

2023- 2024

# ANNUAL REPORT



**PREPARED BY**

JAIME STRONG  
EXECUTIVE DIRECTOR

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# HB DOWNTOWN



## ABOUT

The Downtown Business Improvement District (the "District") is a program established in 2004 by the City of Huntington Beach to fund activities and improvements benefiting all businesses within a specified boundary area. Huntington Beach Downtown Business Improvement District (HB Downtown), a private non-profit 501c6 business-based corporation that was established in 2008, is an all-inclusive collaborative advocate for the entire growing downtown region and acts as the Advisory Board to the District.



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# HB DOWNTOWN



## MISSION

To be the advocate for our coastal downtown community creating economic vitality and the premier entertainment destination. To make recommendations to the City Council on the expenditure of revenues derived from the levy of assessments of businesses within the District.

## VISION

To be a sustainable catalyst for a thriving and livable downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun and environmentally conscious.

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# HB DOWNTOWN



## EXECUTIVE COMMITTEE

President: Brett Barnes, Duke's Huntington Beach  
Vice President: Sandra Schulz Taylor, Model Citizen & Dash of Sass  
Treasurer: Tony Duran, EV Rideables  
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



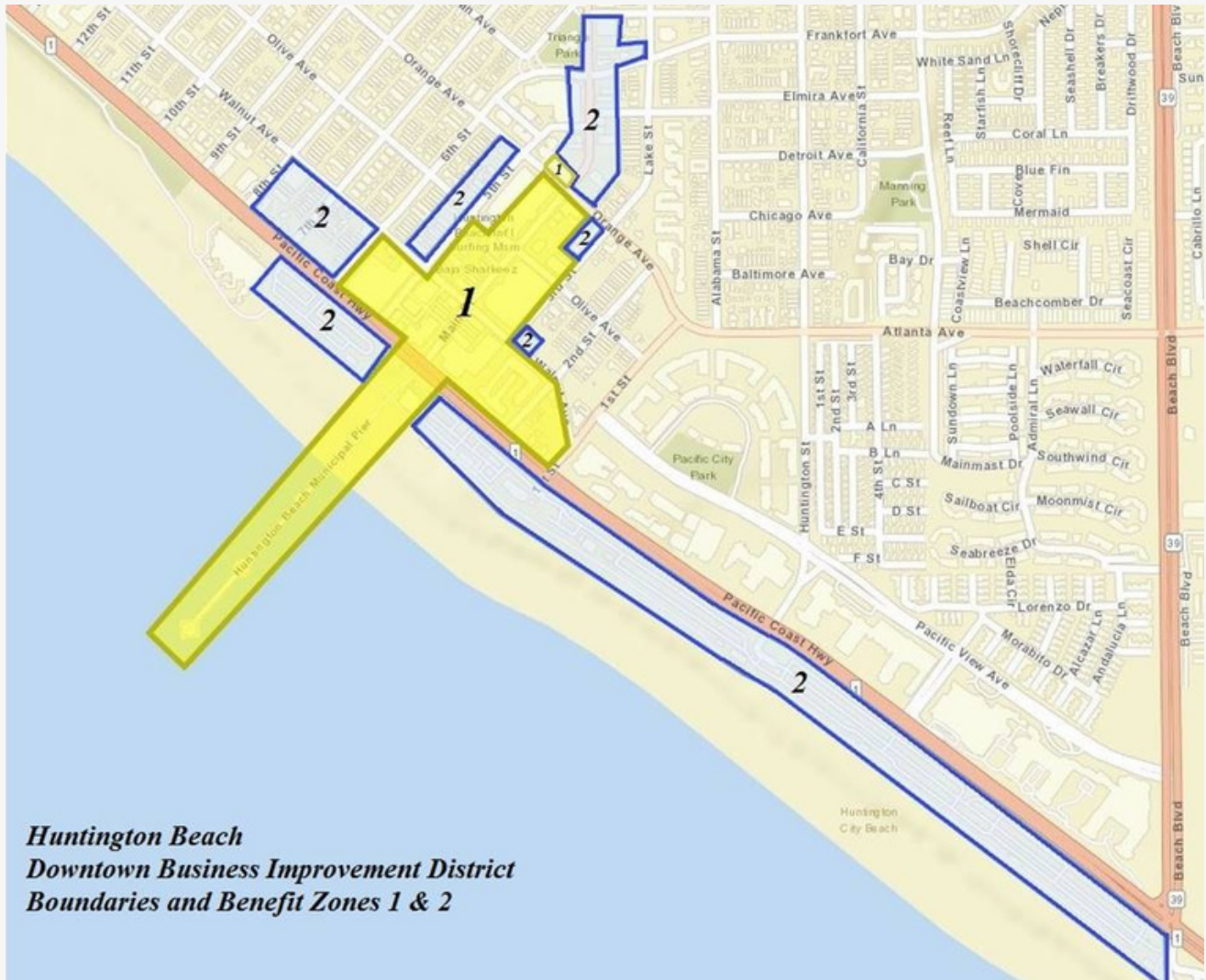
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# WHAT IS A BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is an area where business owners collectively agree to pay assessments to fund improvements and activities that benefit the district. In partnership with the downtown business owners, the Huntington Beach City Council formed a city program called the Huntington Beach Downtown Business Improvement District (District) in 2004 by approving ordinance No. 3661. One goal of establishing the District was to strengthen and improve the visitor experience in the downtown business district.

In 2008, City Council appointed a non-profit organization, the HB Downtown Business Improvement District (HB Downtown), to serve as the District's Advisory Board. The HB Downtown acts to administer and manage activities and funding outlined in the ordinance and resolutions establishing the District. HB Downtown consists of a volunteer Board of Directors and administrative staff to support the goals of providing communication, marketing, and coordination of the HB Downtown's work.

