

RESOLUTION NO. 2025-52

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
HUNTINGTON BEACH APPROVING AN ANNUAL ASSESSMENT  
WITHIN THE HUNTINGTON BEACH DOWNTOWN BUSINESS  
IMPROVEMENT DISTRICT FOR FISCAL YEAR 2025-2026

WHEREAS, the Parking and Business Improvement Area Law of 1989, codified at Streets and Highways Code §36500 et seq. (the “Act”) authorizes cities to establish parking and business improvement areas for the purpose of imposing benefit assessments on businesses for certain purposes; and

The City Council formed a business improvement area, the Huntington Beach Downtown Business Improvement District (the “District”), by the passage of Ordinance 3661 on September 7, 2004. The City is proposing to levy an assessment for fiscal year 2025-2026 pursuant to the process detailed in Streets and Highways Code §36500, et seq.; and

The District’s Advisory Board has prepared and filed with the City Clerk an “Annual Report” and “Proposed Budget for Fiscal Year 2025-2026” (collectively, “Annual Report”); and

On September 2, 2025, the City Council adopted a resolution declaring its intention to levy an annual assessment for Fiscal Year 2025-2026 as proposed by the District’s Annual Report.

NOW, THEREFORE, the City Council of the City of Huntington Beach does hereby resolve, determine and find as follows:

SECTION 1. The City Council hereby confirms, approves and adopts the Annual Report filed by the Advisory Board in the City Clerk’s office attached hereto as **Exhibit A** and incorporated herein by this reference, which report includes a proposed budget for Fiscal Year 2025-2026 and a description of the improvements and activities to be provided for Fiscal Year 2025-2026.

SECTION 2. The City Council of the City of Huntington Beach hereby authorizes a levy and collection of assessments within the District for Fiscal Year 2025-2026 as proposed by the Annual Report. The amount of the assessment shall be as per the assessment schedule and is to apply to all businesses in the District as shown in **Exhibit B**.

SECTION 3. The assessments collected will be used in part and as provided in the Annual Report.

SECTION 4. This resolution shall take effect on \_\_\_\_\_, 2025.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Mayor

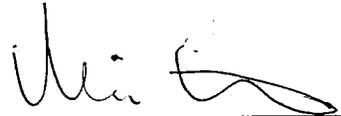
REVIEWED AND APPROVED:

\_\_\_\_\_  
City Manager

INITIATED AND APPROVED:

  
\_\_\_\_\_  
Director of Community Development

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

ATTEST:

\_\_\_\_\_  
City Clerk

# **Exhibit A: Annual Report**



# HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**ANNUAL REPORT  
2025-2026**

# WHAT IS A BUSINESS IMPROVEMENT DISTRICT

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A Business Improvement District (BID) is an area where business owners collectively agree to pay assessments to fund improvements and activities that benefit the district. In partnership with the downtown business owners, the Huntington Beach City Council formed the Huntington Beach Downtown Business Improvement District in 2004. One goal of establishing the District was to strengthen and improve the visitor experience in Downtown Huntington Beach.

In 2008, City Council appointed a non-profit organization, the HB Downtown Business Improvement District (HB Downtown), to serve as the District's Advisory Board. The HB Downtown acts to administer and manage activities; funding outlined in the ordinance and resolutions establishing the District. HB Downtown consists of a volunteer Board of Directors and Management consultants to support the goals of providing communication, marketing, and coordination of the HB Downtown's activities.



# ABOUT DOWNTOWN HUNTINGTON BEACH

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*A shopping, dining and services destination for locals and tourists visiting Downtown Huntington Beach*

## ABOUT

The Huntington Beach Downtown Business Improvement District dba "Downtown Huntington Beach" is an independent nonprofit California corporation established under section 501(c)(6) of the Internal Revenue Code. First established in 2004, its purpose, shall be to improve the economic business environment of the Downtown Business District related to marketing, safety, maintenance, tourism, and special events.

Downtown Huntington Beach is the Advisory Board for the City of Huntington Beach established under City Ordinance 3661, City Ordinance 3797, and California State Code 36500 et seq. Its purpose shall be to: (1) promote economic revitalization and physical maintenance of the District in order to create jobs, attract new businesses and prevent erosion of the District; (2) create revenue to fund improvements and activities through which the District benefits from those improvements and activities; and (3) promote the District's recreational, cultural and other attractions as a tourist destination.

## MISSION

To be the advocate for our coastal downtown community creating economic vitality through improvements and activities; and to establish the District as a shopping, dining and services destination for locals and tourists.



## VISION

To be a sustainable catalyst for a thriving and livable downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun and environmentally conscious.

# 2024-2025

## HIGHLIGHTS

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Increased Ambassador services to all weekends.

Expanded Steam Cleaning and Porter Services to the entire BID Assessment area and Steam Cleaning occurring Monday and Thursday evenings at the suggestion of City Council.

Partnered with the City in sponsorship of the Independence Day Block Party and the Bike Valet program.

Created separate Assessment bank account for transparency.

Sent out Request for Proposals for: Maintenance, Ambassador, Security and Social Media and creating new contracts.

Reinstated Chili at the Beach and Surf City Day (Rocking Fig Vintage Tiki Day).

Transitioning to the City Fiscal Year of July to June to improve communication/transparency.

## 2025-2026

### GOALS

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Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach, leveraging available funding assistance from the Downtown Huntington Beach program.

