



IMPROVEMENTS & ACTIVITIES FY 2022-2023

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$107,000 for FY 2022-2023:

Ambassadors: \$32,100 (30%)

- Establish a rapport and presence with business owners, patrons, and residents with an increased presence during large crowd events to provide the safest environment possible

District Management (Executive Director): \$26,750 (25%)

- The Executive Director will oversee the budget, marketing strategy, event management, stakeholder communication, and act as a liaison to the City of Huntington Beach
- Host 2022-2023 BID Board of Directors Retreat to better understand Board Member's role
- Clarify the BID Board of Director's vision to create a stronger voice for the District
- Convey the value of the District through communication and outreach to new and current members
- Strengthen the voice of the District merchants through the District's marketing/events, governance, and beautification committees

Marketing & Events: \$21,400 (20%)

- Marketing will promote and create the story of the District through the website, newsletters, and social media
- Strengthen the District's brand with HBDBID members, community, and partners
- Actively seek out opportunities to include the District in events that take place in Downtown

Holiday Beautification: \$16,050 (15%)

- Promote visitation during the holidays with holiday décor in November and December including lighting, décor elements and a tree on the 2nd Block of Main Street

Cleaning: \$10,700 (10%)

- Additional cleaning is during special events and peak season to keep Downtown clean for locals and visitors