

RESOLUTION NO. 2024-41

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HUNTINGTON BEACH DECLARING THE CITY'S INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR FISCAL YEAR 2024-2025 WITHIN THE HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the California Legislature, in adopting the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.) found that cities are authorized to levy assessments on businesses in order to promote economic revitalization and tourism, create jobs, attract new businesses and prevent erosion of business districts; and

The California Legislature found that cities are authorized to levy assessments on businesses which benefit from those improvements and activities; and

A sizeable majority of the downtown businesses within the City of Huntington Beach requested that the City Council commence proceedings under the Parking and Business Improvement Area Law of 1989 to establish a downtown business benefit area within the City of Huntington Beach and to levy assessments to promote business and tourist related activities; and

The District's Advisory Board has prepared and filed with the City Clerk an "Annual Report" and "Proposed Budget for Fiscal Year 2024-2025" (collectively, "Annual Report"); and

The City Council formed a business improvement area, known as the Huntington Beach Downtown Business Improvement District (the "District"), by the passage of Ordinance No. 3661 on September 7, 2004.

By this Resolution, the City is declaring its intent to levy an assessment for fiscal year 2024-2025 pursuant to the process detailed in Streets and Highways Code §36500, et seq.; and

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

SECTION 1. The recitals above are incorporated herein.

SECTION 2. There is no intention to change the boundaries or any benefit zone within the District.

SECTION 3. The City Council hereby approves 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 includes a proposed budget for Fiscal Year 2024-2025, describing the improvements and activities to be provided.

SECTION 4 Council's intent is to levy and collect assessments within the District area for Fiscal Year 2024-2025 as per the map of the District area and the assessment schedule listed in **Exhibit B** attached hereto and incorporated herein by this reference.

SECTION 5. The type or types of improvements and activities proposed to be funded by the levy of assessments on businesses within the business improvement area are specified in **Exhibit C**, attached hereto and incorporated herein by this reference. Further, the improvements, if any, to be acquired for the proposed business improvement area are specified in **Exhibit C**.

SECTION 6. A public hearing shall be held before the City Council on October 1, 2024, at 6:00 p.m., or as soon thereafter as this matter may be heard, in the Council Chambers of the City Hall, 2000 Main Street, Huntington Beach, California, at which time the Council will hear all interested persons for or against levying of the assessment, and the furnishing of specified types of improvements or activities. Protests may be made orally or in writing; but, if written, shall be filed with the City Clerk at or before the time fixed for the hearing and contain sufficient documentation to verify business ownership and validate the particular protest. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. The City Council may waive any irregularity in the form or content of any written protest, and at the public hearing, may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing set forth above. If written protests are received by the owners of businesses within the District, which will pay 50% or more of the total assessments to be levied, no further proceedings to levy the proposed assessment shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activity within the District, those types of improvements or activities shall be eliminated.

SECTION 7. The City Clerk is hereby directed to provide notice of the public hearing by causing this resolution of intention to be published once in a newspaper of general circulation at least seven days before the public hearing.

SECTION 8. Further information regarding the proposed business improvement district may be obtained at the Huntington Beach City Hall, 2000 Main Street, Huntington Beach, California 92648; telephone (714) 536-5582; or from the Huntington Beach Downtown Business Improvement District, 315 3rd Street, Suite E, Huntington Beach, CA 92648, (714) 536-8300.

SECTION 9. The City Clerk shall mail a complete copy of this resolution of intention by first-class mail to each business owner in this area within seven days after the Council's adoption of this resolution.

SECTION 10. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the _____ day of _____, 2024.

Mayor

REVIEWED AND APPROVED:

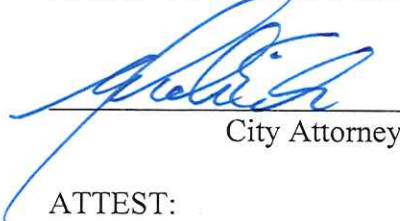
INITIATED AND APPROVED:

City Manager



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
2024-2025

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District or 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 a city program called the Huntington Beach Downtown Business Improvement District (District) in 2004 by approving ordinance No. 3661. One goal of establishing the District was to strengthen and improve the visitor experience in the downtown business district.

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 and funding outlined in the ordinance and resolutions establishing the District. HB Downtown consists of a volunteer Board of Directors and administrative staff to support the goals of providing communication, marketing, and coordination of the HB Downtown's work.



ABOUT DOWNTOWN HUNTINGTON BEACH

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. Its purpose, first established in 2004, shall be to improve the economic business environment of the District related to marketing, safety, maintenance, tourism, parking 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, first established in 2004, 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 by creating economic vitality through improvements and activities; 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.