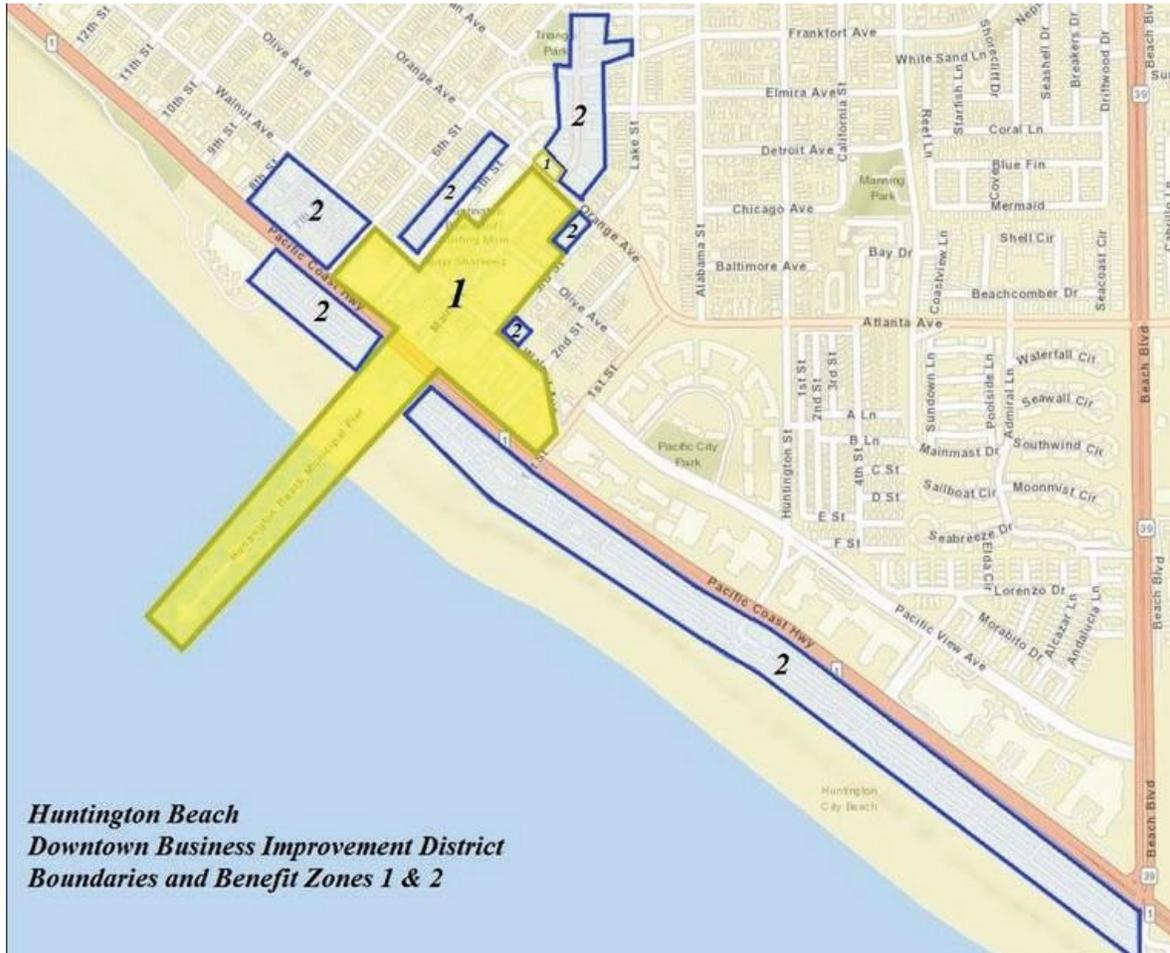
Reestablish a new non-profit and create new By-laws, Articles of Incorporation, etc. to assist in the management of Downtown Huntington Beach.

Increase official social media accounts (e.g., Instagram, Facebook, LinkedIn, and/or TikTok) dedicated to Downtown Huntington Beach. Send out Monthly Newsletters to all members.

Work with the City of Huntington Beach, Visit Huntington Beach, and all groups to further the vision and goals of HB Downtown.

Establish a new Marketing Plan with input from the City.

# MEMBER OVERVIEW



There are approximately 255 businesses in the District. Depending on the business type, square footage, and location, individual business assessments range from \$80 to \$1,404 per year. There is no recommendation to increase assessments or area this new year.

# MEMBER ASSESSMENT CHART

Category	Benefit Zone 1	Benefit Zone 2
<b>Retail</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
<b>Restaurants</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
<b>Hotels</b>		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
<b>Services/ Office</b>		
1st Floor	\$281	\$160
Basement, 2nd Floor or Higher		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
<b>Cart/ Kiosk</b>	\$100	\$80
<b>Banks/ ATM</b>	\$600	\$400
<b>Seasonal, 9 mos or less</b>	\$500	\$300

Assessments excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors. Businesses and non-profit organizations outside the area may join with the approval of the BID Board by paying the equivalent fee annually. Non-profit organizations within the BID Assessment Zone can voluntarily participate by paying \$30.00 to Downtown Huntington Beach directly.

# MAINTENANCE REVIEW

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The City's Public Works department and Downtown Huntington Beach have an ongoing maintenance agreement. The initial Memorandum of Understanding (MOU) was established in 2013, with a total value of \$154,000.

The BID recently sent out a Request for Proposals to increase the steam cleaning and porter services area to include 6th Street commercial, 5th Street both sides, Pacific Coast Highway from to 1st Street and 3rd Street commercial. After reviewing the proposals, Malco was selected to continue the Maintenance Services contract. Based on discussion with the City Council, Malco is now steam cleaning the sidewalks on Monday and Thursday nights.

The costs associated with the maintenance contract have surpassed the originally stipulated amount in the MOU. To address these supplementary expenses, the Public Works department has formally requested additional funding and in addition, the BID has increased funding.

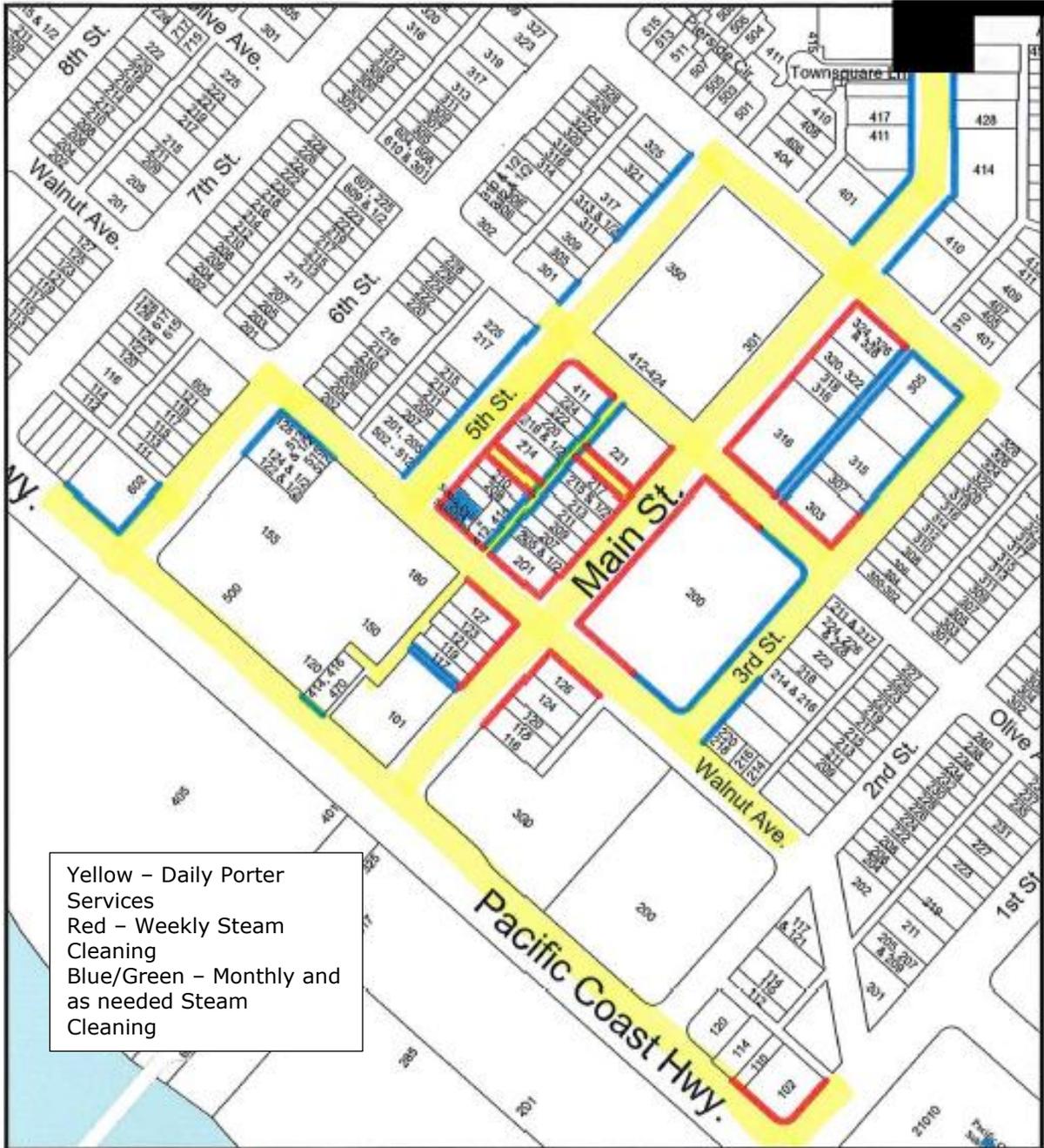
In the year 2022, a decision was reached to eliminate the administrative fee that was previously incorporated within the agreement. Instead, these funds were redirected to increase maintenance contract costs.

