



Huntington Beach Downtown Business Improvement District

FY 2022-2023
Annual Report



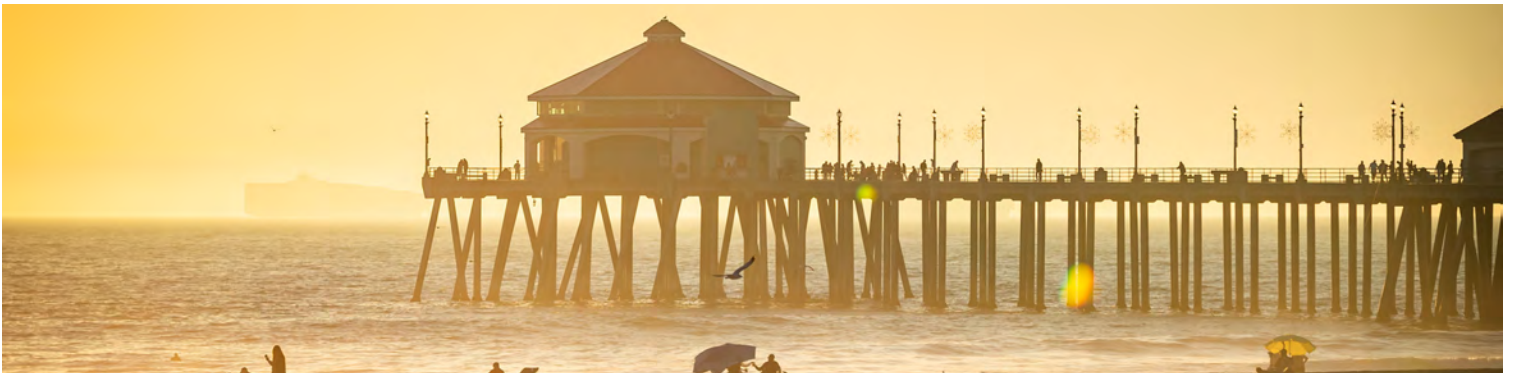
ABOUT

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. The Huntington Beach Downtown Business Improvement District (HBDBID), 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.



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.

MISSION



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.

EXECUTIVE BOARD

President: Brett Barnes, Duke's Huntington Beach

Vice President -Stuart Goldberg, Innocean Worldwide

Secretary: Janice Tugaoen – Shorebreak Hotel

Treasurer: Kelly Miller – Visit Huntington Beach



DIRECTORS

Nate Bernal – Sandbar

Bob Bolen – Huntington Beach Realty

Jim Hall – Surf City Ale House

Sandra Schulz Taylor – Model Citizen & Dash of Sass

Peter Townend – International Surfing Museum



STAFF

Executive Director: Jaime Strong

Office Coordinator: Denise MacAllister



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 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 Huntington Beach Downtown Business Improvement District (HBDBID), to serve as the District's Advisory Board. The HBDBID acts to administer and manage BID activities and funding outlined in the ordinance and resolutions establishing the District. The HBDBID consists of a volunteer Board of Directors and administrative staff to support the goals of providing communication, marketing, and coordination of the HBDBID's work.



THE ANNUAL ASSESSMENT PROCESS

The Annual Report

The District's Advisory Board (HBDBID) 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 2022-2023 (no proposed changes)
- Improvements and activities to be provided for FY 2022-2023 (page 8)
- The estimate of the cost of providing the improvements and the activities for FY 2022-2023 (page 17, under Budget)
- Method and basis of levying the assessment for FY 2022-2023 (page 6 and 7, under BID Member Overview and Assessment Chart)
- Amount of any surplus or deficit revenues to be carried over from previous year (page 17, under Budget)
- Amount of additional contributions to be made from sources other than assessments (page 17, 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

- Presentation of the FY 2022-2023 Annual Report and proposed budget and action by Council on a Resolution of Intention to levy assessments

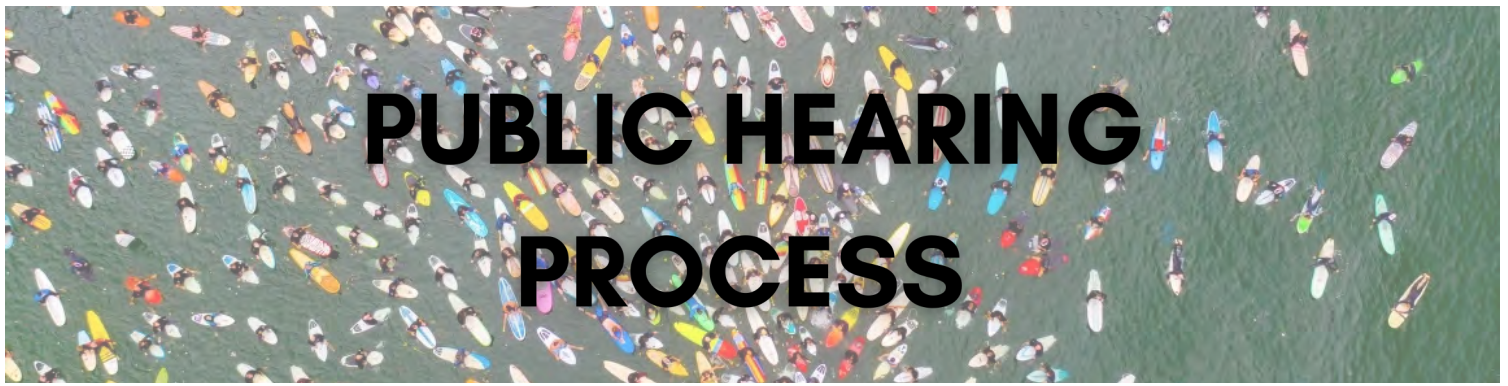
Public Notice

- 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

- 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.