BOARD OF DIRECTORS AND COMMITTEES



EXECUTIVE COMMITTEE

President: Susanna Smith, Makin Waves Salon
Treasurer: Sandra Schulz Taylor, Model Citizen
Secretary: Moe Kanoudi, Main Street Eyewear

BOARD OF DIRECTORS

Bob Bolen, Huntington Beach Realty
Darrick Hearn, Sandy's Beach Shack
Kari Ivey, Second Floor
Nicole Llido, Visit Huntington Beach
Peter "PT" Townend, International Surfing Museum

2024-2025 COMMITTEES

Beautification Committee

Chair: Bob Bolen

Bylaws Committee

Co-Chairs: Nicole Llido, Darrick Hearn

COMMITTEES CONT'D

Events Committee

Co-Chairs: Bob Bolen, Darrick Hearn

Finance & Governance Committee

Co-Chair: Susie Smith

Sandy Taylor, Moe Kanoudi Marketing
Committee

Co-Chairs: PT

Nominating Committee

Chair: TBD

Stakeholder Outreach Committee

Co-Chairs: Nicole Llido, Susie Smith

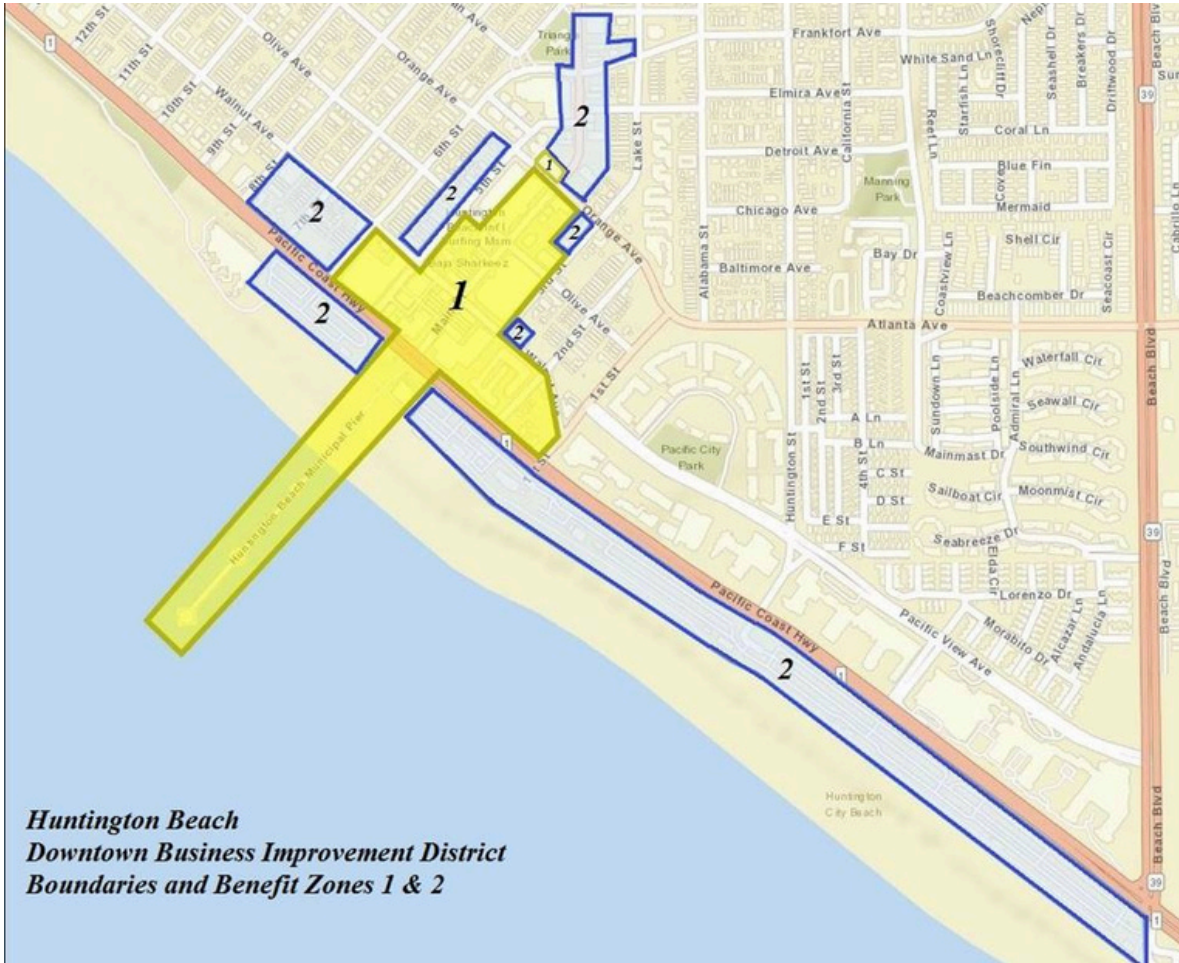
Surf City Artisan Fair Committee

Co-Chairs: Susie Smith, Sandy Taylor,
Moe Kanoudi

Surf City Nights Committee

Co-Chairs: Susie Smith, Sandy Taylor,
Moe Kanoudi

MEMBER OVERVIEW



There are approximately 270 businesses in the District. Depending on the business type, square footage, and location, individual business assessments range from \$80 to \$1,404 per year.

MEMBER ASSESSMENT CHART

Category	Benefit Zone 1	Benefit Zone 2
Retail		
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
Restaurants		
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
Hotels		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
Services/ Office		
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
Cart/ Kiosk	\$100	\$80
Banks/ ATM	\$600	\$400
Seasonal, 9 mos or less	\$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 Downtown Huntington Beach 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

The Public Works department and Downtown Huntington Beach have an ongoing maintenance agreement. The initial Memorandum of Understanding (MOU) was established back in 2013, with a total value of \$154,000. Presently, efforts are underway to update this agreement.

However, 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.

Below is a breakdown of the supplementary funding provided by the Public Works department over the past five years:

- 2023-2024: \$44,000
- 2022-2023: \$44,000
- 2021-2022: \$34,430
- 2020-2021: \$34,430
- 2019-2020: \$34,430
- 2018-2019: \$8,000

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 cover the current maintenance contract costs.

Downtown Huntington Beach designates funds 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 more 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



Every Tuesday **Surf City Nights Certified Farmers' Market and Street Fair** draws both locals and visitors to Main Street. The atmosphere becomes vibrant with curated vendors and local bands taking center stage. The District businesses offer **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 notable non-profits.

