



# **License Agreement with Visit Huntington Beach for the Visitor Information Kiosk**

**February 4, 2025**

# Visitor Information Kiosk

- Located at Pier Plaza, adjacent to the iconic Huntington Beach Pier.
- Operated by Visit Huntington Beach since 2004 under successive license agreements.
- Provides maps, event calendars, dining/activity guides, and visitor assistance.
- Promotes local businesses and activities, enhancing tourism and supporting the local economy.



# License Terms



- Current agreement expired on December 31, 2024.
- New agreement will retroactively take effect January 1, 2025.
- Term: 5 years, with an optional 5-year extension (through December 31, 2034, if exercised).
- Monthly Rent: \$275, with 3% annual increases.
- Use Restrictions: Visitor information services only; small-scale ancillary retail must be stored indoors, with no outdoor displays.

# Recommendation

Approve the Non-Exclusive License Agreement Between the City and Visit Huntington Beach for continued operation of the Visitor Information Kiosk at Pier Plaza.

- Ensures continuation of vital visitor services at a premier location.
- Supports local businesses and enhances the tourism economy.
- Provides fair compensation with a fiscally responsible rent structure.



**Thank you**