The funding of the enhanced maintenance from Downtown Huntington Beach has increased over the years from \$8,000 to \$44,000. The designates funds are earmarked for specific purposes related to enhanced maintenance. These funds can be utilized to bridge the gap between the actual maintenance expenses and the amount specified in the existing MOU.

Downtown Huntington Beach has also allocated additional funds specifically for the purpose of hiring additional maintenance porters within the Downtown during events such as the 4th of July, US Open of Surfing and the Pacific Air Show. This proactive measure is intended to enhance the overall upkeep and functionality of the district during these events.



# MAINTENANCE SIDEWALK CLEANING MAP



# DOWNTOWN HUNTINGTON BEACH WEEKLY EVENTS

## SURF CITY NIGHTS

TUESDAY NIGHTS



Tuesday's Surf City Nights Certified Farmers' Market and Street Fair is a draw for locals and visitors to Main Street. The family friendly atmosphere is lively with curated vendors, local bands taking center stage, and the downtown businesses offering Surf City Nights Specials. This event offers a unique shopping experience with a wide array of fresh produce and goods. It also serves as a platform to engage with community partners and non-profits.

## SURF CITY ARTSAN FAIR

FRIDAY, SELECT WEEKENDS



A recurring event crafted to highlight the exceptional handmade and designed talents of local and regional artisans.

Enriched by dynamic programming and community engagement, it embodies the Four Corners concept: Gathering, Giving, Creative, and Learning. These pillars foster an environment of inspiration, philanthropy, and knowledge-sharing.

Through art, music, non-profit initiatives, community groups, and educational experiences, the Surf City Artisan Fair creates a welcoming environment for all attendees.

# DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS

## SURF CITY SPOOKTACULAR

OCTOBER 29, 2024



Surf City Spooktacular is a beloved family and pet friendly community event. Downtown Huntington Beach provides candy to participating businesses. The community dresses up to enjoy trick-or-treating, engage with community partners, and participate in activities including the Main Street costume contest. Mayor Gracie Van Der Mark, Mayor Pro Tem Pat Burns and Mike Ali were the judges for the costume contest. Next year there will be a pet costume contest at the community at the annual celebration.

## MAGIC ON MAIN STREET

NOVEMBER 12, 2025



Magic on Main Street, is the annual tree lighting event, marking the beginning of the holiday festivities at Surf City Nights. Welcomed by Mayor Gracie Van Der Mark, Mayor Pro Tem Pat Burns, State Senator Janet Nguyen, the crowd gathered for an exciting countdown to light the Main Street Tree.

The holiday magic filled the air with lively music, unique vendors, and even a special appearance by Santa and his elves.

# DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS

## MAIN STREET BLOCK PARTY

JULY 5, 2025



Downtown Huntington Beach is a proud sponsor of the Main Street Block Party on Saturday, July 5th. A tradition of Independence Day festivities, the event featured live music by the Ramsey Brothers Band and Redneck Rodeo.

The highlight of the Block Party was the Bike Parade that peddled off from Huntington Beach City Hall down Main Street to the City stage at PCH and Main Street. The spirit of Independence Day was displayed on the many bikes.

## SURF CITY DAY

September 27, 2025



Locals and visitors come together to celebrate the culture of Surf City USA!

Events include:

- Huntington Surf & Sport Demo Day
- Rockin Fig Vintage Surf Festival
- Kowabunga Van Klan Bus Show

Whether you're a beach enthusiast or simply seeking a fun-filled day, Surf City Day offer something for everyone!

## CHILI AT THE BEACH

August 23, 2025



The annual Chili at The Beach is on ready to heat up Main Street. Come taste over 20 chili contestants and vote for your favorite local vendors, and charity partners who work hard to make the annual event a community favorite. The event was not held last year.

# IMPROVEMENTS AND ACTIVITIES

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The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$115,000 for FY 2025-2026 (a reduction of \$2,000 from 2024-2025):

## **AMBASSADOR PROGRAM**

\$35,000.00

## **ENHANCED MAINTENANCE**

\$21,000.00

## **HOLIDAY BEAUTIFICATION**

\$25,800.00

## **MARKETING**

\$10,000.00

## **COMMUNITY EVENTS**

\$18,000.00

## **CRM**

\$3,000.00

## **FINANCIAL SERVICES**

\$2,200.00

## **PUBLIC IMPROVEMENT PROJECT**

\$TBD

## **Further Information**

About the allocation of funds, follows on Page 12 through Page 13.

# 2025-2026

## ACTIVITIES AND IMPROVEMENTS

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### AMBASSADOR PROGRAM

The purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in Downtown on weekends, holidays and special events. The program's goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The Ambassadors communicate through WhatsApp. The WhatsApp is for all restaurant/bar managers and owners and bar security.

The Ambassador program, funded by the Assessments and Visit Huntington Beach, has proven to be a valuable asset to Downtown. The Ambassadors have been actively involved in various activities, including:

- **Regular Patrolling** - The Ambassadors patrol the Downtown, maintaining a visible presence and establishing rapport with individuals in the community.
- **Observation and Reporting** - The Ambassadors observe and report any potential safety concerns, disturbances, or other incidents in the area.
- **Collaboration with HBPD** - The Ambassadors worked closely with the HBPD Downtown Detail to address safety-related matters effectively.
- **Assistance and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact on Downtown and increased the positive image of Downtown.

### ENHANCED MAINTENANCE

The Downtown District is a hub for both locals and visitors, especially during peak seasons and major events. Downtown Huntington Beach takes proactive measures to ensure cleanliness and a welcoming atmosphere. Funds are allocated for additional services during peak seasons and events, as well as to cover the difference between the City of Huntington Beach MOU and the current maintenance contract. Providing a positive and memorable experience for all attendees is essential and reinforces Downtown reputation as a vibrant and welcoming destination. This year, the enhanced maintenance has increased the area for steam cleaning and porter services seven days a week. The entire BID Assessment area now receives the services from Malco.

### HOLIDAY BEAUTIFICATION

The Downtown was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The star of the show is the decorated tree on the 2nd block of Main Street, serving as the heart of the holiday magic and drawing the community and visitors together. Next year the holiday decorations will be "beach-themed" and include 6<sup>th</sup> Street and the fourth block of Main Street.