# BID MEMBER OVERVIEW



There are approximately 255 businesses in the District. Depending on the business type, square footage, and location, individual business assessments range from \$80 to \$1,404 per year.



# BID ASSESSMENT CHART

Category	Benefit Zone 1	Benefit Zone 2
<b>Retail</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
<b>Restaurants</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
<b>Hotels</b>		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
<b>Services/ Office</b>		
1st Floor	\$281	\$160
Basement, 2nd Floor or Higher		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
<b>Cart/ Kiosk</b>	\$100	\$80
<b>Banks/ ATM</b>	\$600	\$400
<b>Seasonal, 9 mos or less</b>	\$500	\$300

Assessments excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors.

Businesses and non-profit organizations outside the area may join with the approval of the BID Board by paying the equivalent fee annually.

Non-profit organizations within the BID Assessment Zone can voluntarily participate by paying \$30.00 to HB Downtown Business Improvement District directly.

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# HB DOWNTOWN HIGHLIGHTS

In collaboration with HB Downtown Stakeholders, the City of Huntington Beach and the local community, our mission is to serve as an advocate for our coastal downtown community,

Highlights from 2022-2023 include:

## **Board Retreat**

In February 2023, the HB Downtown Board of Directors met for a Strategic Planning Retreat. This half-day meeting was held at the City Hall and featured notable speakers such as Assistant City Manager Travis Hopkins, Economic Development Manager Kriss Casanova, CEO of VHB Kelly Miller, and President & CEO of Civitas Advisors John Lambeth. Collaboratively, the Board of Directors worked to assess the current state of HB Downtown through a SWOT (Strength, Weakness, Opportunities, Threats) Analysis, which subsequently led to the establishment of committees aimed at addressing the District's needs.

The committees formed were as follows:

- Stakeholder Relations, chaired by Tony Duran
- Marketing & Events, chaired by Peter "PT" Townend

The retreat provided the Board of Directors with an opportunity to create a vision and focus for the upcoming year.

## **Surf City Nights Expanded**

Since March 2021, Surf City Nights has been operating within a smaller footprint. The removal of outdoor dining in March 2023 prompted a return to the original event footprint, resulting in the addition of space for 49 more booths from PCH to Orange Ave. In response to these changes, a dedicated Surf City Nights Task Force was assembled to provide recommendations to the Board of Directors. Approved alterations include:

- Provision of (15) complimentary booth spaces for HB Downtown members
- Reintroduction of non-competing hot prepared food
- Allocation of additional budget for staff and marketing efforts

Staff continues to grow and expand the market with new vendors and community programming.



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# HB DOWNTOWN HIGHLIGHTS

## **Staff:**

The revival of Surf City Nights has brought about the necessity for a full-time Events and Social Media Manager. This role involves the identification of new vendors, development of programming, and management of the expanded event footprint. Furthermore, an administrative role was reinstated to oversee billing, event coordination, and marketing activities.

## **Stakeholder Outreach:**

Effective communication remains a prominent objective for HB Downtown, serving to foster trust, solicit feedback, address concerns, and enhance stakeholder engagement. Noteworthy highlights include a collaboration with the HB Police Department for a Critical Incident Response Training with over 70 attendees and a Mixer event featuring Mayor Pro Tem Gracey Van Der Mark with over 40 attendees. Additionally, monthly newsletters have proven effective in updating stakeholders on topics including holidays, events, and more. HB Downtown collaborates with our partners to ensure clear communication on matters such as street closures and stakeholder-supporting initiatives like the Illegal Lodging Letter.

## **Enhanced Website:**

HB Downtown remains committed to spotlighting HB Downtown Stakeholders and events that drive attendees to the heart of the Downtown District. This year, the HB Downtown website ([www.hbdowntown.com](http://www.hbdowntown.com)) has been refreshed, including an updated membership directory that more accurately showcases our diverse businesses.

Additionally, to create a more user-friendly environment, Surf City Nights, Surf City Artisan Fair, and Signature Events pages were updated for both vendors and attendees making for a better experience.

HB Downtown strives to enhance resources for the betterment of the Downtown District.

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# HB DOWNTOWN MAINTENANCE

The Public Works department and the HB Downtown Business Improvement District have an ongoing maintenance agreement. The initial Memorandum of Understanding (MOU) was established back in 2013, with a total value of \$154,000. Presently, efforts are underway to update this agreement.

However, the costs associated with the maintenance contract have surpassed the originally stipulated amount in the MOU. To address these supplementary expenses, the Public Works department has formally requested additional funding.

Below is a breakdown of the supplementary funding provided by the Public Works department over the past five years:

- 2022-2023: \$44,000
- 2021-2022: \$34,430
- 2020-2021: \$34,430
- 2019-2020: \$34,430
- 2018-2019: \$8,000

In the year 2022, a decision was reached to eliminate the administrative fee that was previously incorporated within the agreement. Instead, these funds were redirected to cover the current maintenance contract costs.

Furthermore, there are designated funds earmarked for specific purposes related to enhanced maintenance. These funds can be utilized to bridge the gap between the actual maintenance expenses and the amount specified in the existing MOU.

HB Downtown has also allocated additional funds specifically for the purpose of hiring more porters within the Downtown District during events such as the 4th of July, US Open of Surfing and the Pacific Air Show. This proactive measure is intended to enhance the overall upkeep and functionality of the district during these events.

The current sidewalk cleaning map is on Page 10.



# HB DOWNTOWN MAINTENANCE SIDEWALK CLEANING MAP



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# HB DOWNTOWN SIGNATURE EVENTS



# SURF CITY NIGHTS

TUESDAY NIGHTS IN HB DOWNTOWN



Every Tuesday, Surf City Nights Certified Farmers' Market and Street Fair, draws both locals and visitors to Main Street. The atmosphere becomes vibrant with curated vendors, local bands taking center stage and the downtown businesses offering Surf City Nights Specials. This event serves as a platform to engage with community partners including HBPD, HBFD, Marine Safety, and notable non-profits like Surfrider Foundation, the HB Historic Resources Board, and more.