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 robert.ramirez@surfcity-hb.org 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 2022-2023 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.



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 |
|--------------------------------|----------------|----------------|
| Retail | | |
| 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 |
| Restaurants | | |
| 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 |
| Hotels | | |
| 20 rooms or less | \$468 | \$400 |
| 21 - 50 rooms | \$936 | \$800 |
| 51 rooms or more | \$1,404 | \$1,200 |
| Services/ Office | | |
| 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 |
| Cart/ Kiosk | \$100 | \$80 |
| Banks/ ATM | \$600 | \$400 |
| Seasonal, 9 mos or less | \$500 | \$300 |



IMPROVEMENTS & ACTIVITIES FY 2022-2023

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$107,000 for FY 2022-2023:

Ambassadors: \$32,100 (30%)

- Establish a rapport and presence with business owners, patrons, and residents with an increased presence during large crowd events to provide the safest environment possible

District Management (Executive Director): \$26,750 (25%)

- The Executive Director will oversee the budget, marketing strategy, event management, stakeholder communication, and act as a liaison to the City of Huntington Beach
- Host 2022-2023 BID Board of Directors Retreat to better understand Board Member's role
- Clarify the BID Board of Director's vision to create a stronger voice for the District
- Convey the value of the District through communication and outreach to new and current members
- Strengthen the voice of the District merchants through the District's marketing/events, governance, and beautification committees

Marketing & Events: \$21,400 (20%)

- Marketing will promote and create the story of the District through the website, newsletters, and social media
- Strengthen the District's brand with HBDBID members, community, and partners
- Actively seek out opportunities to include the District in events that take place in Downtown

Holiday Beautification: \$16,050 (15%)

- Promote visitation during the holidays with holiday décor in November and December including lighting, décor elements and a tree on the 2nd Block of Main Street

Cleaning: \$10,700 (10%)

- Additional cleaning is during special events and peak season to keep Downtown clean for locals and visitors

AMBASSADOR PROGRAM

30% of FY 2022-2023 assessment fees fund the Ambassador program

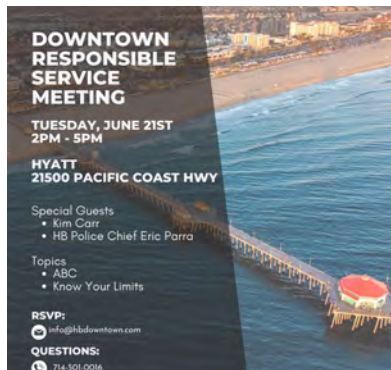
AMBASSADOR PROGRAM

The Ambassador program through 12 "0" 27 Protective Services, aka Big Tony, officially started in 2017 after a pilot program in 2016 and continues to be vital to the weekend safety of the District. The purpose of the Ambassadors is to establish a rapport and presence with business owners, patrons, and residents of Huntington Beach in the District. Their role is to observe and report situations concerning well-being and safety within the surrounding area. Their goal is to ensure that all visitors to Downtown HB enjoy themselves and are provided with the safest environment possible. Visit Huntington Beach funds a portion of the Ambassador program.



HBPD COMMUNICATIONS

HBDBID has a positive relationship with the HB Police Department. They continue to play a vital role on the "Downtown Business Briefing" biweekly calls. In June of 2022, HBDBID along with Visit Huntington Beach and the HB Police Department hosted a Responsible Service Meeting. Over 80 attendees heard from Council Member Kim Carr, HB Police Chief Eric Parra and Alcohol Beverage Control (ABC) to learn more about responsible serving. HBDBID is partnering with the HBPD for an active shooter training for our Stakeholder in Fall 2022.



EXECUTIVE DIRECTOR

25% of FY 2022-2023 assessment fees fund the Executive Director

The Executive Director is responsible for the overall administration, financial management, and day-to-day activities of the District. This includes carrying out the directives determined by the elected Board of Directors.

Serves as the primary connection, listening, and outreach to HBDBID members (Stakeholders).

General Administration

Maintain the District office location and staff. Liaison to the City of Huntington Beach regarding District matters including City of Huntington Beach maintenance, Ambassador program, and more.

Financial

Oversee the financial management of the District under the direction of the Board of Directors and the Treasurer.

Marketing & Communication

Develop and implement strategies to generate awareness of the District through marketing opportunities, planned events, social media, and print marketing/advertising. Examples of District communication include a biweekly zoom meeting (Downtown Business Briefing), Quarterly Stakeholder Meeting, Newsletters, etc.

Events

Oversee the implementation of all District events including:

Weekly: Surf City Nights (Tuesday) and Surf City Artisan Fair (Fridays and select weekends)

Annual: Chili at The Beach, HB 4th of July Block Party, He'e Nalu Aloha Pier Festival, Surf City Days, Rockin Fig Vintage Surf Festival, Surf City Spooktacular, Magic on Main Street and more.

