

From: [Vipe Desai](#)
To: supplementalcomm@surfcity-hb.org
Cc: [Kelly Miller](#); [Omark Holmes](#); [Nicole Llido](#)
Subject: SIMA TBID Letter
Date: Monday, May 6, 2024 5:15:09 PM
Attachments: [SIMA TBID Letter.pdf](#)

On behalf of the Surf Industry Members Association, I'm submitting the attached letter in support of adopting Resolution No. 2024-13, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

Best,
Vipe

Vipe Desai | Executive Director
Surf Industry Members Association
949.243.6400

SUPPLEMENTAL COMMUNICATION

Meeting Date: 5/7/2024

Agenda Item No.: 28 (24-313)



SURF INDUSTRY

Members Association

Monday May 6th, 2024

Dear Mayor and City Council,

I'm writing in support of adopting Resolution No. 2024-13, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

My name is Vipe Desai, and I serve as the Executive Director for the Surf Industry Members Association (SIMA), the national trade association representing various facets of the surf industry, including surf shops, board builders, brands, athletes, events, and media entities.

While our involvement may not directly align with the hotel or short-term rental sectors, it's crucial to recognize that surf tourism is integral to the broader tourism industry. As surf tourism gains momentum globally, especially with the upcoming Olympics spotlighting the sport, Surf City USA has the opportunity to lead and leverage this growing interest to benefit local businesses.

I'd like to share some pertinent statistics:

- A recent report by the SFIA identifies surfing as the fastest-growing water sport in America.
- An Australian study underscores surfing's contribution to global health benefits, estimated at a staggering \$1 trillion.
- According to the latest SFIA participation report, surfing participation has surged by 8%, surpassing the growth rate from 2022 to 2021 by 1%.

When surf tourism flourishes, so does Surf City USA. Surfing constitutes a significant aspect of this city's identity, generating incremental revenue across various sectors such as parking, retail, restaurants, and hotels. It sustains employment and fortifies the local economy, making Huntington Beach a cherished destination for surfers worldwide.

Given that tourism stands as a primary revenue stream for Visit Huntington Beach, it's imperative to ensure that efforts are directed toward attracting visitors to the city. By implementing a TBID modification, Visit Huntington Beach can continue its mission to bolster local businesses.

SIMA has collaborated closely with Visit Huntington Beach and city staff to fund initiatives aimed at enhancing the visitor experience. This development is exceptionally promising as it not only elevates the area but also benefits local businesses and residents by increasing foot traffic and subsequent income.

I firmly believe that this modification will not only bolster surf tourism but also provide a significant boon to local business owners. The city stands to gain from increased sales tax revenue and other economic benefits, rendering it a mutually beneficial endeavor.

I hope for the City Council's support in this matter.

Thank you for your attention and consideration.

Best,



Vipe Desai
Executive Director
Surf Industry Members Association