In March 2023, the removal of outdoor dining spaces paved the way for a return to the event's original layout. This strategic pivot led to an expansion, resulting in the addition of 49 extra booths across the first three blocks of Main Street. This extended area has facilitated the active involvement of HB Downtown Stakeholders, including prominent establishments like 25 Degrees, The Kite Connection, Hurricane's, Model Citizen, and more.

HB Downtown staff remains dedicated to nurturing the market's growth and enrichment. The introduction of fresh vendors and community-driven programming continues to shape Surf City Nights for locals and visitors.

**Surf City NIGHTS**  
CERTIFIED Farmers Market | Street Fair | LIVE MUSIC

**TUES MAR 14** **SPRING GRAND OPENING** **FROM 5-9 PM**  
Celebration Starts at 5:30pm at The Main Stage  
(Main Street & Olive Avenue)

- ◆ Special Guests, New Vendors & Fun for Everyone!
- ◆ Local Hero Award Presentation Honoring the HBPD
- ◆ Ramsey Brothers Band (Main Stage / Main St. & Olive)
- ◆ Hang Ten on the Big Wave (benefiting Waymakers HB Shelter)
- ◆ HBPD Appreciation Night (Main St. & Walnut)

**Dine & Shop Main Street**  
Scan Code For Surf City Nights Special Offers!

Presented By | @HBDowntownUSA @HBDowntownEvents  
www.HBDowntown.com

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# SURF CITY ARTISAN FAIR

FRIDAYS & SELECT WEEKENDS AT HB PIER PLAZA



In the Spring of 2022, HB Downtown took on a new role as the operator of Pier Plaza Surf City Artisan Fair on Fridays and select weekends. The Surf City Artisan Fair, is a recurring event designed to showcase the exceptional talents of local and regional artisans. This event is enriched through dynamic programming and community engagement, thoughtfully integrated through the Four Corners concept: Gathering, Giving, Creative, and Learning. These pillars cultivate an environment of inclusivity, inspiration, philanthropy, and knowledge-sharing, encompassing art, music, non-profit initiatives, community groups, and educational experiences that resonate across all age groups.

By providing an engaging environment, the event has successfully brought together an array of high-quality artisans and creatives; amplifying their work and offering visitors and locals a distinctive way to immerse themselves in HB Downtown.



# HB DOWNTOWN EVENTS: CHILI AT THE BEACH

JUNE



What a sizzling day it was on Main Street in HB Downtown during our annual event, Chili at The Beach! This fun-filled day under the sun brought the entire community together for a fantastic family experience.

A highlight of the day was the Chili Tasting Contest, where the crowd indulged in over 15 mouthwatering chili creations from talented local contestants. Attendees purchased wristbands to savor the delightful range of chili flavors, all while supporting a worthy cause. A portion of the ticket sales was dedicated to The Boys & Girls Clubs of Huntington Valley and the Huntington Beach International Surf Museum - two valuable organizations that serve our community.

The air was filled with friendly competition as attendees cast their votes for the coveted People's Choice Chili Winner. Our esteemed panel of celebrity judges, including Calvin Free, Chief Scott Haberle, Aaron Pai, Lieutenant Brian Smith, Peter "PT" Townend Mayor Pro Tem Gracey Van Der Mark and Wink Williams, had the tough but enjoyable task of determining the best chili in Huntington Beach!

**HB DOWNTOWN**  
**CHILI COOK-OFF**  
**DUDE'S DAY OUT**  
**HB PIER PLAZA**  
**SATURDAY JUNE 17<sup>TH</sup> 2023**

**CHILI COOK-OFF & TASTING**  
**LIVE MUSIC • VW BUSES**  
**VENDOR BOOTHS**

**CHILI AT THE BEACH**  
11AM-4PM  
MAIN STREET  
HUNTINGTON BEACH

**DUDE'S DAY OUT FAIR**  
11AM-6PM  
PIER PLAZA  
HUNTINGTON BEACH

**SCAN TO PURCHASE TICKETS**

**MUST PURCHASE TICKET TO PARTICIPATE IN CHILI TASTING**  
**ONLINE PRESALE: \$15**  
**AT EVENT: \$20**

**FEATURING OUR CAST OF CELEBRITY JUDGES**

Calvin Free  
Chief of Police

Chief Scott Haberle  
Chief of Police

Aaron Pai  
Lieutenant

Lieutenant Brian Smith  
Lieutenant

Peter "PT" Townend  
Mayor Pro Tem

Gracey Van Der Mark  
Mayor Pro Tem

Wink Williams  
Mayor Pro Tem

**PRESENTED BY**

**MORE INFO VISIT**  
**HB DOWNTOWN.COM**

A Portion Of The Event Proceeds To Benefit:  
The Boys & Girls Clubs Of Huntington Valley  
and The HB International Surf Museum

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# HB DOWNTOWN EVENT: HB4TH BLOCK PARTY

JUNE



This year's highly anticipated 4th of July kicked off in HB Downtown with the second annual block party on Main Street. In attendance were esteemed guests, including Mayor Tony Strickland, Mayor Pro Tem Gracey Van Der Mark, and Council Member Casey McKeon adding to the excitement of the event.

The highlight of the evening was undoubtedly the live music performances by The Ramsey Brothers and Redneck Rodeo. The vibrant atmosphere resonated with the spirit of patriotism and unity as everyone came together to honor our nation's independence.

The HB4th Block Party continues to reinforce our Downtown District's reputation as a premier destination.