Partnerships

Serve as an ambassador to the District community including active member of the HB Chamber and Surfing Walk of Fame Board Member.

Full job description available upon request.





HBDBID continues to tell the story of downtown through our social media, website, and newsletter.

SOCIAL MEDIA

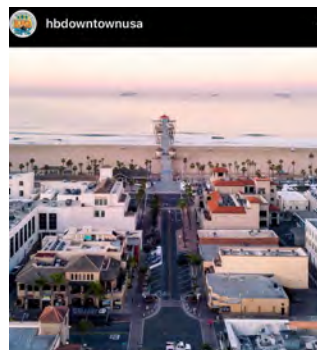
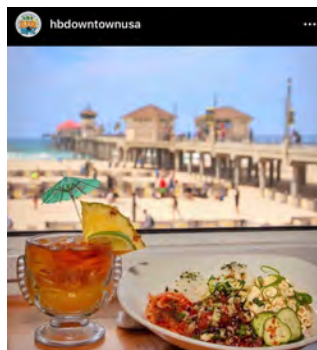
The District manages two Instagram accounts - @hbdowntownusa and @hbdowntownevents. The HB Downtown USA account has been active since 2020 and has a following of over 6,000. The account promotes downtown businesses such as new member openings, business spotlights, and more. The District Events account was created when HBDBID became the operator of the Artisan Fair at Pier Plaza. The account focuses on District events and highlights market vendors. Through the collaboration feature, the accounts can easily connect.

WEBSITE

A primary focus of HBDBID marketing has been revamping the HB Downtown Website. The new website will feature each business with its page that will include a business description, photos, and links to their social media. In addition, there will be more information about District signature events to promote activity in the downtown district. The new website will be complete by the end of 2022.

E-NEWSLETTERS

E-Newsletters continue to be a positive marketing tool for the District. This will be an important tool to connect with the new website to create more "blog" style e-newsletters for better storytelling.



2021-2022 posts with the most engagement include: HBPD Appreciation Night, Duke's Huntington Beach, Downtown, and Surf City Nights closure to honor fallen HBPD officer Nicholas Vella.



MARKETING & EVENTS

20% of FY 2022-2023 assessments fees fund Marketing & Events

Many of the District's signature events had been on hiatus since 2019 due to COVID-19. With the return of Surf City Nights in early 2021, signature and NEW events have made a return to the downtown destination. These events provide a sense of community, enhance the downtown experience and add value to the City of Huntington Beach.

Surf City Nights, a weekly event, is a destination for our locals and visitors. The number of vendors has decreased by roughly 50 percent due to less space with the addition of outdoor dining. This created an opportunity to reimagine the market and create a unique experience for Surf City Nights. This was achieved through:

- Increased pre-packed vendors to include fresh seafood, small batch soups, nut milks, and more.
- Additional Certified Farmers for more variety and a more extensive presentation.
- Develop a partner calendar with monthly activations from HBFD, HBPD, Community & Library Services, and more.

Programming, live music, and new vendors make Surf City Nights the place to be on Tuesday nights!

Fall/Winter 2021 began the return of many annual events, including **Surf City Days** (canceled due to oil spill), **Surf City Spooktacular** (Halloween), **Magic on Main Street** (Tree Lighting), and **Chili at The Beach**.

In March of 2022, the HBDBID became the operator of the Pier Plaza Artisan Fair. The **Surf City Artisan Fair** focuses on local and regional crafters, dynamic programming, and community engagement. The concept of the Four Corners (Gathering, Giving, Creative and Learning) creates a foundation of welcome, inspiration, philanthropy, and idea sharing through art, music, non-profits, community groups, and education. This NEW event is an excellent addition to downtown events.

Surf City Days will return in September 2022 after a hiatus in 2019. The weekend festival will include the He'e Nalu Aloha Pier Festival, HSS Demo Days, and the 2nd Annual Rockin Fig Vintage Surf Festival. He'e Nalu Aloha Pier Festival is a two-day event with entertainment, performances, and a Hawaii-themed vendor market at Pier Plaza.

HBDBID continues to maximize opportunities with events taking place in the District.

Events include:

- Boats on Main Street-speedboats displayed on Main Street during the 2021 Pacific Air Show.
- 4th of July Block Party-a community kick-off with live performances from the Ramsey Brothers and Redneck Rodeo on the City's showmobile.
- California Surfing Day-a collaboration with International Surfing Association.

This collaborative approach with our partners has increased activity and connectivity in the downtown destination.

HOLIDAY BEAUTIFICATION

15% of FY 2022-2023 assessment fees

ADDITIONAL CLEANING

10% of FY 2022-2023 assessment fees

HOLIDAY BEAUTIFICATION

Holiday décor elements include lighting, snowflakes above Main Street and the decorated tree on the 2nd Block of Main Street. Holiday events are added to the calendar to celebrate the season in the District.



ADDITIONAL CLEANING

The HBDBID hosts many events in Huntington Beach, including the 4th of July, US Open, Pacific Airshow, and additional porters are needed to keep Downtown clean during crowded events.



