

I like the Fiesta but I think there are a few things that could be tweaked.

These tweaks should start with a Mission Statement that is on the Chamber of Commerce's website and on the Fiesta Hermosa website.

There is no Mission Statement on either.

How can you deliver on any promise without a Mission Statement?

Bob Wolfe didn't "zero in" on a "few booths" with sheets and mattresses. That is what I see. There are many booths with the exact same flea market products.

So, how do we as a community try to figure out a solution to resolve this issue? When I work with my clients I don't like to say "No" I like to provide choices. I don't want to see Fiesta Hermosa go away I want to see it evolve.

How about the Fiesta Hermosa site have an area for anyone to submit artists or other businesses they think would be great for Fiesta Hermosa based on the "Mission Statement" and guidelines?

It is VERY hard to try and get and manage 350 booths. Maybe our citizens can help Fiesta Hermosa curate the types of artists and businesses they think should participate.

To get new vendors interested you need a "sell sheet" that explains to the various artists and businesses what they get when they participate. It is not about the booth but more about the number of people, the demos, the typical revenue, etc... Entice artists and businesses to participate, sell them!

The main issue I have with the Fiesta is the inability to capitalize on the number of visitors coming to the fair not for the day but for the future.

Why aren't their signs on the busses and all over the fair that say "TEXT your email address to 444111 to get special Fiesta offers and a chance to win a weekend stay at the Beach House."

You then follow up with a text that asks for their zip code then age, then gender.

Now you have their email, city, gender, and age.

You can then target market to them the during the Fiesta, the next Fiesta, the Parade, the AVP, etc... Use the Fiesta to capture people in a database so you can get them back to Hermosa when the Fiesta is not around.

I bet the local businesses would love to have these people come during the sidewalk sale or out to dinner on a Wednesday night during the slow time of year.

Your artists and businesses would love to be featured in email campaigns that drive traffic to their site.

I just looked at the Fiesta site and the "Best of Show" page has not been updated since 2014. Why not? As an artist is this enticing to you to come to an event that has not updated the site since 2014.

The Fiesta brings in revenue a bunch of different ways for our community and I am grateful for it. I have spent many days at the beer garden. I think the food vendors are AWESOME! The Parking helps raise \$10-\$20k for our schools per year!

I think the Fiesta needs to reinvent itself for the digital age.

Why not have a "Swarm Booth" that every so often during the Fiesta there is a great deal on something unique and cool. When it is gone, it is gone (google "bottlekeeper" he is local). People must sign up to be alerted (you captured their info)! Do a promotion with companies to get their products out during the Fiesta. A Pajama company just gave away 1,000 pajamas Saturday morning in Downtown Manhattan Beach. They had tons of people shooting video and photos to be shared. Press worthy!

I would love to buy some of the Charla's Trip Tip rub. Why can't I order through the Fiesta Hermosa site and you have Charla drop ship it? Once you get better vendors you could have one hell of an eclectic online store that helps the artists and helps the event.

Look at this Etsy page that is about "Hermosa Beach" to get an idea of what you could offer! Plenty of artists on Etsy that sell Hermosa stuff.

https://www.etsy.com/market/hermosa_beach

Why not give this 16-year-old a free booth as a "scholarship" so they can sell these unique products? Call out on the booth it is a free booth to help local young artists. Have a competition for the kids to get the booth?

What about a scavenger hunt paper with check points that lead people to various "premium vendors" (charge more to be a premium vendor) or local businesses? Complete the list and they get another sweepstakes entry for the weekend stay at the Beach House.

The site doesn't tell me the place for Uber drop off and pick up. Why? Promote the place for pick up and drop off. Talk to Uber and Lyft to work out a location so drivers and users know where to go.

How about a swarm hour many times a day that drives people to local businesses for a great offer? Paciugo might be slow at 3pm. You put out a text to registered people and they get an awesome deal for a specific time.

Once the Chamber and the Fiesta have their mission statement you can go down the rabbit hole like I did. Without a mission statement citizens, should complain because nobody can point them to anything that explains what the Chamber and the Fiesta is or does.

Right now, it looks like it is a "Money Grab" for the Chamber at the expense of the citizens. "Perception is Reality" and many citizens in the community do not like the Chamber as you can see by the comments. We need to help the Chamber change and grow to help ALL our local businesses not just the ones on the pier.