\*\*\* SOUNDSKILZ PRESENTS \*\*\*  
JOIN US FOR THE OFFICIAL KICK OFF OF THE INDEPENDENCE DAY CELEBRATION  
**HB4TH BLOCK PARTY**  
\*\*\*\*\*  
★ MAIN STREET ★  
\*\*\* HUNTINGTON BEACH, CA \*\*\*  
**FRIDAY JUNE 30TH** 5PM to 9PM  
\*\*\*\*\*  
★ LIVE MUSIC & ENTERTAINMENT ★  
★ WITH PERFORMANCES BY ★  
★ REDNECK RODEO ★  
★ THE RAMSEY BROTHERS BAND ★  
OFFICIAL MERCH & PRIZE GIVEAWAYS  
★ LOCAL SPECIALS AND MUCH MORE! ★  
FOR MORE INFO VISIT: HB4THOFJULY.ORG



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# HB DOWNTOWN EVENT: SURF CITY SPOOKTACULAR

OCTOBER



Halloween was in full swing as we invited everyone to join us for a spooktacular evening in HB Downtown! Families and friends dressed in their favorite Halloween costumes, venturing through the downtown area for a delightful round of trick-or-treating. Participating businesses offered sweet treats and surprises adding to the Halloween magic.

An amazing group of partners joined the fun, including Community & Library Services, HB Fire Department, Marine Safety, HB Police Department, BeWell, Republic Services, and more. Their presence added a special touch to the Halloween festivities, creating a strong sense of community spirit.

Back by popular demand, the Halloween Costume Contest showcased the creativity and spookiness of all attendees. Participants of all ages proudly flaunted their fantastic costumes on the Main Street stage. New this year, the Main Street Monster March lead by Mayor Barbara Delgleize, invited everyone to join the costume parade up and down Main Street.

The Halloween event was a thrilling and enjoyable night for everyone in HB Downtown. It captured the true spirit of Halloween, spreading joy and excitement throughout the community.



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# HB DOWNTOWN EVENT: SURF CITY DAYS & HE'E NALU PIER FESTIVAL

SEPTEMBER



**Surf City Days**, brought an array of exciting activities that captivated the community. The event featured the highly anticipated

Huntington Beach Surf Contest, showcasing the remarkable skills of local surfers in the waves. Participants and spectators alike enjoyed the exhilarating CBVA Volleyball Tournament. At Demo Days in Huntington Surf & Sport, surf enthusiasts had the chance to try out the latest surf gear, enhancing their surfing experience. The Rockin Fig Vintage Surf Festival, a lively block party, celebrated the rich vintage surf culture, paying tribute to the local legend, Rockin Fig.

**He'e Nalu Aloha**, held at HB Pier Plaza, features a diverse array of presentations, including art, music, dance, crafts, and exhibits, providing a comprehensive and authentic experience of Pacific Island culture.

These events exemplify the Downtown District's commitment to providing unforgettable experiences that celebrate our local culture and create a sense of unity among locals and visitors. These events not only celebrate the deep-rooted surf culture of Huntington Beach but also pay homage to the diverse and beautiful heritage of the Pacific Islands.

The poster is for Huntington Beach Downtown events in September. It features a yellow background with various logos and text. At the top, it says "SURF CITY DAYS" in large, bold letters. Below that, it says "Family Friendly Events Starting September 17th" and "Huntington Beach Pier & Downtown". The poster lists several events: "He'e Nalu Aloha Pier Festival" on September 17th and 18th, "2ND ANNUAL ROCKIN FIG VINTAGE SURF FESTIVAL" on September 17th, "CBVA PREMIER TOUR VOLLEYBALL TOURNAMENT" on September 17th and 18th, and "Huntington Surf & Sport DEMO DAY" on September 17th. It also includes a "SURF DEAD DAY" logo. At the bottom, it says "For More Info & upcoming events visit us at: @HBDowntownUSA www.HBDowntown.com".



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# HB DOWNTOWN EVENT: MAGIC ON MAIN STREET

NOVEMBER




HB Downtown presented a truly magical experience with "Magic on Main Street" during the holiday season. For the first time, "Magic on Main Street" was held on a Tuesday night during Surf City Nights, creating an intimate small-town ambiance that encouraged attendees to explore and support local businesses in the downtown area. It was a heartwarming celebration of community and the holiday spirit, leaving all who attended with cherished memories.

The tree lighting ceremony was undoubtedly a highlight of the event, capturing the essence of the season as the dazzling lights illuminated Main Street. With the help of City Officials and local kiddos, the Main Street tree was lit for everyone to admire. And, of course, what would a holiday event be without a visit from the jolly old fellow himself – Santa Claus! Attendees were delighted to have the opportunity to take selfies with Santa.

"Magic on Main Street" truly embodied the spirit of the holiday season and served as a heartwarming reminder of the magic the holiday season.

MAGIC ON  
MAIN STREET  
HB DOWNTOWN



Tuesday, November 22<sup>nd</sup> 5-8pm

Surf City Nights Celebrates  
"Magic on Main Street"


❄️ Tree Lighting at 6pm

❄️ Selfies with Santa


❄️ Rockin' around Main Street with:  
Accidental Tendencies  
& Daddy and The Baddys

❄️ Shaka on the Big Wave for Robyne's Nest

❄️ Shop Small in HB Downtown  
Donate an unwrapped new toy at the  
HB Santa Claus Ride Booth on 2<sup>nd</sup> Block of Main St.  
and be entered into our holiday raffle.



Brought to you by  
HB Downtown



[www.hbdowntown.com](http://www.hbdowntown.com)  
[@HBDOWNTOWNMUSA](#) [@HBDOWNTOWNEVENTS](#)



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# IMPROVEMENTS & ACTIVITIES FUNDED BY ASSESSMENTS FY 2023-2024





# IMPROVEMENTS & ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$110,200 for FY 2023-2024:

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**AMBASSADOR PROGRAM**

(30% OF FY 2023-2024 ASSESSMENT FEES)

\$ 33,060

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**DISTRICT MANAGEMENT**

(20% OF FY 2023-2024 ASSESSMENT FEES)

\$ 22,040

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**ENHANCED MAINTENANCE**

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

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**HOLIDAY BEAUTIFICATION**

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

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**MARKETING & EVENTS**

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

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**CRM SOFTWARE (STAFF)**

(5% OF FY 2023-2024 ASSESSMENT FEES)

\$ 5,510

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**TOTAL ASSESSMENT FEES**

**\$ 110,200**

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Further information about the allocation of funds follows on Page 21 through Page 23.