FINANCIALS

Huntington Beach Downtown Business Improvement District

Statement of Financial Position

As of June 30, 2022

| | TOTAL |
|--|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1020 First Bank - Main Acct | 54,800.66 |
| 1030 First Bank - MM | 160,757.91 |
| 1040 First Bank - Maintenance | 1,883.00 |
| Total Bank Accounts | \$217,441.57 |
| Other Current Assets | |
| 1330 Prepaid Rent | 500.00 |
| Undeposited Funds | 2,537.50 |
| Total Other Current Assets | \$3,037.50 |
| Total Current Assets | \$220,479.07 |
| Fixed Assets | |
| 1640 Machinery & Equipment | 11,651.68 |
| 1660 Office Equipment | 538.74 |
| 1670 Computers | 2,056.67 |
| 1700 Accumulated Depreciation | -13,496.73 |
| Total Fixed Assets | \$750.36 |
| TOTAL ASSETS | \$221,229.43 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 2080 Payroll Clearing | -185.08 |
| 2100 Payroll Tax Payable | -888.39 |
| Total Other Current Liabilities | \$-1,073.47 |
| Total Current Liabilities | \$-1,073.47 |
| Long-Term Liabilities | |
| 2400 Notes Payable - SBA EIDL | 150,000.00 |
| Total Long-Term Liabilities | \$150,000.00 |
| Total Liabilities | \$148,926.53 |
| Equity | |
| 3100 Unrestricted Net Assets | 55,247.68 |
| Retained Earnings | 0.00 |
| Net Revenue | 17,055.22 |
| Total Equity | \$72,302.90 |
| TOTAL LIABILITIES AND EQUITY | \$221,229.43 |

PROFIT AND LOSS STATEMENT

Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2021-2022 Budget - FY22 P&L

October 2021 - June 2022

| | TOTAL | | | |
|----------------------------------|---------------------|---------------------|---------------------|-----------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| Revenue | | | | |
| 4010 City of HB Grant | 15,000.00 | 10,000.00 | 5,000.00 | 150.00 % |
| 4050 BID Assessments | 104,590.00 | 80,000.00 | 24,590.00 | 130.74 % |
| 4100 Chili at the Beach | 13,520.00 | 10,000.00 | 3,520.00 | 135.20 % |
| 4200 Event Revenue | 105,614.00 | | 105,614.00 | |
| 4300 Surf City Nights | 113,921.33 | 123,800.00 | -9,878.67 | 92.02 % |
| 4350 Surf City Movie Nights | | 2,500.00 | -2,500.00 | |
| 4400 Surf City Days | | 15,000.00 | -15,000.00 | |
| 4450 Summer Kickoff Event | | 10,000.00 | -10,000.00 | |
| 4500 Miracle on Main | 80.00 | 5,000.00 | -4,920.00 | 1.60 % |
| 4650 Halloween | | 5,000.00 | -5,000.00 | |
| 4800 City of HB Maintenance | 148,929.64 | 133,578.00 | 15,351.64 | 111.49 % |
| Unapplied Cash Payment Revenue | 0.00 | | 0.00 | |
| Total Revenue | \$501,654.97 | \$394,878.00 | \$106,776.97 | 127.04 % |
| Cost of Goods Sold | | | | |
| 5100 Rental & Setup | 32,489.67 | 9,000.00 | 23,489.67 | 361.00 % |
| 5150 Parking | 1,927.00 | 1,800.00 | 127.00 | 107.06 % |
| 5200 Street Cleaning | 562.50 | 4,500.00 | -3,937.50 | 12.50 % |
| 5250 Street Closure | 2,735.00 | 4,500.00 | -1,765.00 | 60.78 % |
| 5300 Event Expenses | 10,644.33 | 45,000.00 | -34,355.67 | 23.65 % |
| 5330 Entertainment | 12,668.20 | | 12,668.20 | |
| 5380 Printing & Production | 12,163.93 | | 12,163.93 | |
| Total 5300 Event Expenses | 35,476.46 | 45,000.00 | -9,523.54 | 78.84 % |
| 5500 Miscellaneous | | 5,697.00 | -5,697.00 | |
| 5600 Holiday Beautification | 19,750.00 | 20,000.00 | -250.00 | 98.75 % |
| 5800 Maintenance | 163,686.80 | 124,578.00 | 39,108.80 | 131.39 % |
| Total Cost of Goods Sold | \$256,627.43 | \$215,075.00 | \$41,552.43 | 119.32 % |
| GROSS PROFIT | \$245,027.54 | \$179,803.00 | \$65,224.54 | 136.28 % |
| Expenditures | | | | |
| 7010 Advertising & Marketing | 2,641.00 | 13,300.00 | -10,659.00 | 19.86 % |
| 7030 Auto | 58.45 | | 58.45 | |
| 7050 Bank Charges & Fees | 230.98 | 900.00 | -669.02 | 25.66 % |
| 7070 Consultants | 134,203.64 | 122,697.00 | 11,506.64 | 109.38 % |
| 7090 Charitable Contributions | 3,000.00 | | 3,000.00 | |
| 7100 Dues & subscriptions | 4,105.56 | 2,250.00 | 1,855.56 | 182.47 % |
| 7150 Insurance | 2,060.00 | 1,900.00 | 160.00 | 108.42 % |
| 7170 Legal & Accounting Services | 5,515.00 | 5,730.00 | -215.00 | 96.25 % |
| 7190 Meeting & Training | 1,058.79 | 650.00 | 408.79 | 162.89 % |
| 7191 Election | 1,590.00 | 0.00 | 1,590.00 | |
| 7200 Miscellaneous Expense | 132.25 | | 132.25 | |
| 7210 Office Supplies | 2,461.63 | 900.00 | 1,561.63 | 273.51 % |
| 7240 Payroll Expenses | | | | |

