

**From:** [Sandy Schulz](#)  
**To:** [supplementalcomm@surfcity-hb.org](mailto:supplementalcomm@surfcity-hb.org)  
**Date:** Monday, June 3, 2024 2:45:15 PM

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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 a downtown business owner, tourism is an essential part of our business. Without tourism we wouldn't survive.

I own Model Citizen, a clothing boutique on the 3rd block of Main St, located in the heart of downtown. The influx of tourists allows me employ a staff of 8. This may seem like a small number to you but as a clothing boutique that is huge. In turn, my employees dine and shop downtown as well bringing business full circle.

In addition, I am also the treasurer on The HBDBID board of directors. We are excited to see the proposed improvements come to life. I strongly believe this modification will benefit not only the tourism BID but also local businesses like mine.

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,

Sandy Taylor

Owner, Model Citizen

Treasurer, HBDBID Board of Directors

**SUPPLEMENTAL  
COMMUNICATION**

**6/4/2024**

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

**Agenda Item No.:** 18 (24-406)

**From:** [Patricia Rogers](#)  
**To:** [supplementalcomm@surfcity-hb.org](mailto:supplementalcomm@surfcity-hb.org)  
**Cc:** [Nicole Lido](#)  
**Subject:** Resolution 2024-30 Support Letter from Patricia (Pat) Rogers  
**Date:** Monday, June 3, 2024 3:50:58 PM  
**Attachments:** [Patricia Rogers - Visitor Bureau Letter to Support Resolution 2024-30.docx](#)

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Thank you for doing this - good luck with the vote tomorrow!

Attached is my letter in support.

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***Patricia (Pat) Rogers 714-981-0061***

June 3, 2024

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 a business owner in Huntington Beach (Party Queen Psychics), 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 entertainment. Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, **my group, Party Queen Psychics, 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 increased awareness about Party Queen Psychics that is promoted through the excellent Surf City USA website.

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.

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

Thank you.

*Patricia Rogers*

Patricia (Pat) Rogers  
Founder, Party Queen Psychics  
18355 Gum Tree Lane  
Huntington Beach, CA 92646  
(former General Mgr./Marketing Director for Bella Terra Mall)

**From:** [Rocky McKinnon](#)  
**To:** [supplementalcomm@surfcity-hb.org](mailto:supplementalcomm@surfcity-hb.org)  
**Subject:** Support for HB Tourism BID - #2024-30  
**Date:** Tuesday, June 4, 2024 8:56:32 AM

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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 one of our few contracted surf lesson vendors here in HB, tourism is an essential part of McKinnon Surf & SUP Lessons business. It provides us with opportunities for exposure and growth.

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 our surf lesson program that features HBs' only Adaptive Surfing Experience program for our Special Needs Community. Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, we as a surf lesson vendor were able to keep our doors open 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 excited 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 this additional influx of visitors wanting to experience surfing here in Surf City USA. 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,  
Rocky McKinnon  
714-377-6101  
Chief Instructor/Owner  
McKinnon Surf & SUP Lessons

[Yahoo Mail: Search, Organize, Conquer](#)