SURF CITY NIGHTS

TUESDAY NIGHTS



A recurring event crafted to highlight the exceptionally handmade 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.

SURF CITY ARTISAN FAIR

FRIDAY, SELECT WEEKENDS

DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS



A tradition started by Steve Daniels, **Surf City Spooktacular** is a beloved community event. Downtown Huntington Beach provides over \$2,000 worth of candy to participating businesses. The community dresses up in costumes to enjoy trick-or-treating, engaging with community partner and participating in activities including the **Main Street Costume Contest**. Mayor Pro Tem Gracey Van Der Mark, Chief Eric Parra, Division Chief Marty Ortiz and Lieutenant Roman Altenbach engaged with the community at the annual celebration.

SURF CITY SPOOKTACULAR

OCTOBER



The annual tree lighting event, **Magic on Main Street** marked the beginning of the holiday festivities at **Surf City Nights**. Welcomed by Senator Janet Nguyen, Mayor Tony Strickland, Chief Eric Parra, City Council and Chief Scott Haberle, the crowd gathered for a 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 himself.

MAGIC ON MAIN STREET

NOVEMBER

DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS



Downtown Huntington Beach is a proud sponsor of the **Main Street Block Party** on Friday, July 5th. A tradition of Independence Day festivities, the event features live music by the Ramsey Brothers Band and Redneck Rodeo. The community comes together for an evening of celebration and entertainment in the heart of downtown.

MAIN STREET BLOCK PARTY

JULY



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

Events include:

- Huntington Beach Surf Contest CBVA
- Volleyball Tournament Huntington
- Surf & Sport Demo Day Rickin' Fig
- Vintage Surf Festival Kowabunga Van Klan Bus Show

Whether you're a beach enthusiast or simply seeking a fun-filled weekend **Surf City Days** offers something for everyone!

SURF CITY DAY

HIATUS UNTIL 2025



The annual **Chili at the Beach** is on hiatus until 2025. While we wait for things to heat back up on Main Street, we look forward to reconnecting with our chili contestants, vendors and charity partners who work hard to make the annual event a community favorite.

CHILI AT THE BEACH

HIATUS UNTIL 2025

IMPROVEMENTS AND ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$117,000 for FY 2024-2025:

AMBASSADOR PROGRAM

\$42,813

ENHANCED MAINTENANCE

\$20,000

HOLIDAY BEAUTIFICATION

\$20,000

MARKETING

\$15,027

COMMUNITY EVENTS

\$13,000

CRM

\$4,000

FINANCIAL SERVICES

\$2,160

Further Information

More information regarding the allocation of funds follows on Page 12 through page 13.