PROFIT AND LOSS STATEMENT

(continued)

Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2021-2022 Budget - FY22 P&L

October 2021 - June 2022

| | TOTAL | | |
|---|---------------------|----------------------|--------------------|
| | ACTUAL | BUDGET | OVER BUDGET |
| 7242 Wages - Administrative Assistant | 1,075.00 | | 1,075.00 |
| 7255 Payroll Processing Fees | 631.86 | 225.00 | 406.86 |
| Total 7240 Payroll Expenses | 1,706.86 | 225.00 | 1,481.86 |
| 7280 Postage | 58.00 | | 58.00 |
| 7290 Rent & Lease | 12,800.00 | 12,200.00 | 600.00 |
| 7300 Repairs & Maintenance | 612.50 | 360.00 | 252.50 |
| 7310 Security | 3,500.00 | | 3,500.00 |
| 7315 Ambassador Program | 40,809.80 | 24,600.00 | 16,209.80 |
| Total 7310 Security | 44,309.80 | 24,600.00 | 19,709.80 |
| 7320 Taxes & Licenses | 3,122.70 | 1,400.00 | 1,722.70 |
| 7330 Telephone | 1,781.55 | 1,665.00 | 116.55 |
| QuickBooks Payments Fees | 6,541.65 | 2,476.00 | 4,065.65 |
| Unapplied Cash Bill Payment Expenditure | 0.00 | | 0.00 |
| Total Expenditures | \$227,990.36 | \$191,253.00 | \$36,737.36 |
| NET OPERATING REVENUE | \$17,037.18 | \$ -11,450.00 | \$28,487.18 |
| Other Revenue | | | |
| 8000 Interest Earned | 18.04 | | 18.04 |
| Total Other Revenue | \$18.04 | \$0.00 | \$18.04 |
| NET OTHER REVENUE | \$18.04 | \$0.00 | \$18.04 |
| NET REVENUE | \$17,055.22 | \$ -11,450.00 | \$28,505.22 |