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# AMBASSADOR PROGRAM

The primary purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in the Downtown District during peak season, holidays and special events. The program's overarching goal is to create an environment where all visitors can enjoy their time in HB Downtown.

The Ambassador program, funded in part by HB Downtown, HBDBID Assessments and Visit Huntington Beach, has proven to be a valuable asset to the Downtown District. The Ambassadors have been actively involved in various activities, including:

- **Regular Patrolling** - The Ambassadors patrol the Downtown District, maintaining a visible presence and establishing rapport with individuals in the community.
- **Observation & Reporting** - The Ambassadors observe and report any potential safety concern, disturbances, or other incidents in the area.
- **Collaboration with HBPD** - The Ambassadors worked closely with the HBPD Downtown Detail to address safety-related matters effectively.
- **Assistance & Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions and services.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact on the Downtown District.

## ENHANCED MAINTENANCE

The Downtown District takes centerstage for both locals and visitors, especially during peak seasons and major events. To uphold the area's appearance, HB Downtown takes proactive measures to ensure a clean and welcoming destination. Additional trash pickup and extra porters are arranged during peak seasons and major events like the 4th of July, US Open of Surfing, and Pacific Airshow. It is important to provide a positive and memorable experience for all attendees, reinforcing the Downtown District's reputation as a vibrant and welcoming destination.



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# DISTRICT MANAGEMENT

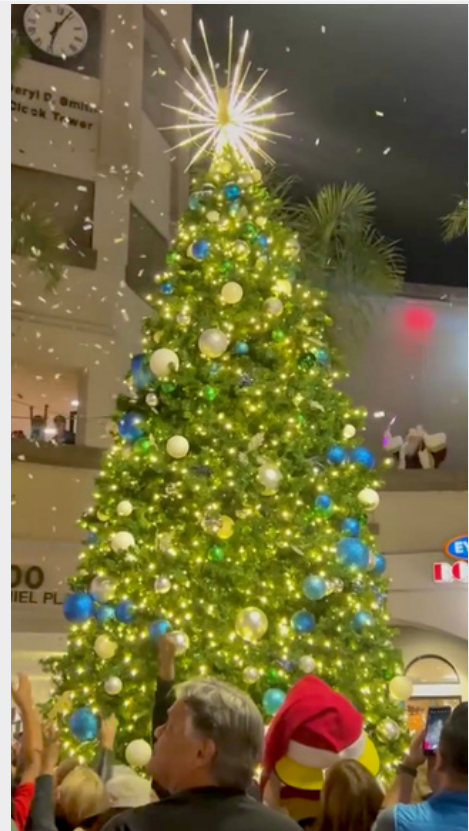
The Executive Director plays a pivotal role in managing the administration, finances, and day-to-day operations of the Downtown District, all under the guidance of the elected Board of Directors.

The responsibilities include:

- Active and effective communication with HB Downtown Stakeholders through various communication and outreach initiatives, including newsletters and stakeholder meetings.
- Serving as a liaison for the City of Huntington Beach on programs and partnerships, including the Maintenance Contract and Ambassador Program.
- Oversight of the general administration of the HB Downtown office, including staff supervision.
- Development and execution of an integrated marketing strategy to enhance awareness of the Downtown District across a range of marketing channels.
- Management of various events that contribute to community engagement and activity within the Downtown District.
- Active involvement in the Huntington Beach community by serving on the board of the HB Chamber, Surfing Walk of Fame Executive Committee, and recently graduating from the Robert Mayer Leadership Academy Class of 2023.

## HOLIDAY BEAUTICATION

The Downtown District was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The true star of the show was the decorated tree on the 2nd Block of Main Street, serving as the heart of the holiday magic and drawing the community and visitors together. For the first time, HB Downtown held the annual tree lighting event during Surf City Nights, which attracted a record crowd and set the stage for a joyous and unforgettable holiday season.



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# MARKETING & EVENTS

Marketing & Events have been instrumental in promoting and shaping the story of the Downtown District. Our strategic approach to marketing, which includes utilizing various communication channels and organizing community events, has allowed us to engage stakeholders effectively and establish a strong brand identity for HB Downtown. Assessment Fees are used for events (listed below), advertising and marketing programs, including website and email outreach.

An **Enhanced Website** now serves as a comprehensive and user-friendly platform, showcasing unique offerings, events, and relevant information. Ongoing improvement of the website to ensure that it remains a dynamic and informative platform.

**Social Media** is used to expand our reach and connect with a broader audience by establishing a strong social media presence with two active accounts: @hbdowntownusa and @hbdowntowneventsusa. Through engaging content and timely updates, there is a sense of community among our online followers, HB Downtown Business to strengthened our brand presence.

**Community Events** such as the HB4TH of July Block Party, Surf City Spooktacular, and Magic on Main Street have become highly anticipated annual gatherings. These events have not only increased exposure but have also created memorable experiences, engaged our community, and enhanced the HB Downtown brand.

## CRM PROGRAM

in FY 2022-2023, The Huntington Beach City Council has recommended that HBDBID adopt a Customer Relationship Management (CRM) program. A CRM serves as a tool for the organization's stability and longevity, benefiting all stakeholders. The benefits of implementing a CRM include:

- Data centralization, encompassing contact information, communication history, and other pertinent details. This comprehensive view of customer data guarantees up-to-date information, enabling the organization to identify and address potential issues proactively before they escalate.
- Improved stakeholder relationships, facilitated by a central database that provides a better understanding of their needs and preferences, consequently enabling more personalized interactions.
- Efficient marketing campaigns, empowered by tailored marketing messages specifically targeted at distinct stakeholder groups, thus leading to heightened engagement.





