISTRATION



CITY FINANCES (2020-21)

General Fund Income - **\$39.3M**

(Top 3)



\$2.75M
Sales Tax



\$1.44M
Transient
Occupancy Tax



\$20M
Secured
Property Tax

General Fund Expenditures - **\$39.3M**

(Top 3)



\$17.4M
Police
Department



\$6.3M
Fire
Department



\$5.84M
Public Works

PUBLIC SAFETY

Police



One
Station



38
Officers



Chief Paul
LeBaron

Fire Department - LA County Fire (2017)



One
Station

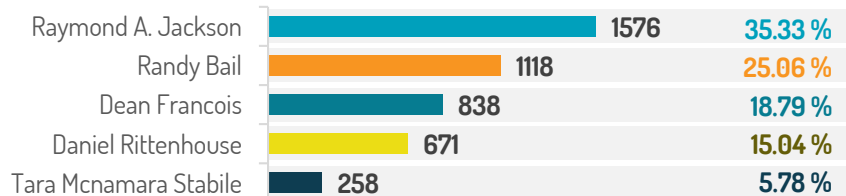


Fire Chief - Asst.
Fire Chief Paul Hale

VOTE HISTORY

May 2021 City Council (Special)

City of Hermosa beach special municipal election member of the city council (Unexpired term ending November 30, 2022)





Nov. 2019 City Council - Top Vote Getter - **5,310** votes

Candidates raise between	\$13,000 to \$25,000
2020 Presidential Election	Biden over Trump 2.5 to 1
2016 Presidential Election	Clinton over Trump 2 to 1
2008 Presidential Election	Obama over McCain 2 to 1

NOTED PAST BOND ISSUES



Measure H - Approved 2019

Increased the City's Transient Occupancy Tax rate (Hotel Tax) from 12% to 14%



Measure CC - Approved 2019

Changed the City Clerk to an appointed instead of elected position



Measure O - Defeated 2015

Shall E&B Corporation 34 -well and oil and gas drilling /production project at the city's 555 Sixth Street maintenance yard be approved

STAKEHOLDERS

**Downtown Hermosa
Business Association**



**Hermosa Beach
Chamber of Commerce**



**Leadership
Hermosa Beach**



**Police Officers
Association (POA)**



**South Bay Association
of Realtors**

