



City of Huntington Beach
September 8, 2020

2020-2021
DOWNTOWN BUSINESS
IMPROVEMENT DISTRICT RENEWAL

Downtown BID

- Established in 2004
- Comprised of 272 businesses
- Restaurant and retail represent 60% of membership and contribute 82% of assessments
- Mission is to improve the economic business environment of downtown HB related to marketing, safety, maintenance, tourism, parking, and special events



Annual Assessment

- Resolution of Intention to Levy Annual Assessment
 - Adopted on August 3
 - Published in HB Wave on August 27
- City mailed to all BID members on August 10
 - Public hearing information
 - Proposed assessment details
 - Instructions on how to protest assessment



2019-2020 Accomplishments

- Partnered with WAYMAKERS OC & Safe HB Collective — alcohol safety awareness
- Continued management and execution of high-profile events — Surf City Nights, Halloweenfest, etc.
- Most recently, partnered with City and local partners on outdoor dining program in response to COVID-19



2020-2021 Goals

- Expand in-house digital marketing
- Main Street outdoor dining management
- Families First Program for children and parents
- Farmers Market & Surf City Nights — phased re-introduction
- Property owner engagement communication and forums



Proposed Budget

INCOME	
City of HB – Maintenance	\$188,430
Surf City Nights	\$152,500
BID Member Assessments	\$124,000
Other Events	\$44,000
Reserves	\$30,000
TOTAL INCOME	\$538,930

Proposed Budget

EXPENSES	
Malco Maintenance	\$176,430
Wages/Payroll	\$168,550
Events/Holiday Décor	\$55,150
Surf City Nights	\$49,000
Miscellaneous	\$37,300
Ambassador	\$36,000
Marketing	\$16,500
TOTAL EXPENSES	\$538,930

Public Hearing

- Receive and consider any protests against the assessment
- Affected business owners may submit written or oral protests
- Confirm if protests equal less than 50% of total proposed assessment value
- If lack of majority protest exists, Council can renew assessment for one year



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