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# STATEMENT OF FINANCIAL POSITION

# Huntington Beach Downtown Business Improvement District

## Statement of Financial Position

As of July 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	46,269.50
1030 First Bank - MM	160,784.08
1040 First Bank - Maintenance	-193.67
<b>Total Bank Accounts</b>	<b>\$206,859.91</b>
Other Current Assets	
1330 Prepaid Rent	500.00
Undeposited Funds	5,786.50
<b>Total Other Current Assets</b>	<b>\$6,286.50</b>
<b>Total Current Assets</b>	<b>\$213,146.41</b>
Fixed Assets	
1640 Machinery & Equipment	11,651.68
1660 Office Equipment	538.74
1670 Computers	2,931.66
1700 Accumulated Depreciation	-13,496.73
<b>Total Fixed Assets</b>	<b>\$1,625.35</b>
<b>TOTAL ASSETS</b>	<b>\$214,771.76</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-888.39
<b>Total Other Current Liabilities</b>	<b>\$ -1,073.47</b>
<b>Total Current Liabilities</b>	<b>\$ -1,073.47</b>
Long-Term Liabilities	
2400 Notes Payable - SBA EIDL	150,000.00
<b>Total Long-Term Liabilities</b>	<b>\$150,000.00</b>
<b>Total Liabilities</b>	<b>\$148,926.53</b>
Equity	
3100 Unrestricted Net Assets	101,885.99
Retained Earnings	0.00
Net Revenue	-36,040.76
<b>Total Equity</b>	<b>\$65,845.23</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$214,771.76</b>

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# PROFIT & LOSS STATEMENT

# Huntington Beach Downtown Business Improvement District

## Budget vs. Actuals: 2022-2023 Budget - FY23 P&L

October 2022 - July 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Revenue</b>				
4050 BID Assessments	102,937.00	91,000.00	11,937.00	113.12 %
4100 Chili at the Beach	16,931.57	10,000.00	6,931.57	169.32 %
4200 Event Revenue	397,065.01	249,500.00	147,565.01	159.14 %
4300 Surf City Nights	37,230.17	145,400.00	-108,169.83	25.61 %
4400 Surf City Days		0.00	0.00	
4500 Miracle on Main		3,000.00	-3,000.00	
4800 City of HB Maintenance	66,000.00	165,000.00	-99,000.00	40.00 %
Unapplied Cash Payment Revenue	0.00		0.00	
<b>Total Revenue</b>	<b>\$620,163.75</b>	<b>\$663,900.00</b>	<b>\$ -43,736.25</b>	<b>93.41 %</b>
<b>Cost of Goods Sold</b>				
5100 Rental & Setup	42,896.67	53,830.00	-10,933.33	79.69 %
5150 Parking	2,417.75	2,000.00	417.75	120.89 %
5200 Street Cleaning	14,318.00	14,500.00	-182.00	98.74 %
5300 Event Expenses	17,563.27	194,069.00	-176,505.73	9.05 %
5330 Entertainment	4,800.00		4,800.00	
5380 Printing & Production	17,157.22		17,157.22	
<b>Total 5300 Event Expenses</b>	<b>39,520.49</b>	<b>194,069.00</b>	<b>-154,548.51</b>	<b>20.36 %</b>
5500 Miscellaneous		2,000.00	-2,000.00	
5600 Holiday Beautification	19,750.00	20,000.00	-250.00	98.75 %
5800 Maintenance	181,500.00	165,000.00	16,500.00	110.00 %
<b>Total Cost of Goods Sold</b>	<b>\$300,402.91</b>	<b>\$451,399.00</b>	<b>\$ -150,996.09</b>	<b>66.55 %</b>
<b>GROSS PROFIT</b>	<b>\$319,760.84</b>	<b>\$212,501.00</b>	<b>\$107,259.84</b>	<b>150.47 %</b>
<b>Expenditures</b>				
7010 Advertising & Marketing	788.69	7,000.00	-6,211.31	11.27 %
7050 Bank Charges & Fees	272.24	1,000.00	-727.76	27.22 %
7070 Consultants	214,079.04	126,000.00	88,079.04	169.90 %
7090 Charitable Contributions	3,000.00		3,000.00	
7100 Dues & subscriptions	2,145.99	6,550.00	-4,404.01	32.76 %
7150 Insurance	890.00	2,207.00	-1,317.00	40.33 %
7170 Legal & Accounting Services	9,296.50	4,455.00	4,841.50	208.68 %
7190 Meeting & Training	1,805.23	700.00	1,105.23	257.89 %
7191 Election		0.00	0.00	
7200 Miscellaneous Expense	181.19	1,000.00	-818.81	18.12 %
7210 Office Supplies	2,429.99	6,500.00	-4,070.01	37.38 %
7290 Rent & Lease	9,000.00	14,600.00	-5,600.00	61.64 %
7300 Repairs & Maintenance	650.00	800.00	-150.00	81.25 %
7310 Security	10,275.00		10,275.00	
7315 Ambassador Program	43,799.38	41,426.00	2,373.38	105.73 %
<b>Total 7310 Security</b>	<b>54,074.38</b>	<b>41,426.00</b>	<b>12,648.38</b>	<b>130.53 %</b>
7320 Taxes & Licenses	43,987.08	2,500.00	41,487.08	1,759.48 %
7330 Telephone	2,004.50	2,000.00	4.50	100.23 %



# Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2022-2023 Budget - FY23 P&L

