



CITY OF
HUNTINGTON
BEACH

ECONOMIC DEVELOPMENT STRATEGIC PLAN



OVERVIEW

The Huntington Beach Economic Development Strategic Plan is designed to strengthen the local economy by focusing on business retention, attraction, and expansion. It also enhances tourism and culture, ensures responsive governance, and fosters proactive communication and collaboration. This updated plan promotes sustainable growth and active community engagement for a vibrant, resilient future for the City of Huntington Beach.

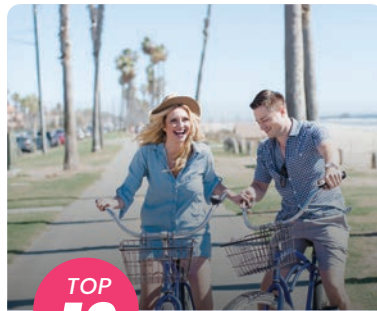


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Best City to Live In

THE ORANGE COUNTY REGISTER

2023



TOP 10

Happiest City in America

W WalletHub

2022

~200,000

RESIDENTS

50,000+

STUDENTS IN 50
HIGH-PERFORMING PUBLIC
AND PRIVATE SCHOOLS

10,000+

BUSINESSES

2,500

HOTEL ROOMS

26.8 sq. MI.

LAND AREA

9.5 MILES

UNINTERRUPTED
COASTLINE



FOCUS AREAS

This updated strategy provides a structured roadmap for economic resilience and growth, focusing on strategic business initiatives, cultural enhancement, responsive governance, and robust collaboration. With outlined milestones, the strategy aims to create a thriving, diverse, and sustainable economy for all residents and businesses, ensuring steady progress and adaptability, and positioning Huntington Beach for a prosperous future.



BUSINESS RETENTION, ATTRACTION, & EXPANSION

For Business Retention, Attraction, and Expansion, the strategy includes developing outreach materials, conducting regular business outreach, and hosting roundtables to support and grow the economic base. Business attraction and industry cluster strengthening will be phased, ensuring continuous engagement and regular evaluations.



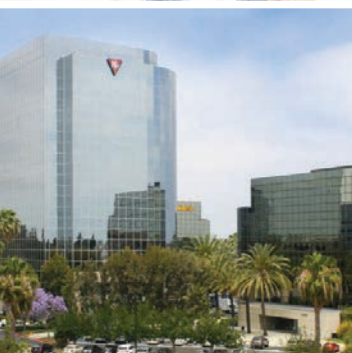
TOURISM, CULTURE, & COMMUNITY

The Tourism, Culture, and Community focus leverages Huntington Beach's iconic Surf City brand, emphasizing the City's unique culture and attractions, and creating memorable experiences for both residents and visitors. Plans include preparing for the LA 2028 Olympics and other prominent events to ensure that Huntington Beach shines in the global spotlight. These strategic actions will reinforce the City's reputation as a premier destination, enhancing its economic vitality and cultural vibrancy.



RESPONSIVE & EFFECTIVE GOVERNMENT

Under Responsive and Effective Government, the strategy emphasizes the importance of maintaining and investing in infrastructure improvements that strengthen the economy. Critical infrastructure projects will be identified and recommended for funding. This approach ensures that the City's infrastructure meets the modern needs of businesses and residents alike, enhancing overall quality of life.



COMMUNICATION & COLLABORATION

The Communication and Collaboration component of the strategy highlights the need for active and consistent engagement with stakeholders in the business community. Regular meetings with key stakeholders will be established. Continuous reviews and adjustments will ensure that the City remains responsive to the needs and challenges of its business community.

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Attracting businesses to Huntington Beach and keeping them here while helping them grow is crucial for the City's economic health. Supporting local businesses ensures job creation, increased tax revenue, and a diverse economy that benefits everyone.



Business Retention, Attraction, & Expansion

MILESTONES



RETAIN AND GROW LOCAL BUSINESSES

- ▶ Develop outreach materials and compile a targeted list of businesses.
- ▶ Conduct surveys and regular business visits.
- ▶ Organize business roundtables and participate in business events.



ATTRACT NEW BUSINESSES

- ▶ Compile list of vacant spaces and offer site selection assistance.
- ▶ Conduct void analysis and identify expanding businesses and industries.
- ▶ Create economic profile and distribute to businesses/brokers/owners.
- ▶ Attend industry conferences and trade shows.

MARKET BUSINESS OPPORTUNITIES

- ▶ Increase visibility with expanded business recognition opportunities.
- ▶ Showcase local business success stories via business spotlights.
- ▶ Introduce digital marketing components to enhance brand awareness.

