



**Public Hearing to consider  
adoption of Resolution No.  
2023-38 approving an Annual  
Assessment within the  
Huntington Beach Downtown  
Business Improvement District  
for Fiscal Year 2023-2024**

October 3, 2023

# Background

- HB Downtown Business Improvement District (District) established in 2004 in response to request from downtown merchants
- Purpose to fund activities/improvements, above the City's baseline, to benefit and support businesses within the defined boundary
- Per CA Parking & Business Improvement Area Law of 1989, District's Advisory Board must prepare an Annual Report & Budget for Council approval
- Council must also approve the levy of the assessment for the upcoming fiscal year



# The District

- Comprised of approx. 255 businesses
- Assessments range from \$80 - \$1,404
- Businesses are assessed based on size, location, and business type
- Boundary has two benefit zones
- Total assessments \$115,000 (\$110,200 projected to be collected)
- City collects assessments annually with business license renewal
- Council appoints an Advisory Board to recommend funding needs



# HB Downtown

- In 2008, City Council appointed HB Downtown as the District's Advisory Board
- Private, 501(c)(6) business-based non-profit corporation formed by businesses within the District
- Distinction between "BID"
  - District (City Program)
  - HB Downtown (Non-Profit Organization)
- Agreement between City and HB Downtown to manage the District's funds and activities

RESOLUTION NO. 2008-04

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF HUNTINGTON BEACH DESIGNATING  
THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT  
AS THE DOWNTOWN BID ADVISORY BOARD

WHEREAS, on September 7, 2004 City Council created the Downtown Business Improvement District ("Downtown BID") pursuant to California Streets & Highways Code Section 36500, et seq.; and

Businesses located in the geographical boundaries of the Downtown BID formed a 501(c)6 non-profit corporation known as the Huntington Beach Downtown Business Improvement District to better promote the downtown area of Huntington Beach; and

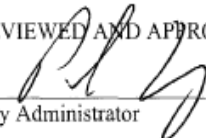
This non-profit corporation represents the collective interest of businesses in the geographic BID area to promote BID activities,

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

Upon the adoption of Ordinance No. 3797, the Huntington Beach Downtown BID, shall be the Downtown BID Advisory Board for the 2007-2008 BID budget year.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the 4th day of February, 20 08.

  
Mayor

REVIEWED AND APPROVED:  
  
City Administrator

INITIATED AND APPROVED:  
  
Director of Economic Development



# FY 23-24 Annual Report

HB DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

2023- 2024

## ANNUAL REPORT



**PREPARED BY**  
JAIME STRONG  
EXECUTIVE DIRECTOR

## HB DOWNTOWN BUSINESS IMPROVEMENT DISTRICT



### EXECUTIVE COMMITTEE

President: Brett Barnes, Duke's Huntington Beach  
Vice President: Sandra Schulz Taylor, Model Citizen & Dash of Sass  
Treasurer: Tony Duran, EV Ridables  
Secretary: Moe Kanoudi, Main Street Eyewear

### BOARD OF DIRECTORS

Nate Bernal: Sandbar Cocina y Tequila  
Bob Bolen: Huntington Beach Realty  
Darrick Hearn: Sandy's Beach Shack  
Kelly Miller: Visit Huntington Beach  
Peter "PT" Townend: International Surfing Museum

### STAFF

Executive Director: Jaime Strong  
Events & Social Media Manager: Kim-Erin Justice  
Administrative Assistant: Madeleine Gates

# FY 22-23 Highlights

- Board of Directors' Retreat
  - ✓ Reinstate & Combine Marketing and Events Committee
  - ✓ New Stakeholder Committee
  - ✓ SWOT Analysis
- Successful Weekly and Signature Events
  - ✓ Expansion of Surf City Nights and est. of SCN Task Force
- Filled Staffing Needs
  - ✓ Events & Social Media Manager, Admin. Role
- Stakeholder Outreach
  - ✓ Newsletters, Critical Incident Response Training, Member Mixers
- Refreshed Website
  - ✓ Member Directory & Event Pages
  - ✓ 11,000+ Social Media Followers



# FY 23-24 Activities

- Maintenance operations and enhanced security/cleaning during special events, holidays, and peak-season
- Continue to host weekly and signature events:
  - ✓ Surf City Artisan Fair
  - ✓ Surf City Nights
  - ✓ Chili at the Beach
  - ✓ HB4th Block Party
  - ✓ Surf City Spooktacular
  - ✓ Surf City Days and He'e Nalu Pier Festival
  - ✓ Magic on Main Street
- Holiday Beautification (lights, snowflakes, holiday tree)
- Improve communication (CRM) and strengthen brand identity through advertising and marketing programs
- Continue day-to-day operations (administration and finances)





# Budget (Income)

HB Downtown INCOME	
Surf City Artisan Fair	\$268,000
Surf City Nights	\$263,140
City of HB--Maintenance	\$198,000
BID Member Assessments	\$110,200
Ambassador Program (VHB)	\$36,000
Other Events	\$35,000
<b>TOTAL INCOME</b>	<b>\$910,340</b>



# Budget (Expenses)

HB Downtown EXPENSES	
Staff Support	\$274,060
Maintenance & Cleaning	\$219,000
Surf City Artisan Fair	\$100,552
Surf City Nights	\$85,970
Ambassador Program	\$81,151
Marketing and Other Events	\$82,000
Administration/Misc.	\$67,607
<b>TOTAL EXPENSES</b>	<b>\$910,340</b>

# Assessment Breakdown

Assessment EXPENSES	
Ambassadors Program (30%)	\$33,060
Executive Director (20%)	\$22,040
Enhanced Maintenance (15%)	\$16,530
Holiday Beautification (15%)	\$16,530
Marketing & Events (15%)	\$16,530
CRM Software Program & Staff (5%)	\$5,510
<b>TOTAL EXPENSES</b>	<b>\$110,200</b>

# Public Hearing

- State law requires an annual protest hearing to receive and consider any protests against the assessment for FY 23-24
- Only protests by affected business owners can be considered
- If protests received total 50% or more of the assessment value, no further proceedings to continue the District can be considered for one year
- If lack of majority protest exists, Council can renew assessment for the upcoming year



# Recommendation

- Conduct the Public Hearing; and,
- If written protests of at least 50% or more of the total assessments are not received, adopt Resolution No. 2023-38, “A Resolution of the City Council of the City of Huntington Beach Approving an Annual Assessment within the Huntington Beach Downtown Business Improvement District for Fiscal Year 2023-2024.”



**Thank you**

**Questions?**