October 2022 - July 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
QuickBooks Payments Fees	11,216.86	4,652.80	6,564.06	241.08 %
<b>Total Expenditures</b>	<b>\$355,821.69</b>	<b>\$221,390.80</b>	<b>\$134,430.89</b>	<b>160.72 %</b>
NET OPERATING REVENUE	<b>\$ -36,060.85</b>	<b>\$ -8,889.80</b>	<b>\$ -27,171.05</b>	<b>405.64 %</b>
Other Revenue				
8000 Interest Earned	20.09		20.09	
<b>Total Other Revenue</b>	<b>\$20.09</b>	<b>\$0.00</b>	<b>\$20.09</b>	<b>0.00%</b>
NET OTHER REVENUE	<b>\$20.09</b>	<b>\$0.00</b>	<b>\$20.09</b>	<b>0.00%</b>
NET REVENUE	<b>\$ -36,040.76</b>	<b>\$ -8,889.80</b>	<b>\$ -27,150.96</b>	<b>405.42 %</b>

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# 2023 - 2024 BUDGET

A surplus of approximately \$3,000 to \$4,000 in BID assessments is anticipated to be carried over from the previous year.

## BUSINESS IMPROVEMENT DISTRICT

2023-2024 Budget

INCOME:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$198,000.00
BID Assessments	\$7,100.00	\$8,100.00	\$8,100.00	\$8,100.00	\$8,100.00	\$10,100.00	\$10,100.00	\$10,100.00	\$10,100.00	\$10,100.00	\$10,100.00	\$10,100.00	\$110,200.00
Ambassador Funding (VHB)	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$36,000.00
Surf City Artisan Fair	\$18,000.00	\$33,000.00	\$33,000.00	\$10,875.00	\$10,875.00	\$19,500.00	\$24,750.00	\$26,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$26,000.00	\$268,000.00
Surf City Nights	\$20,500.00	\$20,500.00	\$20,500.00	\$18,500.00	\$18,500.00	\$20,500.00	\$20,500.00	\$23,500.00	\$23,500.00	\$23,500.00	\$26,640.00		\$263,140.00
Surf City Days												\$10,000.00	\$10,000.00
Chili at the Beach									\$25,000.00				\$25,000.00
<b>Monthly Totals</b>	<b>\$65,100.00</b>	<b>\$81,100.00</b>	<b>\$81,100.00</b>	<b>\$56,975.00</b>	<b>\$58,975.00</b>	<b>\$69,600.00</b>	<b>\$74,850.00</b>	<b>\$79,100.00</b>	<b>\$100,100.00</b>	<b>\$75,100.00</b>	<b>\$78,240.00</b>	<b>\$90,100.00</b>	<b>\$910,340.00</b>
EXPENSE:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$16,500.00	\$198,000.00
Enhanced Maintenance	\$3,000.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$6,000.00	\$3,000.00	\$5,000.00	\$24,000.00
Marketing/Advertising	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Ambassadors Security	\$0.00	\$2,593.00	\$2,593.00	\$0.00	\$865.00	\$1,729.00	\$0.00	\$10,948.00	\$16,133.00	\$16,618.00	\$16,132.00	\$13,540.00	\$81,151.00
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Dues & Subscriptions	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$8,400.00
Insurance	\$0.00	\$550.00	\$0.00	\$590.00	\$0.00	\$0.00	\$1,010.00	\$0.00	\$0.00	\$57.00	\$0.00	\$0.00	\$2,207.00
Accounting	\$450.00	\$1,200.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$6,150.00
License & Fees	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Board of Directors Election	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,600.00	\$1,600.00
Meeting/Training	\$1,500.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,250.00
Exec. Dir.	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$8,750.00	\$105,000.00
Event & Social Media Manager	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$5,600.00	\$67,200.00
Admin	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
SCAF Operator	\$3,960.00	\$7,260.00	\$7,260.00	\$2,392.50	\$2,392.50	\$4,290.00	\$5,445.00	\$5,720.00	\$4,840.00	\$4,840.00	\$4,840.00	\$5,720.00	\$58,960.00
SCAF Support Staff	\$900.00	\$1,800.00	\$1,800.00	\$600.00	\$600.00	\$1,200.00	\$1,350.00	\$1,050.00	\$900.00	\$900.00	\$750.00	\$1,050.00	\$12,900.00
CRM	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,600.00
Office Supplies	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Repairs/Maintenance	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Rent & Storage	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$6,500.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$16,400.00
Telephone/Internet	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
EIDL Repayment	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
	<b>\$48,310.00</b>	<b>\$53,903.00</b>	<b>\$52,603.00</b>	<b>\$43,282.50</b>	<b>\$42,807.50</b>	<b>\$51,769.00</b>	<b>\$46,755.00</b>	<b>\$58,168.00</b>	<b>\$62,323.00</b>	<b>\$67,365.00</b>	<b>\$63,672.00</b>	<b>\$65,860.00</b>	<b>\$656,818.00</b>
BID EVENTS													
SCN Set up (Malco)	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$33,600.00
SCN Set up (HB)	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$33,600.00
Parking	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
SCN Entertainment	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
SCN Event Expenses (Marketing)	\$2,000.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$250.00	\$750.00	\$350.00	\$6,150.00
SCN Quickbooks	\$656.00	\$656.00	\$656.00	\$592.00	\$592.00	\$656.00	\$656.00	\$752.00	\$752.00	\$752.00	\$852.00	\$848.00	\$8,420.00
	<b>\$8,606.00</b>	<b>\$6,956.00</b>	<b>\$6,956.00</b>	<b>\$6,892.00</b>	<b>\$6,892.00</b>	<b>\$6,956.00</b>	<b>\$6,956.00</b>	<b>\$7,052.00</b>	<b>\$6,952.00</b>	<b>\$7,452.00</b>	<b>\$7,152.00</b>	<b>\$7,148.00</b>	<b>\$85,970.00</b>
SCAF Facility Fee	\$3,250.00	\$7,800.00	\$7,800.00	\$2,600.00	\$2,600.00	\$5,200.00	\$5,850.00	\$4,550.00	\$3,900.00	\$3,900.00	\$3,250.00	\$4,550.00	\$55,250.00
SCAF Security/Cleaning	\$1,900.00	\$4,000.00	\$4,000.00	\$1,350.00	\$1,350.00	\$2,600.00	\$3,000.00	\$2,250.00	\$1,900.00	\$1,900.00	\$1,600.00	\$2,250.00	\$28,100.00
SCAF Event Expenses (Marketing)	\$2,000.00	\$750.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$6,250.00
SCAF Logistics	\$676.00	\$1,406.00	\$1,156.00	\$698.00	\$448.00	\$724.00	\$1,568.00	\$932.00	\$804.00	\$804.00	\$804.00	\$932.00	\$10,952.00
	<b>\$7,826.00</b>	<b>\$13,956.00</b>	<b>\$13,306.00</b>	<b>\$4,998.00</b>	<b>\$4,748.00</b>	<b>\$8,874.00</b>	<b>\$10,768.00</b>	<b>\$8,082.00</b>	<b>\$6,954.00</b>	<b>\$6,954.00</b>	<b>\$6,004.00</b>	<b>\$8,082.00</b>	<b>\$100,552.00</b>
Chili at the Beach									\$25,000.00				\$25,000.00
Surf City Days												\$12,000.00	\$12,000.00
Halloween	\$5,000.00												\$5,000.00
Magic on Main Street		\$5,000.00											\$5,000.00
Holiday Beautification		\$10,000.00		\$10,000.00									\$20,000.00
<b>MONTHLY TOTALS</b>	<b>\$69,742.00</b>	<b>\$89,815.00</b>	<b>\$72,865.00</b>	<b>\$65,172.50</b>	<b>\$54,447.50</b>	<b>\$67,599.00</b>	<b>\$64,479.00</b>	<b>\$73,302.00</b>	<b>\$101,229.00</b>	<b>\$81,771.00</b>	<b>\$76,828.00</b>	<b>\$93,090.00</b>	<b>\$910,340.00</b>