2024-2025

ACTIVITIES AND IMPROVEMENTS

AMBASSADOR PROGRAM

The primary purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons and visitors in Downtown during peak season, holidays and special events. The program's overarching goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The ambassadors communicate through Whats App.

The Ambassador program, funded by Downtown Huntington Beach Assessments and Visit Huntington Beach, has proven to be a valuable asset to the District.

- **Regular Patrolling** - The Ambassadors patrol the District, 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 HBPD Downtown to address safety-related matters effectively.
- **Assistance and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, providing directions and offering recommendations for local attractions and services.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact the District.

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 a welcoming atmosphere and to ensure cleanliness. Funds are allocated for additional services during events and peak seasons 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 the Districts' reputation as a vibrant and welcoming destination.

HOLIDAY BEAUTIFICATION

The District is transformed during the holiday seasons with the addition of enchanted lighting and snowflakes above Main Street. The true star of the show is the decorated tree on the second block of Main Street which serves as the heart of the holiday magic and drawing the community and visitors together.

2024-2025

ACTIVITIES AND IMPROVEMENTS

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.

COMMUNITY EVENTS

Community Events such as the HB4TH of July 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.

CRM

In FY 2022-2023, The Huntington Beach City Council recommended that Downtown Huntington Beach adopt a Customer Relationship Management (CRM) program. The CRM serves as a tool for the organization's stability and longevity which benefits all stakeholders. The benefits of implementing this 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 are facilitated by a central database that provides a better understanding of their needs and preferences which enables more personalized interactions. Efficient marketing campaigns, empowered by tailored marketing messages that are specifically
- targeted at distinct stakeholder groups leads to heightened engagement.

Downtown Huntington Beach is leveraging Monday.com for their CRM, a tool they have already been using effectively for project management.

FINANCIAL SERVICES

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

STATEMENT OF FINANCIAL POSITION

Huntington Beach Downtown Business Improvement District

Statement of Financial Position

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	115,186.76
1030 First Bank - MM	160,806.05
1040 First Bank - Maintenance	10,770.33
1050 Assessment Checking Acct	2,000.00
Total Bank Accounts	\$288,763.14
Other Current Assets	
1330 Prepaid Rent	500.00
Undeposited Funds	1,409.50
Total Other Current Assets	\$1,909.50
Total Current Assets	\$290,672.64
Fixed Assets	
1640 Machinery & Equipment	11,851.68
1660 Office Equipment	538.74
1670 Computers	2,931.66
1700 Accumulated Depreciation	-15,122.08
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$290,672.64
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-888.39
Total Other Current Liabilities	\$ -1,073.47
Total Current Liabilities	\$ -1,073.47
Long-Term Liabilities	
2400 Notes Payable - SBA EIDL	150,000.00
Total Long-Term Liabilities	\$150,000.00
Total Liabilities	\$148,926.53
Equity	
3100 Unrestricted Net Assets	78,874.00
Retained Earnings	0.00
Net Revenue	62,872.11
Total Equity	\$141,746.11
TOTAL LIABILITIES AND EQUITY	\$290,672.64