# 2025-2026

## ACTIVITIES AND IMPROVEMENTS

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### MARKETING

Marketing and Events have been instrumental in promoting and shaping the story of the Downtown District. Our strategic approach to marketing, which includes utilizing various communication channels and organizing community events, has allowed us to engage stakeholders effectively and establish a strong brand identity for Downtown Huntington Beach. Assessment Fees are used for advertising and marketing programs, including website, social media and email outreach. A new Social Media Consultant will be retained for enhancing our marketing capabilities.

### COMMUNITY EVENTS

Community Events such as the Independence Day Block Party, Surf City Spooktacular, and Magic on Main Street have become highly anticipated annual gatherings. These events have not only increased exposure but have also created memorable experiences, engaged our community, and enhanced the Downtown Huntington Beach brand. A new community event will be planned for the off-season to attract local residents to visit Downtown.

### CRM

In FY 2022-2023, The Huntington Beach City Council recommended that BID adopt a Customer Relationship Management (CRM) program. A CRM serves as a tool for the organization's stability and longevity, benefiting all stakeholders. The benefits of CRM include:

- Data centralization, encompassing contact information, communication history, and other pertinent details. This comprehensive view of customer data guarantees up to date information, enabling the organization to identify and address potential issues proactively before they escalate.
- Improved stakeholder relationships, facilitated by a central database that provides a better understanding of their needs and preferences, consequently enabling more personalized interactions.
- Efficient marketing campaigns, empowered by tailored marketing messages specifically targeted at distinct stakeholder groups, thus leading to heightened engagement.

### FINANCIAL SERVICES

Monthly financial services by a third-party CPA, bank fees, and QuickBooks have streamlined our financial operations and enhanced transparency.

### PUBLIC IMPROVEMENT PROJECT

Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach for the new fiscal year.

# STATEMENT OF FINANCIAL POSITION

## Huntington Beach Downtown Business Improvement District

### Statement of Financial Position

As of May 31, 2025

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	202,381.16
1030 First Bank - MM	163,570.44
1040 First Bank - Maintenance	-11,683.67
1050 Assessment Checking Acct	0.00
<b>Total Bank Accounts</b>	<b>\$354,267.93</b>
Other Current Assets	
1330 Prepaid Rent	500.00
Advance to Assessments Account	47,000.00
Undeposited Funds	880.50
<b>Total Other Current Assets</b>	<b>\$48,380.50</b>
<b>Total Current Assets</b>	<b>\$402,648.43</b>
Fixed Assets	
1640 Machinery & Equipment	11,651.68
1660 Office Equipment	538.74
1670 Computers	2,931.66
1700 Accumulated Depreciation	-15,122.08
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$402,648.43</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-888.39
California Department of Tax and Fee Administration Payable	0.00
<b>Total Other Current Liabilities</b>	<b>\$ -1,073.47</b>
<b>Total Current Liabilities</b>	<b>\$ -1,073.47</b>
Long-Term Liabilities	
2400 Notes Payable - SBA EIDL	150,000.00
<b>Total Long-Term Liabilities</b>	<b>\$150,000.00</b>
<b>Total Liabilities</b>	<b>\$148,926.53</b>
Equity	
3100 Unrestricted Net Assets	184,878.28
Retained Earnings	-21,727.16
Net Revenue	90,570.78
<b>Total Equity</b>	<b>\$253,721.90</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$402,648.43</b>

# PROFIT AND LOSS STATEMENT

## Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

October 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Revenue</b>				
4050 BID Assessments	59,700.00	0.00	59,700.00	
4100 Chili at the Beach		0.00	0.00	
4200 Event Revenue	411,126.08	160,625.00	250,501.08	255.95 %
4300 Surf City Nights	-1,123.25		-1,123.25	
4350 Surf City Movie Nights		164,000.00	-164,000.00	
4400 Surf City Days		0.00	0.00	
4800 City of HB Maintenance	102,158.00	132,000.00	-29,842.00	77.39 %
Unapplied Cash Payment Revenue	0.00		0.00	
<b>Total Revenue</b>	<b>\$571,860.83</b>	<b>\$456,625.00</b>	<b>\$115,235.83</b>	<b>125.24 %</b>
<b>Cost of Goods Sold</b>				
5100 Rental & Setup	33,717.88	46,640.00	-12,922.12	72.29 %
5150 Parking	2,125.00	1,600.00	525.00	132.81 %
5200 Street Cleaning		0.00	0.00	
5250 Street Closure	32,900.00		32,900.00	
5300 Event Expenses	138.02	6,190.00	-6,051.98	2.23 %
5330 Entertainment		0.00	0.00	
5340 Event Permits	34,450.00	37,050.00	-2,600.00	92.98 %
5370 Outside Services	98,085.62	19,680.00	78,405.62	498.40 %
5380 Printing & Production	5,403.36	0.00	5,403.36	
<b>Total 5300 Event Expenses</b>	<b>138,077.00</b>	<b>62,920.00</b>	<b>75,157.00</b>	<b>219.45 %</b>
5600 Holiday Beautification		0.00	0.00	
5800 Maintenance	138,921.00	132,000.00	6,921.00	105.24 %
<b>Total Cost of Goods Sold</b>	<b>\$345,740.88</b>	<b>\$243,160.00</b>	<b>\$102,580.88</b>	<b>142.19 %</b>
<b>GROSS PROFIT</b>	<b>\$226,119.95</b>	<b>\$213,465.00</b>	<b>\$12,654.95</b>	<b>105.93 %</b>
<b>Expenditures</b>				
7010 Advertising & Marketing	1,969.38	6,900.00	-4,930.62	28.54 %
7050 Bank Charges & Fees	376.37	800.00	-423.63	47.05 %
7070 Consultants	74,140.36	179,931.50	-105,791.14	41.20 %
7100 Dues & subscriptions	2,245.72	1,600.00	645.72	140.36 %
7150 Insurance	952.00	2,150.00	-1,198.00	44.28 %
7160 Interest		8,000.00	-8,000.00	
7170 Legal & Accounting Services	3,710.00	7,550.00	-3,840.00	49.14 %
7190 Meeting & Training		2,250.00	-2,250.00	
7191 Election	161.63	0.00	161.63	
7210 Office Supplies	1,120.47	2,400.00	-1,279.53	46.69 %
7240 Payroll Expenses				
7241 Wages - Event Coordinator		0.00	0.00	
7242 Wages - Administrative Assistant		0.00	0.00	
<b>Total 7240 Payroll Expenses</b>		<b>0.00</b>	<b>0.00</b>	
7280 Postage	31.32		31.32	
7290 Rent & Lease	12,750.00	14,000.00	-1,250.00	91.07 %

## Huntington Beach Downtown Business Improvement District

### Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

October 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7300 Repairs & Maintenance	1,111.60	800.00	311.60	138.95 %
7310 Security	11,150.00		11,150.00	
7315 Ambassador Program	9,088.09	0.00	9,088.09	
<b>Total 7310 Security</b>	<b>20,238.09</b>	<b>0.00</b>	<b>20,238.09</b>	
7320 Taxes & Licenses	5,120.00	5,700.00	-580.00	89.82 %
7330 Telephone	1,848.80	1,600.00	248.80	115.55 %
QuickBooks Payments Fees	12,530.63	5,248.00	7,282.63	238.77 %
<b>Total Expenditures</b>	<b>\$138,306.37</b>	<b>\$238,929.50</b>	<b>\$ -100,623.13</b>	<b>57.89 %</b>
NET OPERATING REVENUE	<b>\$87,813.58</b>	<b>\$ -25,464.50</b>	<b>\$113,278.08</b>	<b>-344.85 %</b>
Other Revenue				
8000 Interest Earned	2,757.20		2,757.20	
<b>Total Other Revenue</b>	<b>\$2,757.20</b>	<b>\$0.00</b>	<b>\$2,757.20</b>	<b>0.00%</b>
NET OTHER REVENUE	<b>\$2,757.20</b>	<b>\$0.00</b>	<b>\$2,757.20</b>	<b>0.00%</b>
<b>NET REVENUE</b>	<b>\$90,570.78</b>	<b>\$ -25,464.50</b>	<b>\$116,035.28</b>	<b>-355.67 %</b>

A surplus of approximately \$4,000 to \$6,000 in BID assessments is anticipated to be carried over from the previous year.