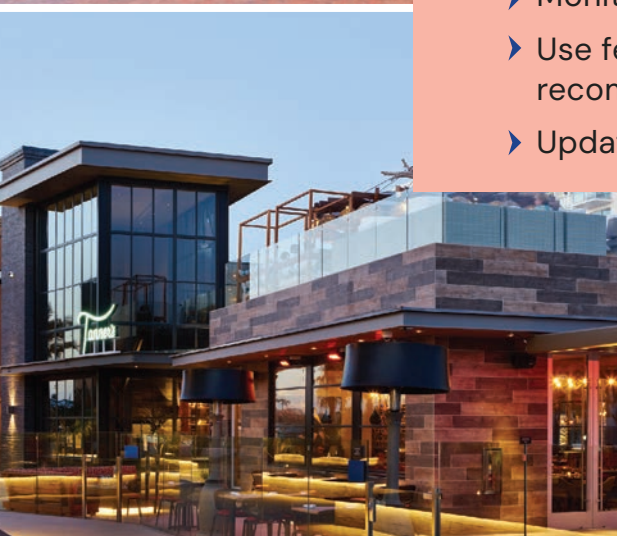


PROMOTE A YEAR-ROUND ECONOMY

- ▶ Promote a Shop/Dine Local campaign and encourage engagement.
- ▶ Highlight HB's unique aspects (e.g., surfing culture).
- ▶ Increase community awareness to generate foot traffic in the off season.

CONDUCT RESEARCH AND DEVELOP RECOMMENDATIONS

- ▶ Create a centralized database for business interactions.
- ▶ Monitor economic conditions and trends.
- ▶ Use feedback from outreach initiatives to make informed recommendations.
- ▶ Update policies, programs, and informational materials as needed.



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Huntington Beach's "Surf City" culture is beloved by both residents and visitors. Tourism plays a crucial role in supporting the local economy, funding essential City services through increased tax revenue. Social venues, special events, and cultural programs create unique experiences that everyone can enjoy year-round, fostering community pride, local engagement, and improving quality-of-life.





Tourism, Culture, & Community

EXPAND TOURISM, FILM, AND EVENT OPPORTUNITIES

- Collaborate with Visit Huntington Beach (VHB) to explore new avenues to attract overnight lodging revenue.
- Strengthen the City's role as a prime destination for tourism, events, and film production.

RAISE AWARENESS OF LOCAL BUSINESSES DURING SPECIAL EVENTS

- Highlight and support local businesses in association with special events.
- Boost visibility, participation, and partnership opportunities.

PREPARE FOR THE LA 2028 SUMMER OLYMPICS

- Support planning efforts for the upcoming Olympics.
- Ensure Huntington Beach is ready to welcome visitors and maximize the economic opportunities presented by the LA 2028 Olympics.

ENHANCE ARTS AND CULTURE

- Enhance and enrich arts and cultural experiences for both residents and visitors.
- Attract and/or develop new cultural programs and events.

SUPPORT THE SOCIAL ECONOMY

- Boost the vibrancy and sustainability of local social venues.
- Implement Tourism Enhancement Programs identified by City Council and VHB.



Tourism, Culture, & Community

MILESTONES

EXPAND TOURISM, FILM, AND EVENT OPPORTUNITIES

- ▶ Collaborate with VHB to attract more overnight guests.
- ▶ Identify/expand opportunities for off-season events.
- ▶ Cross-promote targeted marketing campaigns (tourism, film, events).
- ▶ Increase presence at filming location conferences.

RAISE AWARENESS OF LOCAL BUSINESSES DURING SPECIAL EVENTS

- ▶ Work with local businesses to raise awareness and attract new customers.
- ▶ Connect with event promoters to collaborate and/or partner.
- ▶ Develop promotional materials and/or strategies to maximize impact.

PREPARE FOR THE LA 2028 SUMMER OLYMPICS

- ▶ Establish local host committee.
- ▶ Work with VHB and City departments to develop infrastructure plans and event readiness.

ENHANCE ARTS AND CULTURE

- ▶ Support exploration of additional sports and concert venues.
- ▶ Collaborate with local organizations to enhance existing assets (e.g., Art Center, International Surfing Museum, Central Library Theater).
- ▶ Help secure funding and/or develop partnerships to launch initiatives.

