



Economic Development Strategic Plan

City Council Meeting
October 15, 2024

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Economic Development Manager

Background

In alignment with the 2023-2027 Strategic Plan, City Council initiated an update to the 2017 Economic Development Implementation Plan.

Goals for the updated plan include:

- greater business retention,
- attracting local investments, and
- fostering job growth.

GOALS AND STRATEGIES



ECONOMIC DEVELOPMENT

Greater business retention, investment and job growth in Huntington Beach.



FISCAL STABILITY

Available funding to support a high-quality level of programs, services and capital investments and to build a structural surplus.



HIGH PERFORMING ORGANIZATION

An engaged City workforce committed to responsive and exceptional public service for all. Achieve a customer service satisfaction rating of 90% or higher.



HOMELESSNESS

A continuum of care that reduces homelessness and maintains quality of life for the entire community.



HOUSING

Proactive programs to address diverse housing needs within the City's jurisdiction.



INFRASTRUCTURE INVESTMENT

Maintained and upgraded infrastructure that supports the community's day-to-day needs in accordance with the City's Infrastructure Report Card.



PUBLIC ENGAGEMENT

A community that has easy access to clear, accurate, and timely City information and expresses increased awareness and involvement in City activities.



PUBLIC SAFETY

Ensure the safety and protection of all community members, both efficiently and effectively.