# 2025-2026 BUDGET

INCOME:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$220,000.00
VHB Ambassador funding	\$3,333.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,367.00	\$3,300.00	\$3,400.00	\$3,500.00	\$40,000.00
Surf City Nights	\$20,000.00	\$30,000.00	\$35,000.00	\$15,000.00	\$20,000.00	\$21,000.00	\$24,000.00	\$29,000.00	\$27,000.00	\$27,000.00	\$27,000.00	\$25,000.00	\$300,000.00
Parking	\$300.00	\$250.00	\$250.00	\$250.00	\$250.00	\$300.00	\$400.00	\$420.00	\$400.00	\$360.00	\$440.00	\$450.00	\$4,070.00
Assessments													\$115,000.00
Surf City Days											\$10,000.00		\$10,000.00
Chili at the Beach												\$25,000.00	\$25,000.00
Surf City Artisan Fair	\$21,000.00	\$25,000.00	\$24,750.00	\$14,625.00	\$12,750.00	\$19,500.00	\$24,750.00	\$25,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$25,000.00	\$258,375.00
<b>Monthly Totals</b>	<b>\$62,966.00</b>	<b>\$76,883.00</b>	<b>\$81,633.00</b>	<b>\$51,508.00</b>	<b>\$54,633.00</b>	<b>\$62,433.00</b>	<b>\$70,783.00</b>	<b>\$76,053.00</b>	<b>\$71,100.00</b>	<b>\$70,993.00</b>	<b>\$81,173.00</b>	<b>\$97,287.00</b>	<b>\$972,445.00</b>
EXPENSE:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$220,000.00
Assessments(see budget)													\$115,000.00
Ambassadors Security	\$1,000.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$3,108.00	\$3,000.00	\$25,108.00
Additional Maintenance	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$38,400.00
Bank Charges	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$1,440.00
Dues & Subscriptions	\$500.00	\$250.00	\$500.00	\$250.00	\$200.00	\$500.00	\$250.00	\$500.00	\$200.00	\$350.00	\$275.00	\$600.00	\$4,375.00
Insurance	\$0.00	\$650.00	\$0.00	\$675.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$1,000.00	\$5,325.00
Accounting	\$475.00	\$1,200.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$6,425.00
Legal fees	\$800.00	\$800.00	\$400.00	\$400.00	\$400.00	\$300.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$4,000.00
License & Fees	\$300.00	\$250.00	\$350.00	\$250.00	\$350.00	\$250.00	\$350.00	\$250.00	\$350.00	\$350.00	\$350.00	\$300.00	\$3,700.00
Printing	\$200.00	\$300.00	\$200.00	\$300.00	\$350.00	\$250.00	\$350.00	\$250.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,400.00
Video/Graphic Designer	\$750.00	\$500.00	\$500.00	\$750.00	\$500.00	\$500.00	\$750.00	\$500.00	\$750.00	\$500.00	\$750.00	\$500.00	\$7,250.00
Board of Directors Election	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,100.00
Meeting/Training	\$1,500.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$800.00	\$0.00	\$0.00	\$3,800.00
Management Consultant	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$72,000.00
SCN Operator	\$4,000.00	\$6,000.00	\$7,000.00	\$3,000.00	\$4,000.00	\$4,200.00	\$4,800.00	\$5,800.00	\$5,400.00	\$5,400.00	\$5,400.00	\$5,000.00	\$60,000.00
Social Media Company	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$22,800.00
Admin	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$38,400.00
SCAF Operator	\$5,520.00	\$5,820.00	\$6,795.00	\$3,967.00	\$3,405.00	\$5,490.00	\$5,280.00	\$6,770.00	\$5,740.00	\$5,740.00	\$5,440.00	\$6,770.00	\$66,737.00
Office Supplies	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$500.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,800.00
Repairs/Maintenance	\$300.00	\$200.00	\$200.00	\$100.00	\$100.00	\$100.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$100.00	\$2,100.00
Rent & Storage	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$6,650.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$18,200.00
Telephone/Internet	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$3,300.00
Equipment Expense	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,250.00
EIDL Repayment	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$18,600.00
	<b>\$52,098.00</b>	<b>\$52,223.00</b>	<b>\$52,823.00</b>	<b>\$47,170.00</b>	<b>\$46,383.00</b>	<b>\$55,418.00</b>	<b>\$55,008.00</b>	<b>\$54,598.00</b>	<b>\$55,218.00</b>	<b>\$53,968.00</b>	<b>\$52,601.00</b>	<b>\$56,002.00</b>	<b>\$748,510.00</b>
BID EVENTS	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
SCN Set up (Malco)	\$3,030.00	\$3,030.00	\$4,000.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$37,330.00
SCN Set up (HB)	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$33,600.00
Parking	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$5,000.00
Market taxes	\$2,100.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$975.00	\$0.00	\$0.00	\$1,900.00	\$0.00	\$0.00	\$5,975.00
SCN Marketing	\$1,000.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$4,850.00
SCN QuickBooks	\$640.00	\$960.00	\$1,120.00	\$480.00	\$640.00	\$672.00	\$768.00	\$928.00	\$864.00	\$864.00	\$852.00	\$800.00	\$9,588.00
	<b>\$10,570.00</b>	<b>\$7,140.00</b>	<b>\$8,270.00</b>	<b>\$8,660.00</b>	<b>\$6,820.00</b>	<b>\$6,852.00</b>	<b>\$8,923.00</b>	<b>\$7,108.00</b>	<b>\$8,044.00</b>	<b>\$8,944.00</b>	<b>\$8,032.00</b>	<b>\$6,980.00</b>	<b>\$96,343.00</b>
SCAF Facility Fee	\$5,200.00	\$5,200.00	\$5,850.00	\$3,900.00	\$3,290.00	\$5,200.00	\$5,850.00	\$4,550.00	\$3,900.00	\$3,900.00	\$3,900.00	\$4,550.00	\$55,290.00
SCAF Security/set up	\$2,800.00	\$2,800.00	\$3,150.00	\$2,100.00	\$1,750.00	\$2,800.00	\$3,150.00	\$2,450.00	\$2,100.00	\$2,100.00	\$1,400.00	\$2,450.00	\$29,050.00
SCAF Marketing/Entertainment	\$1,000.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$4,850.00
SCAF Logistics	\$720.00	\$975.00	\$800.00	\$750.00	\$600.00	\$675.00	\$1,450.00	\$875.00	\$750.00	\$720.00	\$726.00	\$450.00	\$9,491.00
	<b>\$9,720.00</b>	<b>\$9,325.00</b>	<b>\$10,150.00</b>	<b>\$7,100.00</b>	<b>\$5,990.00</b>	<b>\$9,025.00</b>	<b>\$10,800.00</b>	<b>\$8,225.00</b>	<b>\$7,100.00</b>	<b>\$7,070.00</b>	<b>\$6,376.00</b>	<b>\$7,800.00</b>	<b>\$98,681.00</b>
Chili at the Beach												\$25,000.00	\$25,000.00
Surf City Days												\$10,000.00	\$10,000.00
<b>MONTHLY TOTALS</b>	<b>\$72,388.00</b>	<b>\$68,688.00</b>	<b>\$71,243.00</b>	<b>\$62,930.00</b>	<b>\$59,193.00</b>	<b>\$71,295.00</b>	<b>\$74,731.00</b>	<b>\$69,931.00</b>	<b>\$70,362.00</b>	<b>\$69,982.00</b>	<b>\$67,009.00</b>	<b>\$105,782.00</b>	<b>\$978,534.00</b>

