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**To:** [supplementalcomm@surfcity-hb.org](mailto:supplementalcomm@surfcity-hb.org)  
**Subject:** Support of Resolution 2024-30  
**Date:** Monday, June 3, 2024 2:36:23 PM  
**Attachments:** ATT00001.png

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Dear Mayor and City Council,

I'm writing in support of adopting **Resolution No. 2024-30**, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

As the owner of the **only** privately owned wetlands in California who sees thousands of eco-tourists yearly, tourism is an essential part of our business. It provides us with opportunities for growth, resilience and prosperity.

**When tourism does well, we do well too.**

Tourism doesn't just benefit lodging businesses directly catering to tourists; it also supports a range of ancillary services such as transportation and (insert your business type). Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, **we as a eco-tourist site were able to keep our doors open, keep our employees employed, and thrive.**

Over the next few years, Huntington Beach may lose visitors to other OC and coastal California cities, who are all vying to attract visitors and will have new hotel properties, new attractions or upgrades. If Huntington Beach loses visitor industry market share, the reduced visitors will lead to a decrease in our revenue as well as the City's TOT, sales tax and parking revenue from visitors.

I am delighted to learn about the proposed modification and believe our business will benefit from it. With more visitors coming to Huntington Beach, our business will benefit from (insert how tourism benefits your business, e.g. more foot traffic and more potential customers that will help keep us open year-round). As part of the proposal, funds will also be spent on several improvements in Downtown Huntington Beach, leading to a better business environment for all of us.

I strongly believe this modification will benefit not only the tourism BID but also local businesses like mine.

We hope that the City Council will support the resolution of intent.

Thank you.

John Villa, Executive Director



John Villa  
Executive Director  
Huntington Beach Wetlands Conservancy

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**SUPPLEMENTAL  
COMMUNICATION**

6/4/2024

Meeting Date: \_\_\_\_\_

18 (24-406)

Agenda Item No.: \_\_\_\_\_