



# **Economic Development Strategic Plan**

City Council Meeting  
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# 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.



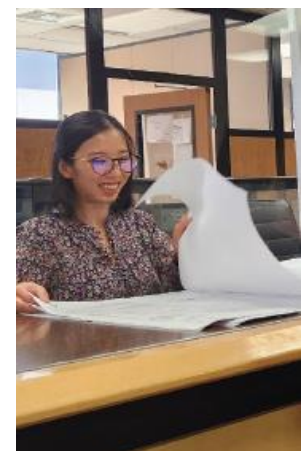
HERE TO ASSIST YOU!

## 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!

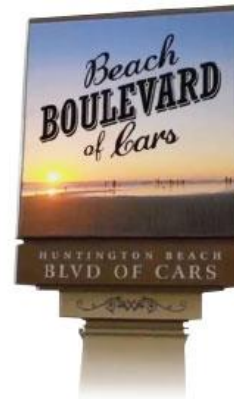


CONTACT US DIRECTLY AT:  
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# Communication & Collaboration

- 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**