# THE ANNUAL ASSESSMENT PROCESS

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The District's Advisory Board, Downtown Huntington Beach, is required to prepare an annual report to be submitted to the Huntington Beach City Clerk. The annual report contains a proposed work plan, a detailed budget for the upcoming year, a summary of accomplishments, and the following information:

- Proposed changes in the boundaries of the parking and business improvement areas or in any of the benefit zones within the area in FY 2025-2026 (no proposed changes)
- Improvements and activities to be provided for FY 2025-2026 (page 11)
- The estimate of the cost of providing improvements and the activities for FY 2025-2026 (page 11)
- Method and basis of levying the assessment for FY 2025-2026 (page 4 & 5, under BID Member Overview and Assessment Chart)
- Amount of any surplus or deficit revenues to be carried over from previous year (page 19)
- Amount of additional contributions to be made from sources other than assessments (page 17, under Budget)

The annual assessment process requires City actions, including two City Council meetings, where the City Council must adopt resolutions approving the assessment for the upcoming year.

1st City Council Meeting (Tuesday, September 2, 2025)

- Presentation of the FY 2025-2026 Annual Report and proposed budget and action by Council on a Resolution of Intention to levy assessments

Public Notice

- Publish Resolution of Intention to Levy an Annual Assessment in a newspaper (at least 7 days prior to the public hearing)

2nd City Council Meeting (Tuesday, October 7, 2025)

- Public hearing on the annual assessment and to receive protests against levy of assessments and Council action confirming the levy of assessments

At or before the public hearing, all members of the District and public are welcome to protest the annual assessment. Each protest vote is weighted based on the amount of the assessment paid by the business. If the City receives written protests totaling 50% or more of the total assessment, the assessment will not be levied for that year. Even if there is not an assessment for a particular year, the Downtown BID remains, and the annual process to levy the assessment will start over in the next year.

# PUBLIC HEARING PROCESS

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How can I provide Public Hearing Comments For or Against the Assessment?

At the annual public hearing, all members of the District and the public are welcome to speak to the City Council regarding the annual assessment. A protest against the levy assessment may be:

- made orally or in writing
- made at the public hearing; however, in order to count in calculating whether businesses paying 50% or more of the proposed assessments are against the assessment, a protest must be in writing and received before the public hearing

Each written protest must be received by the City Clerk no later than the public hearing.

Written protest against the benefit assessments to be levied may be:

- mailed to the City Clerk of the City of Huntington Beach at 2000 Main Street, Huntington Beach, California 92648
- emailed to **[juan.esquivel@surfcity-hb.org](mailto:juan.esquivel@surfcity-hb.org)** (**Assistant City Clerk**) with the subject line: Downtown BID Assessment Protest submitted to the City Clerk before the public hearing

Each written protest must be filed by an owner of a business located within the District and signed by the person shown on the official records of the City as being the owner or designated agent of that business. For purposes of District protests, the “official records” of the City are the City business license database. If the person signing the protest is not shown on the official records of the City of Huntington Beach as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the “designated agent” for the corporation or entity. A written protest may be withdrawn from record at any time before the conclusion of the public hearing.

If there are a large number of written protests submitted on a timely basis, the City Council has the option to close the public hearing and then continue the matter to its next regularly scheduled meeting to allow for a thorough counting of the submitted written protests. If written protests have been timely submitted by the owners of the businesses within the District that will pay fifty percent (50%) or more of the total assessments of the entire District, then no further proceedings to levy the assessments shall occur for the FY 2024-2025 year and any new proceedings to levy assessments shall not be undertaken again for a period of at least one (1) year from the date of the finding of the 50% or more written protest by the City Council. If the 50% or more written protest is only as to an improvement or activity proposed in the annual report, then that type of improvement or activity shall not be included in the upcoming year.



# BOARD OF DIRECTORS AND COMMITTEES

## EXECUTIVE COMMITTEE

President: Moe Kanoudi, Main Street Eyeware

Treasurer: Kari Ivey, Second Floor

Secretary: Darrick Hearn, Sandy's Beach Shack

## BOARD OF DIRECTORS

Bob Bolen, Huntington Beach Realty

Nicole Llido, Visit Huntington Beach

Peter "PT" Townend, International Surfing Museum

Susie Smith, Makin Waves Salon

## 2024-2025 COMMITTEES

Ad-Hoc Bylaws Committee:

- o Nicole Llido, Darrick Hearn

Finance & Governance Committee:

- o Moe Kanoudi, Kari Ivey, Darrick Hearn

Marketing Committee:

- o Chair PT Townend

Nominating Committee: Susie Smith,

- o Stephanie Wilson, Nate Bernal

Ad-Hoc Surf City Nights/Artisan Fair

- o Committee: Moe Kanoudi, Kari Ivey,
- o Darrick Hearn

For additional information and comments, please contact:

HB Downtown at (714)-536-8300

Email: [info@hbdowntown.com](mailto:info@hbdowntown.com)

Website: [www.HBDowntown.com](http://www.HBDowntown.com)



**Exhibit B: Map of the District,  
Assessment Schedule, and  
Businesses to be Assessed**

# DISTRICT BOUNDARY MAP FY 2025-2026



# ASSESSMENT FORMULA

Category	Benefit Zone 1	Benefit Zone 2
<b>Retail</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
<b>Restaurants</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
<b>Hotels</b>		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
<b>Services/ Office</b>		
1st Floor	\$281	\$160
<b>Basement, 2nd Floor or Higher</b>		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
<b>Cart/ Kiosk</b>	\$100	\$80
<b>Banks/ ATM</b>	\$600	\$400
<b>Seasonal, 9 mos or less</b>	\$500	\$300