BUDGET VS. ACTUAL

Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

October 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
4050 BID Assessments	90,354.00	81,900.00	8,454.00	110.32 %
4100 Chili at the Beach		25,000.00	-25,000.00	
4200 Event Revenue	379,358.23	384,500.00	-5,141.77	98.66 %
4300 Surf City Nights	-2,895.00		-2,895.00	
4400 Surf City Days		0.00	0.00	
4800 City of HB Maintenance	148,500.00	148,500.00	0.00	100.00 %
Total Revenue	\$615,317.23	\$639,900.00	\$ -24,582.77	96.16 %
Cost of Goods Sold				
5100 Rental & Setup	37,515.22	50,400.00	-12,884.78	74.43 %
5150 Parking	2,718.86	900.00	1,818.86	302.10 %
5200 Street Cleaning	525.00	22,350.00	-21,825.00	2.35 %
5250 Street Closure	8,400.00		8,400.00	
5300 Event Expenses	25,204.19	35,000.00	-9,795.81	72.01 %
5330 Entertainment	900.00	2,250.00	-1,350.00	40.00 %
5340 Event Permits	31,850.00	43,550.00	-11,700.00	73.13 %
5370 Outside Services	61,244.74	53,760.00	7,484.74	113.92 %
5380 Printing & Production	4,961.73	9,900.00	-4,938.27	50.12 %
Total 5300 Event Expenses	124,160.66	144,460.00	-20,299.34	85.95 %
5500 Miscellaneous	4,000.00		4,000.00	
5600 Holiday Beautification	20,900.00	20,000.00	900.00	104.50 %
5800 Maintenance	159,318.00	156,000.00	3,318.00	102.13 %
Total Cost of Goods Sold	\$357,537.74	\$394,110.00	\$ -36,572.26	90.72 %
GROSS PROFIT	\$257,779.49	\$245,790.00	\$11,989.49	104.88 %
Expenditures				
7010 Advertising & Marketing	337.96	9,000.00	-8,662.04	3.76 %
7050 Bank Charges & Fees	383.31	900.00	-516.69	42.59 %
7070 Consultants	96,179.65	151,650.00	-55,470.35	63.42 %
7100 Dues & subscriptions	3,544.06	9,000.00	-5,455.94	39.38 %
7150 Insurance	952.00	2,150.00	-1,198.00	44.28 %
7160 Interest		9,000.00	-9,000.00	
7170 Legal & Accounting Services	5,533.00	4,800.00	733.00	115.27 %
7190 Meeting & Training	146.00	2,250.00	-2,104.00	6.49 %
7191 Election		0.00	0.00	
7210 Office Supplies	1,740.06	4,500.00	-2,759.94	38.67 %
7280 Postage	36.97		36.97	
7290 Rent & Lease	14,100.00	13,700.00	400.00	102.92 %
7300 Repairs & Maintenance	1,592.62	1,800.00	-207.38	88.48 %
7310 Security	11,715.00		11,715.00	
7315 Ambassador Program	39,171.16	7,861.00	31,310.16	498.30 %
Total 7310 Security	50,886.16	7,861.00	43,025.16	647.32 %
7320 Taxes & Licenses	6,844.44	2,250.00	4,594.44	304.20 %

A surplus of approximately \$5,000 to \$6,000 in BID assessments is anticipated to be carried over from the previous year.

The items listed in the assessment budget are separate from the Downtown Huntington Beach budget.

2024-2025 BUDGET

**HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
2024-2025 BUDGET**

INCOME:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$198,000
VHB Ambassador funding	\$3,000	\$3,000	\$3,000	\$0	\$0	\$0	\$3,000	\$6,000	\$6,000	\$6,000	\$5,000	\$3,000	\$38,000
Surf City Nights Assessments	\$20,000	\$18,000	\$20,000	\$18,000	\$18,000	\$20,000	\$24,000	\$26,000	\$27,000	\$27,000	\$27,000	\$25,000	\$270,000
Surf City Days												\$10,000	\$10,000
Chili at the Beach												\$25,000	\$25,000
Surf City Artisan Fair	\$21,000	\$21,000	\$24,750	\$12,750	\$10,875	\$19,500	\$24,750	\$26,000	\$22,000	\$22,000	\$22,000	\$26,000	\$252,625
Monthly Totals	\$60,500	\$58,500	\$64,250	\$47,250	\$45,375	\$56,000	\$68,250	\$74,500	\$71,500	\$71,500	\$70,500	\$105,500	\$910,625
EXPENSE:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$16,500	\$198,000
Assessments(see p. 22)													\$117,000
Ambassadors Security	\$3,000	\$3,000	\$3,000	\$0	\$0	\$0	\$3,000	\$6,000	\$6,000	\$6,000	\$5,000	\$3,000	\$38,000
Bank Charges	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Dues & Subscriptions	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Insurance	\$0	\$550	\$0	\$590	\$0	\$0	\$1,010	\$0	\$0	\$0	\$0	\$0	\$2,150
Accounting	\$450	\$1,200	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$6,150
Legal fees	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800
License & Fees	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
BOD Election	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,600	\$1,600
Meeting/Training	\$1,500	\$0	\$0	\$750	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,250
BID Manager	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000
SCN Operator	\$6,042	\$5,542	\$6,042	\$5,542	\$5,542	\$6,042	\$7,042	\$7,280	\$7,542	\$7,542	\$7,542	\$7,292	\$78,992
SCN Support Staff	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Social Media Coordinator	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$16,800
Admin	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$2,640	\$31,680
SCAF Operator	\$4,620	\$4,620	\$5,445	\$2,805	\$2,393	\$4,290	\$5,445	\$5,720	\$4,840	\$4,840	\$4,840	\$5,720	\$55,578
SCAF Support Staff	\$900	\$1,200	\$1,350	\$750	\$600	\$1,200	\$1,350	\$1,050	\$900	\$900	\$750	\$1,050	\$12,000
Office Supplies	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Repairs/Maintenance	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Rent & Storage	\$1,050	\$1,050	\$1,050	\$1,050	\$1,050	\$6,650	\$1,050	\$1,050	\$1,050	\$1,050	\$1,050	\$1,050	\$18,200
Telephone/Internet	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
EIDL Repayment	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
	\$47,502	\$47,102	\$47,277	\$41,877	\$39,975	\$48,572	\$49,287	\$51,490	\$50,722	\$50,722	\$49,572	\$50,102	\$691,200
BID EVENTS													
SCN Set up (Malco)	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$3,030	\$36,360
SCN Set up (HB)	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$33,600
Parking	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Market Taxes	\$1,900			\$900			\$900			\$1,900			\$5,600
SCN Marketing	\$1,000	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,850
SCN Quickbooks	\$640	\$576	\$640	\$576	\$576	\$640	\$768	\$832	\$864	\$864	\$852	\$800	\$8,628
	\$9,570	\$6,956	\$7,020	\$7,856	\$6,956	\$7,020	\$8,048	\$7,212	\$7,244	\$9,144	\$7,232	\$7,180	\$91,438
SCAF Facility Fee	\$4,550	\$5,200	\$5,850	\$3,250	\$2,600	\$5,200	\$5,850	\$4,550	\$3,900	\$3,900	\$2,600	\$4,550	\$52,000
SCAF Security/Set up	\$2,375	\$2,700	\$3,400	\$1,700	\$1,380	\$2,700	\$3,075	\$2,350	\$2,000	\$2,000	\$1,350	\$2,350	\$27,380
SCAF Marketing	\$1,000	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,850
SCAF Logistics	\$672	\$922	\$792	\$658	\$348	\$624	\$1,342	\$832	\$704	\$704	\$704	\$932	\$9,234
	\$8,597	\$9,172	\$10,392	\$5,958	\$4,678	\$8,874	\$10,617	\$8,082	\$6,954	\$6,954	\$5,004	\$8,182	\$93,464
Chili at the Beach												\$25,000	\$25,000
Surf City Days												\$10,000	\$10,000
MONTHLY TOTALS	\$65,669	\$63,230	\$64,689	\$55,691	\$51,609	\$64,466	\$67,952	\$66,784	\$64,920	\$66,820	\$61,808	\$100,464	\$911,102

