



CITY OF HUNTINGTON BEACH

City Council Meeting – Council Member Items Report

To: City Council

From: Casey McKeon, Mayor Pro Tem
Andrew Gruel, Councilman
Don Kennedy, Councilman

Date: September 16, 2025

Subject: **Business Development Team and Service Improvements Ad Hoc Committee**

ISSUE STATEMENT

A thriving local economy is paramount to the financial health and success of a city. In Huntington Beach, we must continue to build off the success of our Streamline H.B. program and take a proactive and creative approach to supporting our local business and economy by streamlining and enhancing services. A thriving local economy where our businesses prosper will help fund the critical services, programs, and infrastructure our residents and businesses count on every day.

An Ad Hoc City Council Committee should engage with the City Manager and each department's staff to create a holistic approach to improve the service for our business community. The outcome should provide streamlining of permitting process, offering a more personalized "white glove" follow-up service, and expand our outreach efforts to be more business friendly, attract new businesses, and promote and market our businesses and industries that have invested in Huntington Beach. Opportunities may include:

- Further enhance Streamline H.B.
- Proactive business outreach to attract new businesses and investments
- Business Roundtables
- Restaurant Association
- Job Fairs
- Specific Event Process Workflow and Template
- Explore incentive opportunities for rehabilitation of commercial properties

This vision is supported by the Goals and Strategies of the 2023-2027 Strategic Plan.

Economic Development: Greater business retention, investment, and job growth in Huntington Beach.

Fiscal Stability: Available Funding to support a high-quality level of programs, services, and capital investments and to build a structural surplus.

High Performing Organization: An engaged City workforce that is committed to responsive and exceptional public service for all.

Public Engagement: A community that has easy access to clear, accurate, and timely City information and expresses increased awareness and involvement in City activities.

RECOMMENDED ACTION

Create the Business Development Team and Service Improvements Ad Hoc City Council Committee comprised of three City Council Members and direct the City Manager to select department representatives.

ENVIRONMENTAL STATUS

This action is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.