SUPPORT THE SOCIAL ECONOMY

- ▶ Identify and aid community events (e.g., Surf City Nights, Magic on Main Street, Surf City Spooktacular, Independence Day Block Party).
- ▶ Implement recommended action steps from the 2024 Sociable City Plan to improve social economy.
- ▶ Facilitate annual Tourism Enhancement Programs to improve resident and visitor experiences (e.g., wayfinding, connectivity, placemaking amenities).



E RESPONSIVE & RESPO CTIVE EFFECTIVE EFFEC ENT GOVERNMENT GOV

Modern businesses and residents require updated technology and infrastructure to thrive. By enhancing services such as high-speed Wi-Fi, fiber connections, and public facilities, Huntington Beach ensures it remains a desirable place to live and visit. Upgrades like remodeled beach restrooms and improved municipal technology make daily interactions with the City more convenient and efficient.





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Responsive & Effective Government

ENHANCE INFRASTRUCTURE

- Invest in and maintain key infrastructure improvements, such as tech upgrades, facility renovations, and event accommodations.
- Ensure infrastructure meets the needs of businesses and residents to support economic growth.

PROMOTE BUSINESS-FRIENDLY POLICIES

- Develop and implement policies that facilitate business growth.
- Position the City to proactively adapt to evolving business needs and market trends.

DELIVER EXCEPTIONAL CUSTOMER SERVICE

- Simplify City processes and provide high-quality services.
- Streamline the permit application process and facility reservations to improve user experiences.



STREAMLINE SURF CITY

- ✓ Open your business faster by collaborating with Streamline Specialists.
- ✓ Receive guidance & support for your project's preliminary needs.
- ✓ Assistance from start to finish.

Responsive & Effective Government

MILESTONES

ENHANCE INFRASTRUCTURE

- ▶ Identify, prioritize, and implement critical infrastructure updates that align with the evolving needs of local industries.
- ▶ Assist in securing necessary funding.

PROMOTE BUSINESS-FRIENDLY POLICIES

- ▶ Expand assistance through the Streamline Surf City program.
- ▶ Identify and resolve internal systems that delay outputs.

DELIVER EXCEPTIONAL CUSTOMER SERVICE

- ▶ Offer personalized assistance and services through Streamline Specialists.
- ▶ Provide City employees with the training, skills and tools to provide accurate information in a timely manner.
- ▶ Improve the efficiency of permit applications and facility reservations to enhance user experiences.



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Engaging with local and regional stakeholders strengthens the connection between the City and the business community, enabling Huntington Beach to respond more effectively to their needs and challenges. By fostering open communication and collaboration, the City ensures mutual success and a thriving economic environment.





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Communication & Collaboration

ENGAGE WITH STAKEHOLDERS

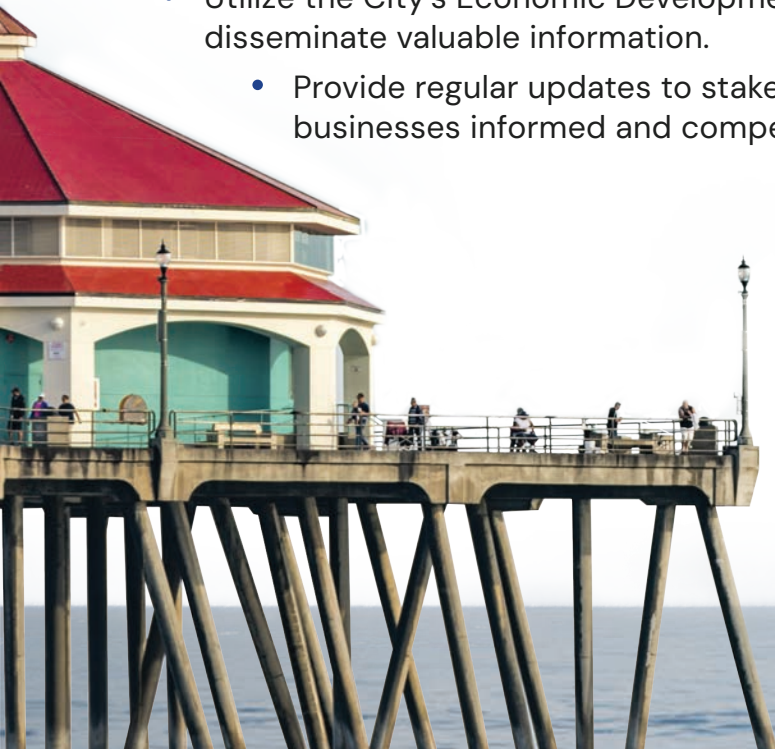
- Actively and consistently connect with local partners (VHB, Downtown HB, Auto Association, Chamber).
- Address concerns and feedback to improve City services and policies.

