

From: [Nicole Llido](#)
To: supplementalcomm@surfcity-hb.org
Cc: [Kelly Miller](#)
Subject: Support of Resolution No. 2024-13, the Resolution of Intent to Modify the HB Tourism Business Improvement District (TBID)
Date: Monday, April 15, 2024 5:48:17 PM
Attachments: [HBTBID Modification Petitions 2024.pdf](#)

Sent on behalf of the Visit Huntington Beach Board of Directors:

Dear Mayor and City Council,

Thank you for your consideration of Resolution No. 2024-13, the Resolution of Intent to Modify the HB Tourism Business Improvement District (TBID). The VHB Board of Directors, which represents the Owners Association and assessed TBID businesses, urges you to support this resolution.

Please find attached signed petitions from the majority stakeholders in the TBID, representing approximately 80% of the TBID collections.

Over a year ago, these TBID stakeholders analyzed the monthly TOT and TBID revenue reports received from the City and were concerned that HB was losing visitor market share to neighboring tourism cities. VHB staff conducted research and analyzed the trends to confirm their concerns were warranted. With numerous other Orange County and coastal California cities vying for visitor attention and destination spending, Huntington Beach faces the risk of losing market share if the tourism industry does not remain proactive in our efforts to attract visitors. Without strategic investments and enhancements, HB may fall behind competitors who are actively developing new attractions and accommodations.

The modification of the TBID presents a vital opportunity to bolster Huntington Beach's position in the tourism market. By increasing TBID funds, HB's tourism industry can allocate resources towards essential initiatives such as marketing campaigns, event sponsorships, and infrastructure improvements. These investments will not only drive visitor numbers and overnight stays but also maximize the economic benefits derived from large-scale events like the World Cup and the Olympics.

Crucially, the benefits of a thriving tourism industry extend beyond the businesses directly involved. Increased visitor numbers translate to greater foot traffic and spending opportunities for local establishments, benefitting non-tourism businesses and residents alike. In addition, increased visitor numbers and overnight stays would generate additional TOT and sales tax revenue, benefitting the City. Moreover, enhancements in Downtown Huntington Beach funded through the modified program will enhance the overall quality of life for our community.

**SUPPLEMENTAL
COMMUNICATION**

4/16/2024

Meeting Date: _____

Agenda Item No.: 13 (23-1042)

In light of these considerations, we respectfully urge the City Council to lend their support to the resolution of intent. By doing so, we can ensure that Huntington Beach remains a vibrant and economically prosperous destination for visitors and residents alike.

Board of Directors

Visit Huntington Beach

**PETITION TO THE CITY OF HUNTINGTON BEACH
IN SUPPORT OF MODIFYING THE HUNTINGTON BEACH TOURISM BUSINESS IMPROVEMENT
DISTRICT**

Below is a petition to the City of Huntington Beach to initiate proceedings to modify the Huntington Beach Tourism Business Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of increasing the assessment rate from 4% to 6% to provide services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Business Establishment & Address

Lodging Business Owner

21500 Pacific Coast Highway, Huntington Beach, CA 92648

Hyatt Corporation as agent of PCH Beach Resort LLC a Delaware limited liability corporation dba Hyatt Regency Hintington Beach Resort & Spa

The undersigned is the lodging business owner or the authorized representative of the lodging business owner and is the person legally authorized and entitled to sign this petition.

Jon Benson	General Manager / Agent
Owner /Owner Representative Name (printed)	Title

<i>Jon Benson</i>	4.5.2024
Owner/Owner Representative Signature	Date

A complete copy of the Management District Plan will be furnished upon request. Requests for a complete copy of the Management District Plan should be made to:

Kelly Miller, President & CEO
 Visit Huntington Beach
 155 Fifth Street, Suite 111
 Huntington Beach, CA 92648
 Phone: 714-969-3492 x 205 | Email: nicole@surfcityusa.com

**PETITION TO THE CITY OF HUNTINGTON BEACH
IN SUPPORT OF MODIFYING THE HUNTINGTON BEACH TOURISM BUSINESS
IMPROVEMENT DISTRICT**

Below is a petition to the City of Huntington Beach to initiate proceedings to modify the Huntington Beach Tourism Business Improvement District in accordance with the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., for the purpose of increasing the assessment rate from 4% to 6% to provide services as described in the summary of the Management District Plan attached hereto as Exhibit A.

Lodging Business Establishment & Address

Lodging Business Owner

Paseo Hotel & Spa
21080 Pacific Coast Highway
Huntington Beach, CA 92648

Pacific City Hotel, LLC

The undersigned is the lodging business owner or the authorized representative of the lodging business owner and is the person legally authorized and entitled to sign this petition.

Paul Maddison
 Owner /Owner Representative Name (printed)

General Manager
 Title

[Signature]
 Owner/Owner Representative Signature

4/9/24
 Date

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Business Establishment & Address

Business Owner

Kimpton Shorebreak Resort
500 Pacific Coast Hwy
Huntington Beach, CA
92648

Diamond Rock Hospitality

The undersigned is the business owner or the authorized representative of the business owner and is the person legally authorized and entitled to sign this petition.

Justin Simpson
Owner / Owner Representative Name (printed)

General Manager
Title


Owner / Owner Representative Signature

4/9/24
Date

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