BUSINESS IMPROVEMENT DISTRICT

2022-2023 Budget

| INCOME: | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | YEARLY TOTALS |
|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|----------------------|
| City of HB Maintenance | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$16,533.00 | \$198,396.00 |
| BID Assessments* | \$7,000.00 | \$8,000.00 | \$8,000.00 | \$8,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$8,000.00 | \$8,000.00 | \$107,000.00 |
| Surf City Nights | \$13,500.00 | \$13,500.00 | \$13,000.00 | \$11,500.00 | \$11,500.00 | \$13,500.00 | \$14,500.00 | \$17,500.00 | \$18,500.00 | \$18,400.00 | \$18,500.00 | \$18,500.00 | \$182,400.00 |
| Surf City Days | | | | | | | | | | | \$10,000.00 | | \$10,000.00 |
| Chili at the Beach | | | | | | | | | \$10,000.00 | | | | \$10,000.00 |
| Surf City Artisan Fair | \$29,000.00 | \$28,000.00 | \$27,000.00 | \$21,000.00 | \$21,000.00 | \$22,000.00 | \$27,500.00 | \$27,000.00 | \$23,000.00 | \$31,000.00 | \$23,000.00 | \$30,500.00 | \$310,000.00 |
| Halloween | \$5,000.00 | | | | | | | | | | | | \$5,000.00 |
| Monthly Totals | \$71,033.00 | \$66,033.00 | \$64,533.00 | \$57,033.00 | \$59,033.00 | \$62,033.00 | \$68,533.00 | \$71,033.00 | \$78,033.00 | \$75,933.00 | \$76,033.00 | \$73,533.00 | 822,796.00 |
| EXPENSE: | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | YEARLY TOTALS |
| City of HB Maintenance | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$15,533.00 | \$186,396.00 |
| Cleaning | \$6,800.00 | \$1,000.00 | \$1,000.00 | \$2,851.00 | \$1,000.00 | \$1,000.00 | \$2,600.00 | \$1,000.00 | \$1,000.00 | \$8,800.00 | \$7,000.00 | \$5,200.00 | \$39,251.00 |
| Marketing | \$1,200.00 | \$1,200.00 | \$1,200.00 | \$1,200.00 | \$1,200.00 | \$683.00 | \$700.00 | \$700.00 | \$700.00 | \$700.00 | \$700.00 | \$700.00 | \$10,883.00 |
| Ambassadors Program | \$4,400.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,000.00 | \$1,500.00 | \$2,900.00 | \$7,400.00 | \$11,500.00 | \$13,000.00 | \$10,500.00 | \$1,000.00 | \$56,200.00 |
| Office Expenses | \$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 |
| 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 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$350.00 | \$4,200.00 |
| Insurance | \$0.00 | \$0.00 | \$0.00 | \$600.00 | \$0.00 | \$0.00 | \$0.00 | \$1,500.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$2,100.00 |
| Accounting | \$540.00 | \$540.00 | \$540.00 | \$540.00 | \$850.00 | \$1,100.00 | \$540.00 | \$540.00 | \$540.00 | \$540.00 | \$540.00 | \$540.00 | \$7,350.00 |
| 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 Election | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$2,000.00 | \$2,000.00 |
| Meeting/Training | \$100.00 | \$100.00 | \$50.00 | \$100.00 | \$100.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$50.00 | \$800.00 |
| 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 |
| Admin | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$800.00 | \$9,600.00 |
| Website | \$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 |
| Office Supplies | \$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 |
| Repairs/Maintenance | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$80.00 | \$960.00 |
| 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 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$852.00 | \$10,224.00 |
| | \$19,372.00 | \$15,972.00 | \$15,922.00 | \$16,572.00 | \$16,282.00 | \$22,065.00 | \$17,322.00 | \$23,322.00 | \$25,922.00 | \$27,422.00 | \$24,922.00 | \$17,422.00 | \$468,164.00 |
| BID EVENTS | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | YEARLY TOTALS |
| SCN Set up | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$2,709.00 | \$32,508.00 |
| SCN Coordinator | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$2,150.00 | \$25,800.00 |
| SCN Parking | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$225.00 | \$2,700.00 |
| SCN Marketing | \$450.00 | \$200.00 | \$200.00 | \$450.00 | \$200.00 | \$200.00 | \$450.00 | \$150.00 | \$150.00 | \$450.00 | \$150.00 | \$150.00 | \$3,200.00 |
| SCN Quickbooks | \$270.00 | \$270.00 | \$260.00 | \$230.00 | \$230.00 | \$270.00 | \$290.00 | \$350.00 | \$370.00 | \$368.00 | \$370.00 | \$370.00 | \$3,648.00 |
| | \$5,804.00 | \$5,554.00 | \$5,544.00 | \$5,764.00 | \$5,514.00 | \$5,554.00 | \$5,824.00 | \$5,584.00 | \$5,604.00 | \$5,902.00 | \$5,604.00 | \$5,604.00 | \$67,856.00 |
| SCAF Facility Fee | \$5,850.00 | \$5,850.00 | \$5,200.00 | \$3,900.00 | \$3,900.00 | \$4,550.00 | \$4,550.00 | \$4,550.00 | \$3,900.00 | \$5,200.00 | \$3,900.00 | \$5,200.00 | \$56,550.00 |
| SCAF Security/Cleaning | \$3,650.00 | \$4,550.00 | \$3,300.00 | \$2,730.00 | \$2,730.00 | \$2,210.00 | \$3,950.00 | \$3,000.00 | \$3,520.00 | \$4,220.00 | \$2,650.00 | \$3,270.00 | \$39,780.00 |
| SCAF Marketing | \$450.00 | \$150.00 | \$150.00 | \$450.00 | \$150.00 | \$50.00 | \$450.00 | \$50.00 | \$50.00 | \$450.00 | \$50.00 | \$50.00 | \$2,500.00 |
| SCAF Mgmt/staffing | \$10,210.00 | \$9,990.00 | \$9,520.00 | \$7,700.00 | \$7,700.00 | \$8,170.00 | \$9,380.00 | \$9,270.00 | \$8,140.00 | \$10,400.00 | \$8,140.00 | \$10,290.00 | \$108,910.00 |
| SCAF Programming | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$400.00 | \$4,800.00 |
| SCAF Marketing Materials | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$500.00 | \$6,500.00 |
| SCAF Logistics | \$1,496.00 | \$1,464.00 | \$1,432.00 | \$1,240.00 | \$1,240.00 | \$1,272.00 | \$1,448.00 | \$1,432.00 | \$1,304.00 | \$1,560.00 | \$1,304.00 | \$1,544.00 | \$16,736.00 |
| | \$22,556.00 | \$22,904.00 | \$20,502.00 | \$16,920.00 | \$16,620.00 | \$17,152.00 | \$20,678.00 | \$19,202.00 | \$17,814.00 | \$22,730.00 | \$16,944.00 | \$21,754.00 | \$235,776.00 |
| BID Event Misc | \$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 |
| Chili at the Beach | | | | | | | | | \$10,000.00 | | | | \$10,000.00 |
| Surf City Days | | | | | | | | | | | \$5,000.00 | | \$5,000.00 |
| Halloween | \$5,000.00 | | | | | | | | | | | | \$5,000.00 |
| Miracle on Main | | \$5,000.00 | | | | | | | | | | | \$5,000.00 |
| Holiday Beautification | | \$20,000.00 | | | | | | | | | | | \$20,000.00 |
| MONTHLY TOTALS | \$53,232.00 | \$69,930.00 | \$42,468.00 | \$39,756.00 | \$38,916.00 | \$45,271.00 | \$44,324.00 | \$48,608.00 | \$59,840.00 | \$56,554.00 | \$52,970.00 | \$45,280.00 | \$822,796.00 |

