

PIER CONCESSION OPPORTUNITY

21 Main Street, Huntington Beach, CA 92648



REQUEST FOR QUALIFICATIONS



SURF CITY HIGHLIGHTS

The Huntington Beach Pier is one of the most recognizable landmarks on the west coast. As the most photographed pier in the world, the Huntington Beach Pier is an attractive destination for tourists, residents, film shoots, and special events. The Pier serves as a central point to several major annual events including the US Open of Surfing and the Great Pacific Air Show. Additionally, as the longest pier on the west coast, the Huntington Beach Pier sees a constant flow of tourists, fishermen, diners, shoppers, and surfers eager to enjoy the authentic experience that is Huntington Beach.



\$93,658 MEDIAN HH INCOME

- 5% more than the County
- 25% more than the State
- 47% more than the Nation

200,748 TOTAL POPULATION



50.41% Female



49.59% Male

\$736.4 MILLION

Total economic impact generated by tourism

HOTEL OCCUPANCY



2018 2017 2016 2015

74.3% 74.1% 74.4% 76.2%

DAILY AVERAGE RATE

2018 2017 2016 2015

\$233 \$225 \$215 \$207

Cost Liability: The proposed tenant shall bear all costs associated with submitting qualification statements. The City of Huntington Beach does not pay finder's fees or commissions for opportunities arising under this RFQ. Any such compensation must be negotiated between the proposer and his or her agent or broker, if any.

PROPERTY DETAILS

- 21 Main Street
- Approximately 800 SF
- Located directly across from public restrooms
- Building in operation since 2009
- Building is currently occupied by Let's Go Fishing on a month-to-month lease
- TI's have been made by current and past tenants
- Current plans are available upon request



REQUEST FOR QUALIFICATIONS

The City of Huntington Beach is requesting qualification statements from entities interested in operating a City-owned concession building located on the Huntington Beach Pier at 21 Main Street. The desired entity will have a proven track record of operating a business of similar nature and scale to the one proposed to be operated at 21 Main Street. The selected tenant will demonstrate the experience to operate a successful business, exhibit the financial capacity to support a viable business, and articulate a vision to enhance the pier experience by enticing visitors to the business by offering a quality and memorable experience.

SUBMITTAL REQUIREMENTS

- Cover letter;
- 3 years of tax returns;
- 2021 year-to-date income statement and balance sheet;
- 3 years of audited financial statements (or reviews or compilations if audited financial statements are not available);
- Proposed use of the lease and the property; and
- Biographical information, together with information regarding the officers/directors/major owners/managers/members/partners, and credit report of the major owners

SCHEDULE

Release of RFQ	5/26/21
Non-Mandatory Walkthrough	6/9/21
Deadline for Written Questions	6/14/21
Response to Written Questions Posted on City Website	6/18/21
Qualification Statements Due	6/25/21
Evaluation of Statements Completed	7/9/21
Interview Qualified Candidates	7/12/21—7/16/21

21 Main Street is located in the Downtown Specific Plan (DTSP) - District 6 which includes the Pier and Pier Plaza. Permitted uses and development standards for District 6 can be found on page 3-92 at the following link:

<https://huntingtonbeachca.gov/files/users/planning/Downtown-Specific-Plan-No-5.pdf>

The existing entitlement permits are available upon request.

CONTACT: Kriss Casanova, Economic Development Manager
714.536.5547 ▪ Kriss.Casanova@surfcity-hb.org