VARIANCE: INCOME VS EXPENSE

-\$477

2024-2025 ASSESSMENT BREAKDOWN

**HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT
DISTRICT 2024-2025 ASSESSMENT BREAKDOWN**

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
REVENUE	\$10,000	\$5,800	\$9,000	\$13,000	\$7,900	\$10,000	\$14,000	\$10,800	\$6,000	\$12,000	\$9,000	\$9,500	\$117,000
EXPENSES													
Financial Services	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$2,160
Maintainence	\$4,000	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$1,202	\$20,000
Marketing	\$1,400	\$1,400	\$1,400	\$1,400	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,227	\$15,027
Holiday		\$10,000		\$10,000									\$20,000
CRM	\$330	\$330	\$330	\$330	\$330	\$330	\$330	\$330	\$330	\$330	\$330	\$370	\$4,000
Community Events	\$5,000		\$5,000							\$3,000			\$13,000
Ambassador		\$700						\$5,113	\$10,000	\$14,000	\$13,000		\$42,813
													\$117,000

THE ANNUAL ASSESSMENT PROCESS

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 2024-2025 (no proposed changes)
- Improvements and activities to be provided for FY 2024-2025 (page 11)
- The estimate of the cost of providing the improvements and the activities for FY 2024-2025 (page 11)
- Method and basis of levying the assessment for FY 2024-2025 (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 19, 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 3rd)

- Presentation of the FY 2024-2025 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 1st)

- 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

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 (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 a District business owner 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 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.

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

DISTRICT BOUNDARY MAP FY 2024-2025



ASSESSMENT FORMULA

Category	Benefit Zone 1	Benefit Zone 2
Retail		
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
Restaurants		
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
Hotels		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
Services/ Office		
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
Cart/ Kiosk	\$100	\$80
Banks/ ATM	\$600	\$400
Seasonal, 9 mos or less	\$500	\$300

