

INTRODUCTION TO VISIT HUNTINGTON BEACH (APRIL 2024)



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VISIT HUNTINGTON BEACH

ABOUT VISIT HUNTINGTON BEACH

WHO ARE WE?

Visit Huntington Beach (VHB) is the official Destination Management Organization (DMO) for Huntington Beach, California. A **non-profit 501(c)(6) organization**, VHB promotes tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels.

MISSION

Visit Huntington Beach supports and advocates for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.

VISION - OUT

A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.

VISION - IN

VHB is an effective destination leader representing the combined visitor industry and community partnership in the brand development, marketing and sales of the Surf City USA® experience.



VISIT
HUNTINGTON
BEACH
SURF CITY USA®

VISIT HUNTINGTON BEACH: TRANSPARENCY AND ACCOUNTABILITY

Visit Huntington Beach is fully Accredited with Distinction by [Destinations International \(DI\)](#), indicating that the organization exceeded the minimum requirements for accreditation with over 100 mandatory and voluntary standards that span a variety of performance areas. With over 200 destination organizations around the world who have obtained DMAP recognition, fewer than 10% earn “Accreditation with Distinction”.



Our organization embodies a community-focused spirit of service that is proactive and strategic. As part of this effort, we are pleased to provide information dedicated to transparency and accountability in our DMO operations and program of work.

BROWN ACT

Over 10 years ago, VHB voluntarily agreed to be subject to the California Brown Act, which allows the public to attend and participate in meetings. All regular Board of Directors and committee meeting agendas are noticed at least 72 hours prior to the meeting and all meetings are open to the public, with a public comment period available at the start of each meeting. All agendas and minutes are posted on [SurfCityUSA.com](#).

FINANCIAL STATEMENTS AND AUDITS

Monthly financial statements are presented at each VHB Board of Directors meeting. VHB also undergoes an annual financial audit using the same audit firm as the City of Huntington Beach. The final audit report and audited annual financial statements are presented at a Spring Board of Directors meeting and sent to City staff.

BOARD GOVERNANCE

- VHB is governed by a Board of Directors, which provides strategic direction for the organization and supervises VHB’s President & CEO.
- VHB’s Board meets at least quarterly throughout the year. The Executive Committee meets monthly. All meetings are open to the public.
- City Council appoints two liaisons each year who attend Board meetings and receive regular updates on VHB programs.

VISIT HUNTINGTON BEACH FUNDING HISTORY



The Huntington Beach Conference and Visitors Bureau (HBCVB) became incorporated as a 501(c)(6) private, not-for-profit mutual benefit corporation in the State of California.

City Council approved a 5-year agreement to give the HBCVB 10% of the city's Transient Occupancy Tax (TOT) collections in lieu of a fixed annual grant. For the first time, the HBCVB's funding consisted of both Hotel/Motel BID assessments and TOT collections.

City Council approved the creation of a new Tourism Business Improvement District (TBID) with a self-assessment of 3% on hotel and motel overnight room stays.

In April 2021, the City of Huntington Beach began collecting TOT and TBID assessments from Short Term Vacation Rentals (STVRs).

1989

2006

2014

2021

2002

City Council approved the creation of a Hotel/Motel Business Improvement District (BID) and a self-assessment of 1% on hotel and motel overnight room stays.

2010

City Council approved a Hotel/Motel BID assessment increase of 1%, increasing the self-assessment to 2%.

2018/2019

In 2019, the TBID was renewed, and the City Council simultaneously approved an assessment rate increase from three percent (3%) to four percent (4%) to mitigate the loss of TOT funding that the City had previously been providing.

2023

VHB is preparing for a TBID modification, increasing the TBID assessment from 4% to 6% to remain competitive.

HOW ARE WE CURRENTLY FUNDED?

VHB's funding does **not** come from taxes paid by residents, such as local property taxes paid by home and business owners. Funding is derived through a Tourism Business Improvement District (TBID) self-assessment paid by Huntington Beach hotels who collect an assessment from overnight guests choosing to stay in one of Huntington Beach's 21 hotels (2,368 total available rooms) or 218* short term vacation rentals (STVRs).



- Business Improvement District (BID) = 100%
- Transient Occupancy Tax (TOT) = 0%
- Other = <1%

Tourism Business Improvement District (TBID):

Huntington Beach's overnight hotel guests pay an additional 4% assessment for each occupied hotel room per night during their stay. The TBID assessment is not a tax, but a self-assessment, which the 21 local hoteliers and 218* STVRs place upon themselves for occupied rooms and is paid by overnight visitors. TBID assessment revenues provide a more dependable, long-term, sustainable revenue source to market Surf City USA® globally *without any tax impact to local residents*.

Transient Occupancy Tax (TOT):

Visit Huntington Beach receives no TOT funding. Huntington Beach hotels have contributed more than \$200 million dollars in TOT for the City since 1996.