VARIANCE: INCOME VS EXPENSE

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# THE ANNUAL ASSESSMENT PROCESS

The District's Advisory Board (HB Downtown) is required to prepare an annual report to be submitted to the Huntington Beach City Clerk. The annual report contains a proposed work plan, a detailed budget for the upcoming year, a summary of accomplishments, and the following information:

- Proposed changes in the boundaries of the parking and business improvement areas or in any of the benefit zones within the area in FY 2023-2024 (no proposed changes)
- Improvements and activities to be provided for FY 2023-2024 (page 20)
- The estimate of the cost of providing the improvements and the activities for FY 2023-2024 (page 20)
- Method and basis of levying the assessment for FY 2023-2024 (page 5 & 6, under BID Member Overview and Assessment Chart)
- Amount of any surplus or deficit revenues to be carried over from previous year (page 29)
- Amount of additional contributions to be made from sources other than assessments (page 30, under Budget)

The annual assessment process requires City actions, including two City Council meetings, where the City Council must adopt resolutions approving the assessment for the upcoming year.

## 1st City Council Meeting (Tuesday, September 5, 2023)

- Presentation of the FY 2023-2024 Annual Report and proposed budget and action by Council on a Resolution of Intention to levy assessments

## Public Notice

- Publish Resolution of Intention to Levy an Annual Assessment in a newspaper (at least 7 days prior to the public hearing)

## 2nd City Council Meeting (Tuesday, October 3, 2023)

- Public hearing on the annual assessment and to receive protests against levy of assessments and Council action confirming the levy of assessments

At or before the public hearing, all members of the District and public are welcome to protest the annual assessment. Each protest vote is weighted based on the amount of the assessment paid by the business. If the City receives written protests totaling 50% or more of the total assessment, the assessment will not be levied for that year. Even if there is not an assessment for a particular year, the Downtown BID remains, and the annual process to levy the assessment will start over in the next year.



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# PUBLIC HEARING PROCESS

How can I provide Public Hearing Comments For or Against the Assessment?

At the annual public hearing, all members of the District and the public are welcome to speak to the City Council regarding the annual assessment. A protest against the levy assessment may be:

- made orally or in writing
- made at the public hearing; however, in order to count in calculating whether businesses paying 50% or more of the proposed assessments are against the assessment, a protest must be in writing and received before the public hearing

Each written protest must be received by the City Clerk no later than the public hearing. Written protest against the benefit assessments to be levied may be:

- mailed to the City Clerk of the City of Huntington Beach at 2000 Main Street, Huntington Beach, California 92648
- emailed to [steven.aguilar@surfcity-hb.org](mailto:steven.aguilar@surfcity-hb.org) (Assistant City Clerk) with the subject line: Downtown BID Assessment Protest
- submitted to the City Clerk before the public hearing

Each written protest must be filed by an owner of a business located within the District and signed by the person shown on the official records of the City as being the owner or designated agent of that business. For purposes of District protests, the “official records” of the City are the City business license database. If the person signing the protest is not shown on the official records of the City of Huntington Beach as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the “designated agent” for the corporation or entity. A written protest may be withdrawn from record at any time before the conclusion of the public hearing.

If there are a large number of written protests submitted on a timely basis, the City Council has the option to close the public hearing and then continue the matter to its next regularly scheduled meeting to allow for a thorough counting of the submitted written protests. If written protests have been timely submitted by the owners of the businesses within the District that will pay fifty percent (50%) or more of the total assessments of the entire District, then no further proceedings to levy the assessments shall occur for the FY 2023-2024 year and any new proceedings to levy assessments shall not be undertaken again for a period of at least one (1) year from the date of the finding of the 50% or more written protest by the City Council. If the 50% or more written protest is only as to an improvement or activity proposed in the annual report, then that type of improvement or activity shall not be included in the upcoming year.