Economic Development Summit

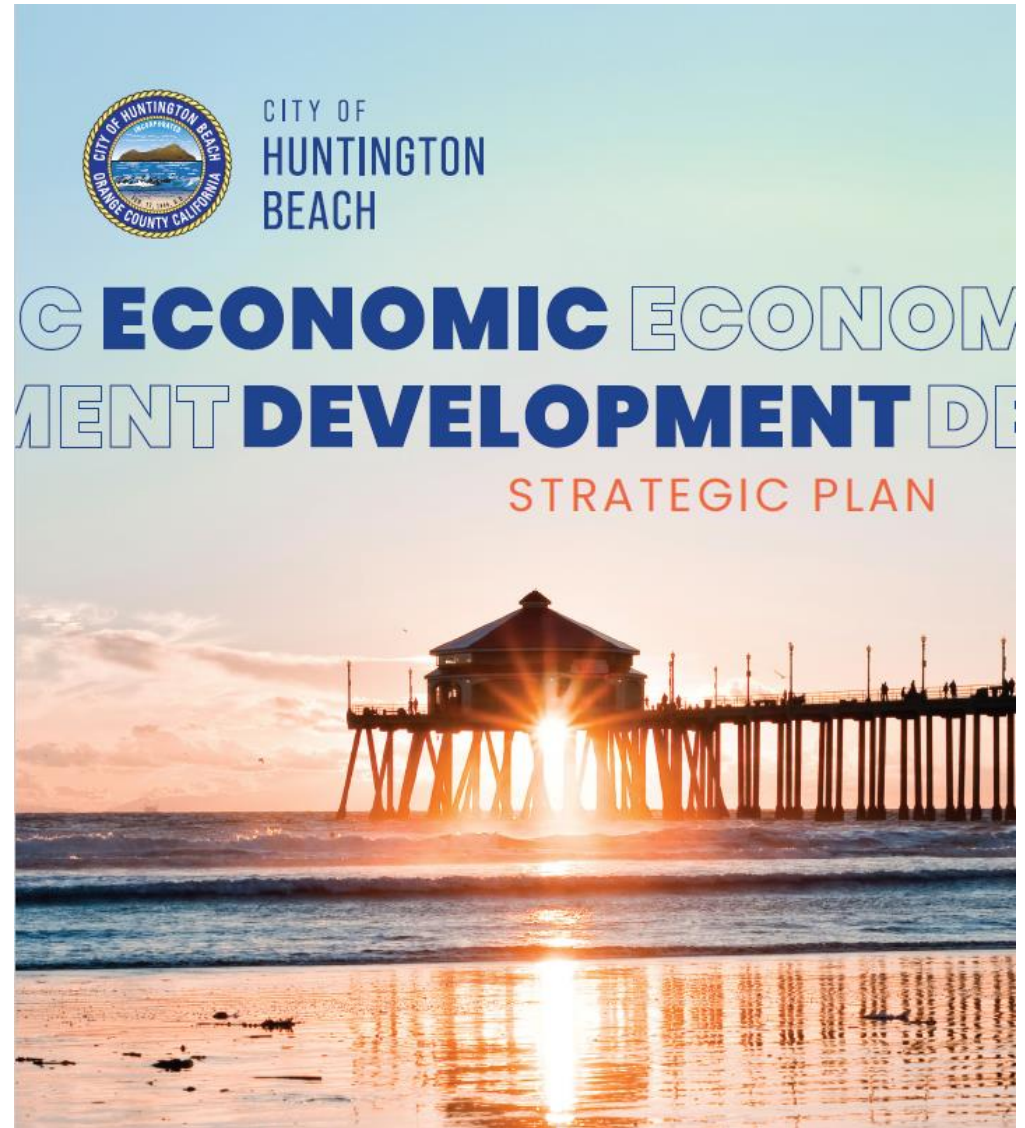


- Economic Development Summit held in October 2023 with a variety of business owners, property owners, and developers.
- Key Insights
 - More Personal Touch/Service
 - Enhanced HB experiences
 - Improve Permitting Process
 - Address Changing Business Needs

Focus Areas

The updated plan focuses on four key areas to drive economic growth:

1. Business Retention, Expansion, & Attraction
2. Tourism, Culture, & Community
3. Responsive & Effective Government
4. Communication & Collaboration



Business Retention, Expansion, & Attraction

- Retain & Grow Existing Businesses
Provide resources to prevent business closures and assist with expansion.
- Attract New Businesses
Showcase HB as desirable business location.
- Market Business Opportunities
Expand business recognition opportunities.
- Promote a Year-Round Economy
Implement marketing strategies to maintain year-round business engagement.



Tourism, Culture, & Community

- Expand Tourism, Film, & Event Opportunities
Collaborate with Visit Huntington Beach to draw visitors and showcase our unique City.
- Prepare for the LA 2028 Olympics
Position Huntington Beach as a global destination and maximize economic opportunities.
- Enhance Arts & Cultural Experiences
Invest in assets and programs that celebrate our City's rich cultural identity.
- Support the Social Economy
Boost the vibrancy of social venues and improve resident and visitor experiences.



Responsive & Effective Government

- Enhance Infrastructure
Invest in upgrades to public facilities, technology, and event accommodations.
- Promote Business-Friendly Policies
Position the City to proactively adapt to evolving business needs and market trends.
- Deliver Outstanding Customer Service
Ensure City employees are equipped with training and tools for efficient service delivery.



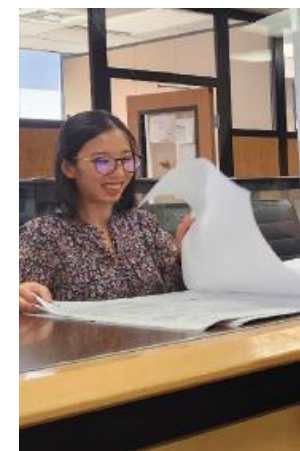
HERE TO ASSIST YOU!

STREAMLINE SURF CITY

- ✓ Collaborate directly with Streamline Specialists
- ✓ Guidance & support for preliminary project needs
- ✓ We are here from beginning to end for your project
- ✓ Navigate project hurdles seamlessly
- ✓ Open your business faster!

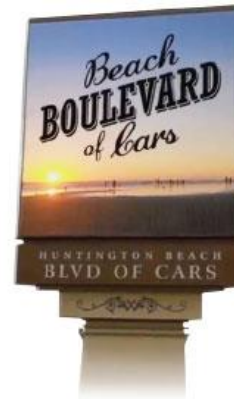


CONTACT US DIRECTLY AT:
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Communication & Collaboration

- Engage with Local Stakeholders
Connect with partners to address concerns and gather feedback.
- Strengthen Partnerships
Develop joint initiatives and create a network to facilitate ongoing collaboration.
- Share Information & Resources
Use digital platforms to provide resources to keep businesses informed and competitive.



HUNTINGTON BEACH
Chamber of Commerce



2025 Action Plan

- Bolster Business Attraction, Retention & Expansion Efforts
50+ business outreach visits, business event, develop and distribute economic profile, continue to engage with stakeholders and build partnerships.
- Strengthen Communication Channels
Expand business recognition opportunities, elevate online presence with updated info, grow Streamline Surf City Initiative.
- Enhance the HB Experience
Launch a shop/dine local campaign, increase cultural/sports opportunities, implement projects that improve the resident and visitor experience.



Thank you