BUSINESSES TO BE ASSESSED FY 2024-2025

**1 LOOK VINTAGE
1 OZ COFFEE
221 N MAIN STREET BEACH PROPERTIES LLC
25 DEGREES
2ND FLOOR FAD
602 COFFEE HOUSE
7-ELEVEN STORE #2172-34653A
A & S ACCOUNTING SOLUTIONS INC
AAA POSTMART LLC
ADVENTURE RENTALS LLC
ALCHEMY WELLNESS
ALOHA GRILL
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
ARMIJO ANTHONY (CT)
ATM GLOBAL INCORPORATED
AUTOMATED CASH MANAGEMENT SYSTEMS (ACMS)
B J'S RESTAURANT & BREWHOUSE ATTN: LICENSING
B L K EARTH SEA SPIRITS
BANZAI BOWLS
BARE BUNNY AESTHETICS
BASKIN ROBBINS #362100
BE GOOD RESTAURANT & EXPERIENCE
BEACH ISLAND
BEAUTIFIED BY BEEZ**

BEAUTY BOX
BEAUTY BUNGALOWS BY PORCELAIN
BELWOOD INVESTMENTS LLC
BLUE CHAIR ACCOUNTING
BOBASAUR
BOGGELN & COMPANY CPA
BOMBURGER
BREWSTER'S ICE
BROAD STREET OYSTER COMPANY SURF CITY
BRUNO'S BAR & GRILLE LLC
C B INVESTMENTS INC
C NEW LAND DESIGN CENTER
CA ACCESSORIES LLC
CA ACCESSORIES LLC
CA ACCESSORIES LLC
CALI SHORE STORE
CALIFORNIA CLOTHING
CAPITAL INVESTMENT NETWORK INC
CENTER FOR ORAL HEALTH
CHARLIE'S GYROS
CHICKEN IN A BARREL BBQ
CLUB TRILLY LLC
COACH'S DELI
COACH'S MEDITERRANEAN GRILL
COASTAL SKIN REVIVE
COASTLINE REAL ESTATE INVESTMENTS LLC
COLDSTONE CREAMERY
COMPASS
CONTINENTAL 1 HOUR CLEANERS
CORREA & ASSOCIATES
CRABBY'S BOAT HOUSE
CREACTIVE INC
CROWN BEAUTY ATELIER
CRUISERS PIZZA BAR GRILL
CTA REVIEW INC

CUCINA ALESSA HB
CVS/PHARMACY #819
D3O
DAIRY QUEEN
DARE ME BIKINI
DENTAL URGENT CARE
DIANE'S BIKINIS
DING DR SURFBOARD AND BIKE RENTALS
DIRTY DOG WASH
DUKE'S
DWIGHT'S BEACH CONCESSION
EL DON LIQUOR
EUROPA NAIL STUDIO
EXCELL LUXE LAB
F H A REVIEW
F45 DOWNTOWN HB
FOUR SONS BREWING
FRED'S MEXICAN CAFE
FREIGHTSAVER.COM
GALITZEN PROPERTIES
GRUPO GALLEGOS
G'S BOATHOUSE
H M R ARCHITECTS
HANDEL'S HUNTINGTON BEACH
HAVENMD
HB MAIL BOX INC
HEADLINER
HEADSPA HB
HORN HOLISTIC HEALTH
HOT SPOT PIZZA
HOWARD FISCHER DVM A PRO CORP
HQ GASTROPUB
HUNTINGTON BEACH BEER COMPANY
HUNTINGTON BEACH EASY RIDER, DANK CLOTHING
HUNTINGTON BEACH REALTY

HUNTINGTON SURF & SPORT
HUNTINGTON SURF AND SPORT
HUNTINGTON SURF INN
HURRICANES BAR & GRILL
I H O P
IMAGINCY
INDARRA MODERN INDIAN CUISINE
INFINITYU
INIS THE ENERGY OF THE SEA
INNOCEAN WORLDWIDE AMERICAS
INNOCEAN WORLDWIDE AMERICAS LLC
INVESTMENT BUILDERS LLC
IPA 1031 GROUP LLC
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
KOAH HEALTH
KOKOMOS SURF SIDE
KRISTINA B SALON
KUO JESSICA
LA MOME SPA
LeDONNE AESTHETICS
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
MANGIAMO GELATO
MERRILEE'S INC
MILK AND HONEY HB
MISFIT STUDIO
MJM CONSTRUCTION
MODEL CITIZEN
MODERN PARKING INC
MONTGOMERY JEWELERS
MUSTARD CAFE
NEIRA DESIGNS & FIX-IT ETC
NESTOR SOLUTIONS LLC
NO KA OI
NORTH SHORE POKE CO
ODDBYTES LLC
ORANGE COUNTY BARBERS PARLOR
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
POLY CONSULTING INC