STRENGTHEN PARTNERSHIPS

- Work closely with business organizations to enhance support and develop joint initiatives.
- Build and maintain strong relationships to ensure that the needs of current and future businesses are being met.

SHARE INFORMATION AND RESOURCES

- Utilize the City's Economic Development webpages and social media platforms to disseminate valuable information.
 - Provide regular updates to stakeholders with resources and insights to keep businesses informed and competitive.



Communication & Collaboration

MILESTONES

ENGAGE WITH STAKEHOLDERS

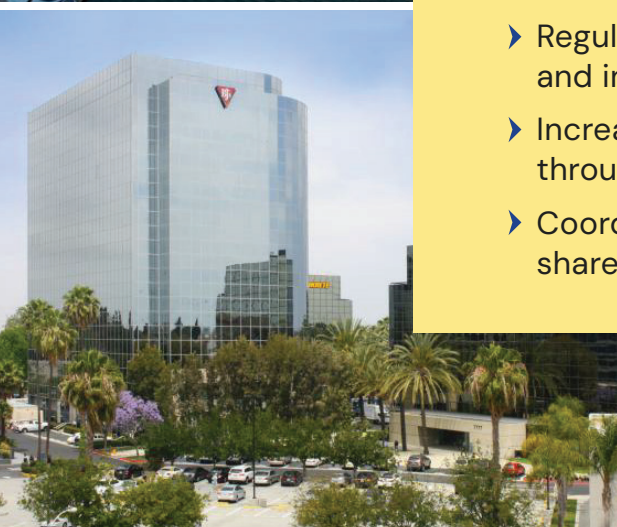
- ▶ Establish a regular meeting schedule with key staff and stakeholders.
- ▶ Conduct surveys to gather feedback from the business community.
- ▶ Attend meetings and events to address common concerns and share best practices.

STRENGTHEN PARTNERSHIPS

- ▶ Confer regularly with business organizations, educational institutions, and technical assistance providers.
- ▶ Develop joint initiatives that support local businesses.
- ▶ Create a partnership network to facilitate ongoing collaboration.

SHARE INFORMATION AND RESOURCES

- ▶ Regularly update the City's Business webpage with resources and information.
- ▶ Increase awareness of economic development initiatives through digital platforms.
- ▶ Coordinate with external partners to avoid duplication and share resources.



2025 ACTION PLAN

The following strategic actions are identified as priorities for implementation within the first year.

Bolster Business Attraction, Retention & Expansion Efforts

Cost	Task	When	Who	Metric
\$	Organize 50 business outreach visits annually and one business event.	Annually	ED, CMO, Police, Council	Number of HB businesses visited and assisted.
\$	Market available sites and develop an economic profile encouraging businesses to choose HB.	Q2 2025	ED	Number of touches with brokers, prospective businesses, and property owners. New businesses established.
\$	Engage with stakeholders and build partnerships.	On-Going	ED, CMO, Chamber, VHB, BID	Number of meetings and events attended, as well as collaborative efforts made.

Strengthen Communication Channels

Cost	Task	When	Who	Metric
\$	Expand visibility with business recognition opportunities.	Q3 2025	ED, CMO	Number of businesses recognized and social media engagement.
\$	Elevate online presence with updated informational content and resources.	Q4 2025	ED	Number of webpages/documents updated and webpage analytics.
\$\$	Deliver exceptional permitting service via the Streamline Surf City initiative.	On-Going	Streamline Specialists	Number of customers serviced, and actions applied.

Enhance the HB Experience

Cost	Task	When	Who	Metric
\$\$	Support HB businesses and maintain community character with launch of a shop/dine local campaign.	Q1 2025	ED, CMO, Chamber, BID, VHB	Execution of campaign launch and reach/engagement metrics of campaign.
\$\$\$	Expand and attract new cultural/sports events and opportunities.	On-Going	CLS, CMO, CDD, VHB	Number of events/opportunities sought and obtained.
\$\$\$	Lead projects that improve the experience of both residents and visitors.	On-Going	CDD, PW, CLS, CMO, VHB	Number of projects completed, and total investment made.

BID Downtown Business Improvement District
 CLS Community & Library Services Department
 CD Community Development Department
 CHAMBER HB Chamber of Commerce

CMO City Manager's Office
 ED Economic Development Department
 PW Public Works Department
 VHB Visit Huntington Beach



HB CITY OF
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