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

VARIANCE: INCOME VS EXPENSE

0.00



ADDITIONAL SERVICES THE HBDBID PROVIDES

Working collectively with HBDBID's members, the local community, and the City Council, the HBDBID is dedicated to attracting more business to the District and enhancing the customer and visitor experience. Valuable services provided by the HBDBID include:

- Oversee the maintenance contract, including coordinating schedules and communicating needs to best support the District.
- Surf City Nights - a weekly Tuesday night market for locals and visitors. Elements of the market include a Certified Farmers Market, local craft vendors, HBDBID member pop-up shops, live music, and more. Each month, additional programming creates an engaging experience for all to enjoy. Past events include HB Fire Department Appreciation Night, Public Work Night, and personal appearances with Courtney Conlogue, and Brett Simpson's.
- Surf City Artisan Fair - a weekly market showcases high-quality regional creative talent in an engaging, family-friendly environment with the appeal of regionally produced hand-made wares. Weekly programming at the Four Corners (Gathering, Giving, Creative and Learning) create fresh opportunities to work with community partners, non-profits and new vendors.
- Signature Events - annual events such as Chili at the Beach, Magic on Main Street, He'e Nalu and more are created buzz, celebrate the culture and increase traffic to the Downtown area. HBDBID continues to seek out opportunities to be a part of existing events. This year the 4th of July Celebration was kicked-off with a concert on Main Street at the HB 4th Block Party.



The HBDBID and the City of Huntington Beach work together through an MOU currently authorizing \$198,000 annually for cleaning in the District. Services are contracted and include porter services and power washing. The schedule for Zone 1, Zone 2, and Zone 3 are noted on the following maps.

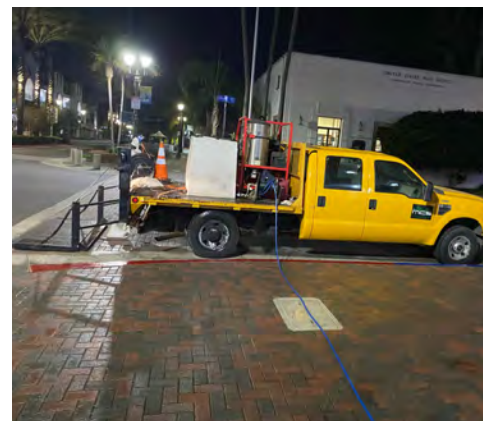
PORTER SERVICE

Day porters keep downtown clean in the public areas. A porter team is scheduled to remove the trash, pick up litter, and spot mop the sidewalks. They also alert the HBDBID staff with concerns and issues that arise, so they are quickly addressed.

POWER WASHING

Power washing is another essential element of the maintenance and beautification program. Scheduled cleaning includes sidewalks, alleys, and gutters throughout the District.

HBDBID staff meets monthly with contractor and Public Works to walk the District and address issues when needed.





MAINTENANCE & BEAUTIFICATION

Weekly Sidewalk Cleaning Map



MAINTENANCE & BEAUTIFICATION

Monthly Alley & Gutters Cleaning Map





MAINTENANCE & BEAUTIFICATION

Monthly Sidewalk Cleaning Map





SURF CITY NIGHTS

A Certified Farmers' Market and Artisan Fair on Tuesday nights is a weekly destination for locals and visitors. Since reopening in March 2021, the focus has been to enhance the weekly market experience by sourcing new vendors, community partnerships, and increase HBDBID Member involvement.



FARMERS MARKET

Evaluating the mix of business helps to keep the market fresh and new. Successful new vendors include KoKo Moo, I Love Oats and OC Wild Seafood.

VENDORS

Sourcing new local talent to create an engaging mix of crafters, retailers and business services. HBDBID Members join in the fun by popping out on Tuesday night and offering "locals" discounts.



FUN

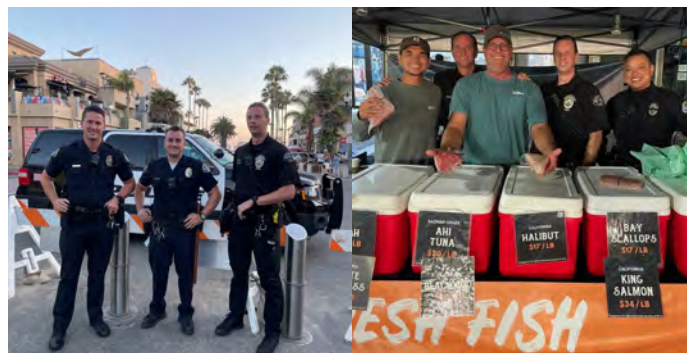
Local bands at Main & Walnut and Main & Olive create a fun environment for all ages. Connect with our community partners from HBPD, HBFD, Marine Safety, Community & Library Services and more.

HB POLICE DEPARTMENT APPRECIATION NIGHT

August 2021

The HB Police Department was presented with an appreciation certificate from HBDBID Members.

There were opportunities to have your bike registered, learn about employment opportunities, and visit with our local heroes from Traffic Division, SWAT, K9 and Patrol.



HB FIRE DEPARTMENT APPRECIATION NIGHT

October 2021

Main Street was on FIRE to thank our local heroes from the HB Fire Department!

Fire Trucks, Emergency Transport vehicles and the HB Waverider were on hand for kids (and adults) to explore. As a special treat, the Huntington Beach Fire Department partnered with 501st Legion to provide a fun interactive night with Star Wars characters.