# BUSINESSES TO BE ASSESSED FY 2025 - 2026

1 LOOK VINTAGE

1 OZ COFFEE

221 N MAIN STREET BEACH PROPERTIES LLC

25 DEGREES

2ND FLOOR FAD

602 COFFEE HOUSE

7 1 4 Brew LLC

7-ELEVEN STORE #2172-34653A

A & S ACCOUNTING SOLUTIONS INC

AAA POSTMART LLC

ADVENTURE RENTALS LLC

ALOHA GRILL

ALUMA MEDICAL AESTHETICS

AMAZONIA BOWL

AMBIT CONSULTING LLC

AMERICAN VINTAGE

ANDE'S PERUVIAN ARTS AND CRAFTS (CT)

ANDE'S PERUVIAN ARTS AND CRAFTS (CT)

ANGRY AL

ARIA HOOKAH LOUNGE

ATM GLOBAL INCORPORATED

B J'S RESTAURANT & BREWHOUSE ATTN: LICENSING

B L K EARTH SEA SPIRITS

BANZAI BOWLS

BARE BUNNY AESTHETICS  
BASKIN ROBBINS #362100  
BEACH ISLAND  
BEAUTIFIED BY BEEZ  
BEAUTY BOX  
BEAUTY BUNGALOWS BY PORCELAIN  
BERKSHIRE HATHAWAY HOMESERVICES CA PROPERTIES  
BLACKRIDGE & CO  
BLUE CHAIR ACCOUNTING  
BOBASAUR  
BOGGELN & COMPANY CPA  
BONDI BOWLS  
BREEZA  
BREWSTER'S ICE  
BRIGHTWATERS WINE BAR LLC  
BROAD STREET OYSTER COMPANY SURF CITY  
BRUNO'S BAR & GRILLE LLC  
BURT'S BURGERS  
Business Name  
C NEW LAND DESIGN CENTER  
CA ACCESSORIES LLC  
CA ACCESSORIES LLC  
CA ACCESSORIES LLC  
CALI SHORE STORE  
CALIFORNIA CLOTHING  
CALIFORNIA CURATED  
CAPITAL INVESTMENT NETWORK INC  
CENTER FOR ORAL HEALTH  
CHARLIE'S GYROS

COACH'S DELI  
COACH'S MEDITERRANEAN GRILL  
COASTAL SKIN REVIVE  
COASTLINE REAL ESTATE INVESTMENTS LLC  
COLDSTONE CREAMERY  
COMPASS  
CONTINENTAL 1 HOUR CLEANERS  
CORREA & ASSOCIATES  
CRUISERS PIZZA BAR GRILL  
CUCINA ALESSA HB  
CVS/PHARMACY #819  
D3O  
DAIRY QUEEN  
DARE ME BIKINI  
DEL MAR GLAM  
DENTAL URGENT CARE  
DIANE'S BIKINIS  
DING DR SURFBOARD AND BIKE RENTALS  
DIRTY DOG WASH  
DUKE'S  
DWIGHT'S BEACH CONCESSION  
EARTHS ELEMENTS  
EL DON LIQUOR  
EUROPA NAIL STUDIO  
EXCELL LUXE LAB  
F H A REVIEW  
F45 DOWNTOWN HB  
FLIP EFFECTIVE  
FOUR SONS BREWING

FRED'S MEXICAN CAFE  
FREIGHTSAVER.COM  
GALITZEN PROPERTIES  
GRUPO GALLEGOS  
G'S BOATHOUSE  
H M R ARCHITECTS  
HANDEL'S HUNTINGTON BEACH  
HAPPY BODY WELLNESS  
HB STRENGTH CO  
HB SUPERSTORE  
HEADLINER  
HEADSPA HB  
HORN HOLISTIC HEALTH  
HOT SPOT PIZZA  
HQ GASTROPUB  
HUNTINGTON BEACH BEER COMPANY  
HUNTINGTON BEACH EASY RIDER, DANK CLOTHING  
HUNTINGTON BEACH REALTY  
HUNTINGTON SURF & SPORT  
HUNTINGTON SURF AND SPORT  
HURRICANES BAR & GRILL  
IMAGINCY  
INFINITYU  
INIS THE ENERGY OF THE SEA  
INNOCEAN WORLDWIDE AMERICAS  
INNOCEAN WORLDWIDE AMERICAS LLC  
INVESTMENT BUILDERS LLC  
IPA 1031 GROUP LLC

IRON FOUNDATION J&W / WARRIOR MAKERS / THE X GENE  
/ALPHARISE  
J & J COASTAL LENDING  
JACK'S BEACH CONCESSION  
JACK'S SURFBOARDS  
JAN'S HEALTH BAR  
JAX BICYCLE CENTER  
JAY BIRD'S  
JOLIE & THE BELLE  
JPG Inc. dba Oak Leaf Productions  
KELSEY SHAYE HAIR LLC  
KILLARNEY'S  
KITE CONNECTION C/O DAVE SHENKMAN  
KOA H HEALTH  
KOKOMOS SURF SIDE  
KUO JESSICA  
LA MOME SPA  
LAURENS WELLNESS  
LE HOTEL LLC  
LOCAL MOTION INC  
LONGBOARD RESTAURANT & PUB  
LUCY'S TAILORING & ALTERATIONS  
LUNA UNITED  
M E HELME HOUSE FURNISHING CO  
MAHKIN THAI & SUSHI  
MAILBOX STATION  
MAIN ST BARBERS  
MAIN ST LIQUOR MARKET  
MAIN STREET CLEANERS

MAIN STREET HAIR COMPANY  
MAIN STREET OPTICAL & BOUTIQUE  
MAIN STREET WINE COMPANY  
MAKIN WAVES SALON  
MAMA ON MAIN  
MANGIAMO GELATO  
MILK AND HONEY HB  
MISFIT STUDIO  
MODEL CITIZEN  
MODERN PARKING INC  
MONTGOMERY JEWELERS  
MR. MARCUS TATTOO  
MYSTIC BOX LLC  
NEIRA DESIGNS & FIX-IT ETC  
NESTOR SOLUTIONS LLC  
NO KA OI  
NORTH SHORE POKE CO  
OC BARBERS PARLOR LLC  
OC SKIN & SUGAR  
ODDBYTES LLC  
PACIFIC COAST ARCHITECTS  
PACIFIC RIM TAX & ACCOUNTING  
PACIFIC SOTHEBY'S INTERNATIONAL REALTY  
PALADIN LEGAL DEFENDERS  
PARKING CONCEPTS INC  
PERQS NIGHTCLUB & SPORTSBAR  
PETE'S MEXICAN FOOD  
PHO BULOUS  
PHOTO HOUSE INC

PIERSIDE COMMISSARY  
POKI ON THE PIER  
POLY CONSULTING INC  
PORCELAIN HAIR STUDIO / PORCELAIN HAIR EXTENSIONS  
POSITIVE THOUGHT BRAND (CT4)  
PREMIER CUSTOMS BROKERS INC  
PRESTINEHB  
PRIMECUT TAQUERIA INC  
PURE BLISS MAIN STREET DAY SPA  
R M A INTERNATIONAL LANDSCAPE ARCHITECTURE & PLAN  
REAL THAI FOOD  
RED PERSIMMON NAILS & SPA  
RENOWNED RECRUITMENT GROUP LLC  
RIO MEDIA INC  
RIP CURL SURF CENTER  
RIPCORDER DIGITAL INC  
ROBERT KOURY PROPERTIES  
ROBINSON LEE  
ROCKIN FIG SURF SHOP  
ROCKY MOUNTAIN CHOCOLATE FACTORY  
SAIL PROPERTIES INC  
SAKAL SURFBOARDS  
SALON RETRO  
SALON SOLEIL  
SALT HAIR LOUNGE  
SAMPA'S PIZZA CAFE  
SANCHO'S TACOS  
SANDBAR COCINA Y TEQUILA  
SANDY'S BEACH SHACK