PORCELAIN HAIR STUDIO / PORCELAIN HAIR EXTENSIONS
POSITIVE THOUGHT BRAND (CT4)
PREMIER CUSTOMS BROKERS INC
PRIMECUT TAQUERIA INC
PRISTINE MOTORSPORTS
PURE BLISS MAIN STREET DAY SPA
R M A INTERNATIONAL LANDSCAPE ARCHITECTURE & PLAN
RED PERSIMMON NAILS & SPA
RENOWNED RECRUITMENT GROUP LLC
RINV.IO
RIO MEDIA INC
RIP CURL SURF CENTER
RIPCORD 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
SALT LIFE LLC
SANCHO'S TACOS
SANDBAR COCINA Y TEQUILA
SANDY'S BEACH SHACK
SCHELIN ULDRICKS & CO
SESSIONS WEST COAST DELI
SHABU ON FIRE
SHARKEEZ
SHOREBREAK HOTEL
SMILES CAFE
SMKFLWR
SMOKERZ LAND 3 SMOKE SHOP
SOCK HARBOR

SOUTHNORTE BEER CO
SPECIALIZED SURFACES
SPEEDY CREDIT REPAIR INC
STARBUCKS COFFEE COMPANY #575
STEWARDSHIP WEALTH MANAGEMENT SOLUTIONS
STILL NOVEL
SUGAR CABANA
SUGAR SHACK CAFE
SUITE INSPIRATION
SUNGLASS HUT #F557
SUNWEST REALTY
SUR COFFEE
SURF CITY CHIROPRACTIC
SURF CITY MARKET
SURF CITY SEGWAY
SURF CITY SKATES
SURF CITY STORE
SURFLINE
SURGICAL REPUBLIC
SUSHI ON FIRE
SWING SET LLC
T K BURGERS
T R RANCH SERVICES LLC
TAI SOFTWARE
TEBAY TARA
TERESITA'S MEXICAN RESTAURANT
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 MEDSPA

THE NEXT LEVEL
THE RIA PIZZERIA
THE SALTY B
THE TRAINING SPOT
THE UPS STORE 7820
TITAN'S PHO
TOP DOG BARKERY
TOP DOG BARKERY BATH & BOUTIQUE
TRIPLE NEEDLE TRADING
TRU BOWL SUPERFOOD BAR II
TWO HANDS CORN DOGS
TZONE
WAHOO'S FISH TACO
WATERFRONT BEACH CABANA
WAVES
WBE TRAFFIC CONTROL INC
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

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$117,000 for FY 2024-2025:

AMBASSADOR PROGRAM

\$42,813

ENHANCED MAINTENANCE

\$20,000

HOLIDAY BEAUTIFICATION

\$20,000

MARKETING

\$15,027

COMMUNITY EVENTS

\$13,000

CRM

\$4,000

FINANCIAL SERVICES

\$2,160

Further Information

More information regarding the allocation of funds follows on Page 12 through page 13.

2024-2025

ACTIVITIES AND IMPROVEMENTS

AMBASSADOR PROGRAM

The primary purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons and visitors in Downtown during peak season, holidays and special events. The program's overarching goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The ambassadors communicate through Whats App.

The Ambassador program, funded by Downtown Huntington Beach Assessments and Visit Huntington Beach, has proven to be a valuable asset to the District.

- **Regular Patrolling** - The Ambassadors patrol the District, 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 HBPD Downtown to address safety-related matters effectively.
- **Assistance and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, providing directions and offering recommendations for local attractions and services.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact the District.

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 a welcoming atmosphere and to ensure cleanliness. Funds are allocated for additional services during events and peak seasons 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 the Districts' reputation as a vibrant and welcoming destination.

HOLIDAY BEAUTIFICATION

The District is transformed during the holiday seasons with the addition of enchanted lighting and snowflakes above Main Street. The true star of the show is the decorated tree on the second block of Main Street which serves as the heart of the holiday magic and drawing the community and visitors together.

2024-2025

ACTIVITIES AND IMPROVEMENTS

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.

COMMUNITY EVENTS

Community Events such as the HB4TH of July 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.

CRM

In FY 2022-2023, The Huntington Beach City Council recommended that Downtown Huntington Beach adopt a Customer Relationship Management (CRM) program. The CRM serves as a tool for the organization's stability and longevity which benefits all stakeholders. The benefits of implementing this 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 are facilitated by a central database that provides a better understanding of their needs and preferences which enables more personalized interactions. Efficient marketing campaigns, empowered by tailored marketing messages that are specifically
- targeted at distinct stakeholder groups leads to heightened engagement.

Downtown Huntington Beach is leveraging Monday.com for their CRM, a tool they have already been using effectively for project management.

FINANCIAL SERVICES

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