ADDITIONAL SPECIAL EVENTS AT SURF CITY NIGHTS INCLUDE:

Rockin Fig Night

*Breast Cancer Night with
Courtney Conlogue*

HBDBID Community Partner Award – Don Ramsey

Public Works Night

Community & Library Services





In Spring of 2022, the HBDBID became the operator of Pier Plaza Fridays and select weekends. Surf City Artisan Fair showcases high-quality local creative talent in an engaging, family-friendly environment that enable guests to connect with Surf City USA in a fresh way. A weekly event, Surf City Artisan Fair is elevated by dynamic programming and community engagement designed into the concept through the Four Corners.



GRAND OPENING

The Surf City Artisan Fair opened on Easter Weekend 2022. Members of our community (and the Easter Bunny) was in attendance for the ribbon-cutting with the HB Chamber.

VENDORS

Curated artisans create a dynamic and engaging market for locals and visitors.



FOUR CORNERS

Gathering, Giving, Creative, and Learning.

These create a foundation of welcome, inspiration, philanthropy, and idea-sharing through art, music, non-profits, community groups, and education that will appeal to all age groups.

SURF CITY SPOOKTACULAR



SUNDAY OCTOBER 31ST
DOWNTOWN HUNTINGTON BEACH
4PM - 7PM
FREE FAMILY EVENT

EERIE HB POLICE SUBSTATION 5TH & WALNUT
TRICK OR TREATING 4-6PM HB DOWNTOWN
SURF CITY USA SPOOKY PHOTO BOOTH MAIN & WALNUT

BROUGHT TO YOU BY THE HB DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
 FOR MORE INFO, VISIT **HBDOWNTOWN.COM**



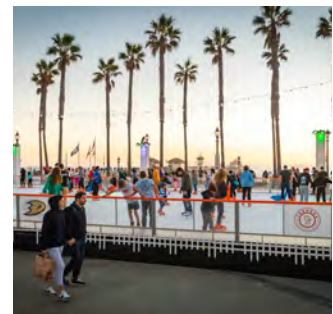
MAGIC ON MAIN



DOWNTOWN HUNTINGTON BEACH
SUNDAY NOVEMBER 28TH
Magic on Main Street
2PM-6PM
FREE FAMILY EVENT

HOLIDAY MARKET FIRST BLOCK OF MAIN STREET 2-6PM
TREE LIGHTING SECOND BLOCK OF MAIN STREET 5:30PM
MERRY MUSIC WALNUT AND MAIN STREET 2-6PM
SELFIES WITH SANTA CLAUS SECOND BLOCK OF MAIN STREET 2-6PM

BROUGHT TO YOU BY THE HB DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
 FOR MORE INFO, VISIT **HBDOWNTOWN.COM**





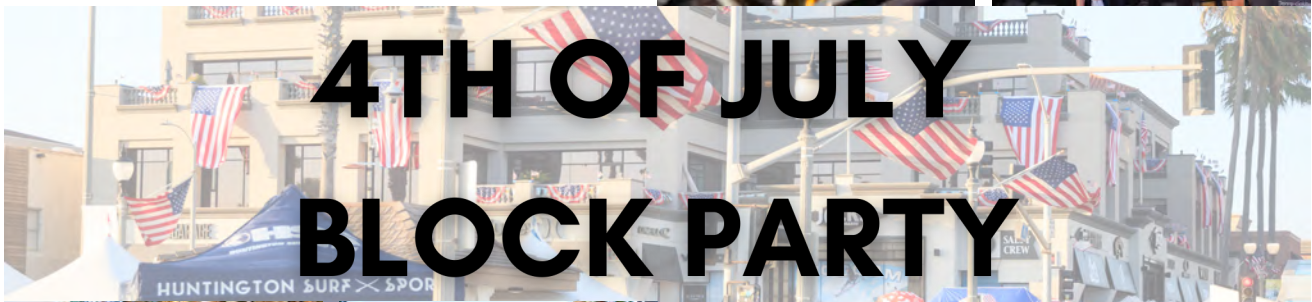
CHILI BY THE BEACH

Chili At The Beach **SATURDAY FEBRUARY 12TH**
11AM-4PM
 PRESALE - \$10 AT EVENT - \$15

| | | | |
|-----------------|-------------------------|----------------------------|-----------------------------|
| CHILI TASTING | MAIN STREET & PCH STAGE | MAIN STREET & GRANGE STAGE | ARTISAN MARKET (PIER PLAZA) |
| 4:30PM - 5:00PM | 5:00PM - 5:30PM | 5:30PM - 6:00PM | 6:00PM - 6:30PM |

PROCEEDS SUPPORT **BOYS & GIRLS CLUBS OF HUNTINGTON BEACH**

FOR MORE INFO, VISIT HBDOWNTOWN.COM



4TH OF JULY BLOCK PARTY



HB 4th MAIN STREET BLOCK PARTY
HUNTINGTON BEACH
THURSDAY JUNE 30th 2022

LIVE MUSIC ★ VENDORS
 WITH PERFORMANCES BY
REDNECK RODEO
THE RAMSEY BROTHERS

5PM - 9PM

www.hb4thofjuly.org