SCHELIN ULDRICKS & CO  
SEACLIFF SPA  
SESSIONS WEST COAST DELI  
SHABU ON FIRE  
SHARKEEZ  
SHOREBREAK HOTEL  
SKIN AMENITIES  
SMILES CAFE  
SMKFLWR  
SMOKERZ LAND 3 SMOKE SHOP  
SOCK HARBOR  
SOUTHNORTE BEER CO  
SPEEDY CREDIT REPAIR INC  
STARBUCKS COFFEE COMPANY #575  
STEWARDSHIP WEALTH MANAGEMENT SOLUTIONS  
STILL NOVEL  
STUDENT LOAN RESOURCE GROUP  
SUGAR CABANA  
SUGAR SHACK CAFE  
SUITE INSPIRATION  
SUNGLASS HUT #F557  
SUNWEST REALTY  
SUR COFFEE  
SURF CITY CHIROPRACTIC  
SURF CITY FISH CO  
SURF CITY MARKET  
SURF CITY STORE  
SURGICAL REPUBLIC  
SUSHI ON FIRE

T K BURGERS  
T R RANCH SERVICES LLC  
TACOS LOS CHOLOS  
TAI SOFTWARE  
TEXT KEVIN ACCIDENT ATTORNEYS  
THAI WAVE  
THE BEAUTOX PLACE  
THE BLOW DOWN LLC  
THE CHEMISTRY LOUNGE SALON  
THE FUNNEL HOUSE  
THE HOUSE SALON  
THE IRISHMAN  
THE NEXT LEVEL  
THE RIA PIZZERIA  
THE SALTY B  
THE UPS STORE 7820  
TITAN'S PHO  
TOP DOG BARKERY BATH & BOUTIQUE  
TZONE  
UNCLE FLUFFY  
UNITED DEFENSE TACTICAL (CT5)  
VITABLOOM LLC  
WAHOO'S FISH TACO  
WATERFRONT BEACH CABANA  
WAVES  
WEAVER CONSULTING GROUP LLC  
WESTLAND BUSINESS SERVICES INC  
WINDHORSE  
WINDOW KING

ZACKS PIER PLAZA

ZACKS TOO

ZEPHYR BARBERSHOP

ZERO ZERO PIZZERIA

ZIGGYS ON MAIN

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

# **Exhibit C: Improvements and Activities**

# IMPROVEMENTS AND ACTIVITIES

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The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$115,000 for FY 2025-2026 (a reduction of \$2,000 from 2024-2025):

## **AMBASSADOR PROGRAM**

\$35,000.00

## **ENHANCED MAINTENANCE**

\$21,000.00

## **HOLIDAY BEAUTIFICATION**

\$25,800.00

## **MARKETING**

\$10,000.00

## **COMMUNITY EVENTS**

\$18,000.00

## **CRM**

\$3,000.00

## **FINANCIAL SERVICES**

\$2,200.00

## **PUBLIC IMPROVEMENT PROJECT**

\$TBD

## **Further Information**

About the allocation of funds, follows on Page 12 through Page 13.

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# 2025-2026

## ACTIVITIES AND IMPROVEMENTS

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### AMBASSADOR PROGRAM

The purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in Downtown on weekends, holidays and special events. The program's goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The Ambassadors communicate through WhatsApp. The WhatsApp is for all restaurant/bar managers and owners and bar security.

The Ambassador program, funded by the Assessments and Visit Huntington Beach, has proven to be a valuable asset to Downtown. The Ambassadors have been actively involved in various activities, including:

- ♦ **Regular Patrolling** - The Ambassadors patrol the Downtown, maintaining a visible presence and establishing rapport with individuals in the community.
- ♦ **Observation and Reporting** - The Ambassadors observe and report any potential safety concerns, disturbances, or other incidents in the area.
- ♦ **Collaboration with HBPD** - The Ambassadors worked closely with the HBPD Downtown Detail to address safety-related matters effectively.
- ♦ **Assistance and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact on Downtown and increased the positive image of Downtown.

### ENHANCED MAINTENANCE

The Downtown District is a hub for both locals and visitors, especially during peak seasons and major events. Downtown Huntington Beach takes proactive measures to ensure cleanliness and a welcoming atmosphere. Funds are allocated for additional services during peak seasons and events, as well as to cover the difference between the City of Huntington Beach MOU and the current maintenance contract. Providing a positive and memorable experience for all attendees is essential and reinforces Downtown reputation as a vibrant and welcoming destination. This year, the enhanced maintenance has increased the area for steam cleaning and porter services seven days a week. The entire BID Assessment area now receives the services from Malco.

### HOLIDAY BEAUTIFICATION

The Downtown was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The star of the show is the decorated tree on the 2nd block of Main Street, serving as the heart of the holiday magic and drawing the community and visitors together. Next year the holiday decorations will be "beach-themed" and include 6<sup>th</sup> Street and the fourth block of Main Street.

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# 2025-2026

## ACTIVITIES AND IMPROVEMENTS

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### MARKETING

Marketing and Events have been instrumental in promoting and shaping the story of the Downtown District. Our strategic approach to marketing, which includes utilizing various communication channels and organizing community events, has allowed us to engage stakeholders effectively and establish a strong brand identity for Downtown Huntington Beach. Assessment Fees are used for advertising and marketing programs, including website, social media and email outreach. A new Social Media Consultant will be retained for enhancing our marketing capabilities.

### COMMUNITY EVENTS

Community Events such as the Independence Day Block Party, Surf City Spooktacular, and Magic on Main Street have become highly anticipated annual gatherings. These events have not only increased exposure but have also created memorable experiences, engaged our community, and enhanced the Downtown Huntington Beach brand. A new community event will be planned for the off-season to attract local residents to visit Downtown.

### CRM

In FY 2022-2023, The Huntington Beach City Council recommended that BID adopt a Customer Relationship Management (CRM) program. A CRM serves as a tool for the organization's stability and longevity, benefiting all stakeholders. The benefits of CRM include:

- Data centralization, encompassing contact information, communication history, and other pertinent details. This comprehensive view of customer data guarantees up to date information, enabling the organization to identify and address potential issues proactively before they escalate.
- Improved stakeholder relationships, facilitated by a central database that provides a better understanding of their needs and preferences, consequently enabling more personalized interactions.
- Efficient marketing campaigns, empowered by tailored marketing messages specifically targeted at distinct stakeholder groups, thus leading to heightened engagement.

### FINANCIAL SERVICES

Monthly financial services by a third-party CPA, bank fees, and QuickBooks have streamlined our financial operations and enhanced transparency.

### PUBLIC IMPROVEMENT PROJECT

Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach for the new fiscal year.

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