

From: [Jennifer Williams](#)
To: supplementalcomm@surfcity-hb.org
Cc: [Jeff Miyaoka](#); [Jennifer Williams](#)
Subject: Continued Support for Resolution 2024-13, June 4th City Council Meeting
Date: Wednesday, May 22, 2024 1:56:37 PM
Attachments: [Outlook-k5jj351p.png](#)
[Intent to Support - TBID Modification 5.22.2024.pdf](#)

Mayor & City Council,

Please see attached our continued support toward Resolution No 2024-13.

Thank you,

Jen Williams

Sr. Marketing Director

From: Jennifer Williams <JLWilliams@centennialrec.com>
Sent: Monday, April 15, 2024 9:41 AM
To: SupplementalComm@Surfcity-hb.org <SupplementalComm@Surfcity-hb.org>
Cc: Jeff Miyaoka <JMiyaoka@centennialrec.com>
Subject: Email Your Support for Tuesday, April 16 City Council Meeting

Dear Mayor & City Council,

Please see attached letter in support of Resolution No. 2024-13. Please act this letter as Pacific City's support of this Resolution.

Please feel free to reach me at any time should you wish to discuss our support further,

Jen Williams

Jen Williams

Sr. Marketing Director & Public Relations

o. 714.960.1238

a. 21058 Pacific Coast Hwy, Ste M220, Huntington Beach, CA 92648

www.gopacificcity.com



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Pacific CITY

May 22, 2024

Dear Mayor and City Council,

I'm writing in support of adopting **Resolution No. 2024-13**, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

Pacific City is a destination retail center where tourism is an essential part of our business. It provides our tenants 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, restaurants and retail industries. Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, **Pacific City and our tenants 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 businesses will benefit from the higher volume of foot traffic and more potential customers that will help keep us thriving year-round. 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,

Jen Williams & Jeff Miyaoka

From: [Kristi McKnight](mailto:kristi.mcknight@surfcity-hb.org)
To: supplementalcomm@surfcity-hb.org
Subject: Visit HB TBID modifying assessment NO. 2024-13
Date: Tuesday, May 21, 2024 10:46:27 AM

Dear Mayor and City Council,

I'm writing in support of adopting **Resolution No. 2024-13**, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

As the Event Director for Surf City Still works restaurant and venue, 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 restaurants. Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, we as a restaurant venue 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 more foot traffic, more exposure and more potential customers that will help keep us open and our community / network growing all year-round. 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 and Sincerely,

Kristi McKnight

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Best regards,

Kristi McKnight
Events and Community Director
Surf City Still Works
16561 Gemini Lane
Huntington Beach, CA 92647
O: 714-369-2348

C: 714-681-1629

[Click here to learn More about Surf City Still works](#)

May 20, 2024

Dear Mayor and City Council,

I'm writing in support of adopting **Resolution No. 2024-13**, to declare the City's intention to modify the Management District Plan for the Huntington Beach Tourism BID.

As a Board Member and Treasurer for the International Surfing Museum of Huntington Beach located at 411 Olive Avenue, 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 our museum as an educational destination. Our International Surfing Museum provides a historical journey of surfing and shares how it is now a sport in the Olympics. The museum is also considered a cultural hub for surf art. Additionally, we provide educational events and field trips for students and adults. Thanks to Huntington Beach's strong tourism economy, with an estimated \$2.2 million visitors in 2023, **we as a museum were able to keep our doors open, keep our employees employed, provide a Surf N Science hand- on evening event for adults and children, as well as, host educational tours during the year.**

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 more foot traffic and more visitors that will help keep us open year-round. 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 our International Surfing Museum.

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

Thank you,

Denise MacAllister, EdD
224 Crest Avenue
Huntington Beach, California 92648
714-336-7789

Switzer, Donna

From: Paulette Fischer <pfischer@waterfrontresort.com>
Sent: Monday, May 20, 2024 5:43 PM
To: supplementalcomm@surfcity-hb.org
Cc: Nicole Lido
Subject: Resolution NO. 2024-13

Dear Mayor and City Council,

I am writing to express my full support for the adoption of Resolution No. 2024-13, which declares the City's intention to modify the Management District Plan for the Huntington Beach Tourism Business Improvement District (TBID). As we approach the upcoming Huntington Beach City Council Meeting on Tuesday, June 04, 2024, I urge you to consider the significance of this resolution and its potential positive impact on our community.

The tourism industry plays a vital role in the prosperity of Huntington Beach, as evidenced by the estimated 2.2 million non-OC resident visitors we welcomed in 2023 alone. Not only does tourism contribute significantly to our local economy through tax revenues, but it also provides crucial support to our businesses, ensuring their sustainability and providing employment opportunities year-round.

However, it is imperative to acknowledge the competitive landscape within the tourism sector. With numerous other Orange County and coastal California cities vying for visitor attention and expenditure, Huntington Beach faces the risk of losing market share if we do not remain proactive in our efforts to attract visitors. Without strategic investments and enhancements, our city may fall behind competitors who are actively developing new attractions and accommodations.

The modification of the TBID presents a vital opportunity to bolster Huntington Beach's position in the tourism market. By increasing TBID funds, we can allocate resources towards essential initiatives such as marketing campaigns, event sponsorships, and infrastructure improvements. These investments will not only drive visitor numbers and overnight stays but also maximize the economic benefits derived from large-scale events like the World Cup and the Olympics.

Crucially, the benefits of a thriving tourism industry extend beyond the businesses directly involved. Increased visitor numbers translate to greater foot traffic and spending opportunities for local establishments, benefitting non-tourism businesses and residents alike. Moreover, enhancements in Downtown Huntington Beach funded through the modified program will enhance the overall quality of life for our community.

In light of these considerations, I respectfully urge the City Council to lend their support to the resolution of intent. By doing so, we can ensure that Huntington Beach remains a vibrant and economically prosperous destination for visitors and residents alike.

Thank you for your attention to this matter.

Paulette Fischer
General Manager
The Waterfront Beach Resort, a Hilton Hotel
Direct: 714-845-8408
pfischer@waterfrontresort.com