*Total count subject to change

VHB 2023 - 2026 STRATEGIC PLAN



VISIT HUNTINGTON BEACH 2023-2026 STRATEGIC PLAN

VISION • OUT	VISION • IN	MISSION	VALUES	REPUTATION	POSITION
<p>A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.</p>	<p>VHB is an effective destination leader representing the combined visitor industry and community partnership in the brand development, marketing and sales of the Surf City USA experience.</p>	<p>Visit Huntington Beach supports and advocates for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.</p>	<p>VHB embodies a community-focused spirit of service that is proactive and strategic.</p>	<p>The Huntington Beach experience is:</p> <ul style="list-style-type: none"> • Inspirational • Authentic • Friendly • Fun 	<p>Huntington Beach rises above its competitive set destinations, offering unique value to visitors seeking:</p> <ul style="list-style-type: none"> • Beach and Beyond Experience • Beachfront Hotels • Downtown Experience • Accessibility
IMPERATIVES	OBJECTIVES		INITIATIVES		
<p>Drive Global Brand Awareness</p>	<ul style="list-style-type: none"> • Increase HB accommodation sales as measured by RevPAR by 3% YOY • Increase overall digital engagement by 20% • Increase media reach and Barcelona Principles score by 15% YOY with a focus on positive engagement • Increase group booked room nights by 6% YOY 		<ul style="list-style-type: none"> • Issue RFP for creative agency of record • Leverage the World Cup and LA28 to expand global destination brand awareness • Secure year-round signature sporting and city-wide events • Efficiently leverage brand partnerships to increase Huntington Beach's global brand awareness 		
<p>Enhance the Destination Experience</p>	<ul style="list-style-type: none"> • Increase the length of stay 6.7% to 4.025 nights by 2026 • Increase visitor spend throughout HB by 12% by 2026 • Achieve a 90% or greater customer sentiment score by 2026 		<ul style="list-style-type: none"> • Enhance partnership with the City, Downtown BID and other entities to enhance the Beach & Beyond experience • Develop outreach and education to enhance customer service for all visitors, including international and accessible communities • Facilitate the creation of new bookable product • Improve connectivity throughout Huntington Beach 		
<p>Champion the Value of Tourism</p>	<ul style="list-style-type: none"> • Establish a baseline Net Promoter Score and increase YOY through 2026 		<ul style="list-style-type: none"> • Utilize VHB Board to act as tourism ambassadors • Cultivate our advocacy relationship with the City • Articulate the quality-of-life enhancements tourism brings to Huntington Beach residents • Develop and implement partner and resident sentiment outreach and evaluation program 		
<p>Prioritize Organizational Effectiveness and Culture</p>	<ul style="list-style-type: none"> • Develop and establish customer sentiment survey in Year 1 • Improve YOY customer sentiment • Successful TBID modification in Year 1 • Maintain 90% and above on internal culture survey in Year 2 • Ensure financial accountability as measured by a successful audit, achievement of zero-sum budget, and grow reserve year over year 		<ul style="list-style-type: none"> • TBID modification approved • Develop stakeholder engagement plan (Board, City, DBID, Ambassadors and Chamber) • Improve and maintain overall processes based on culture survey results • Develop and deploy customer satisfaction survey 		



MARKETING

RESEARCH
DIGITAL / WEBSITE
SOCIAL MEDIA
PUBLIC RELATIONS
ADVERTISING
TRAVEL TRADE
FILM COMMISSION
E-NEWSLETTERS
SURF CITY USA BLOG

GROUP SALES

MEETINGS / EVENTS
CONVENTIONS
BOOKINGS & RFP
RESPONSES FOR HB
COLLECTION
'ONE STOP SHOP' FOR
MEETING PLANNERS
SPORTS COMMISSION

VISITOR & PARTNER SERVICES

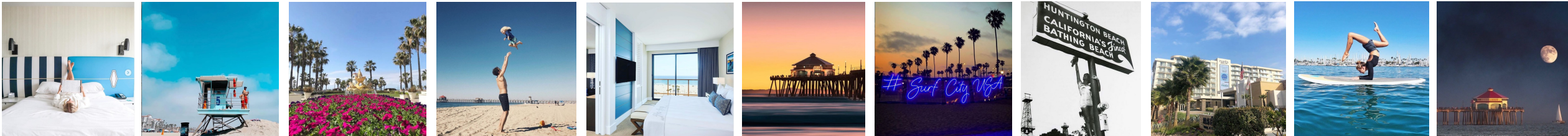
PARTNER EDUCATION SERIES
EVENT INFO BOOTHS
VISITOR INFO KIOSK
PARTNER PORTAL
CRM MAINTENANCE
PARTNER LISTINGS
PUBLICATION DISTRIBUTION
EVENT CALENDAR
AMBASSADOR PROGRAM

TOURISM ENHANCEMENTS

WAYFINDING SIGNAGE
WALKING TOURS
COMMUNITY EVENT
SPONSORSHIPS
SUMMER BEACH
RESTROOMS
BIG BOARD

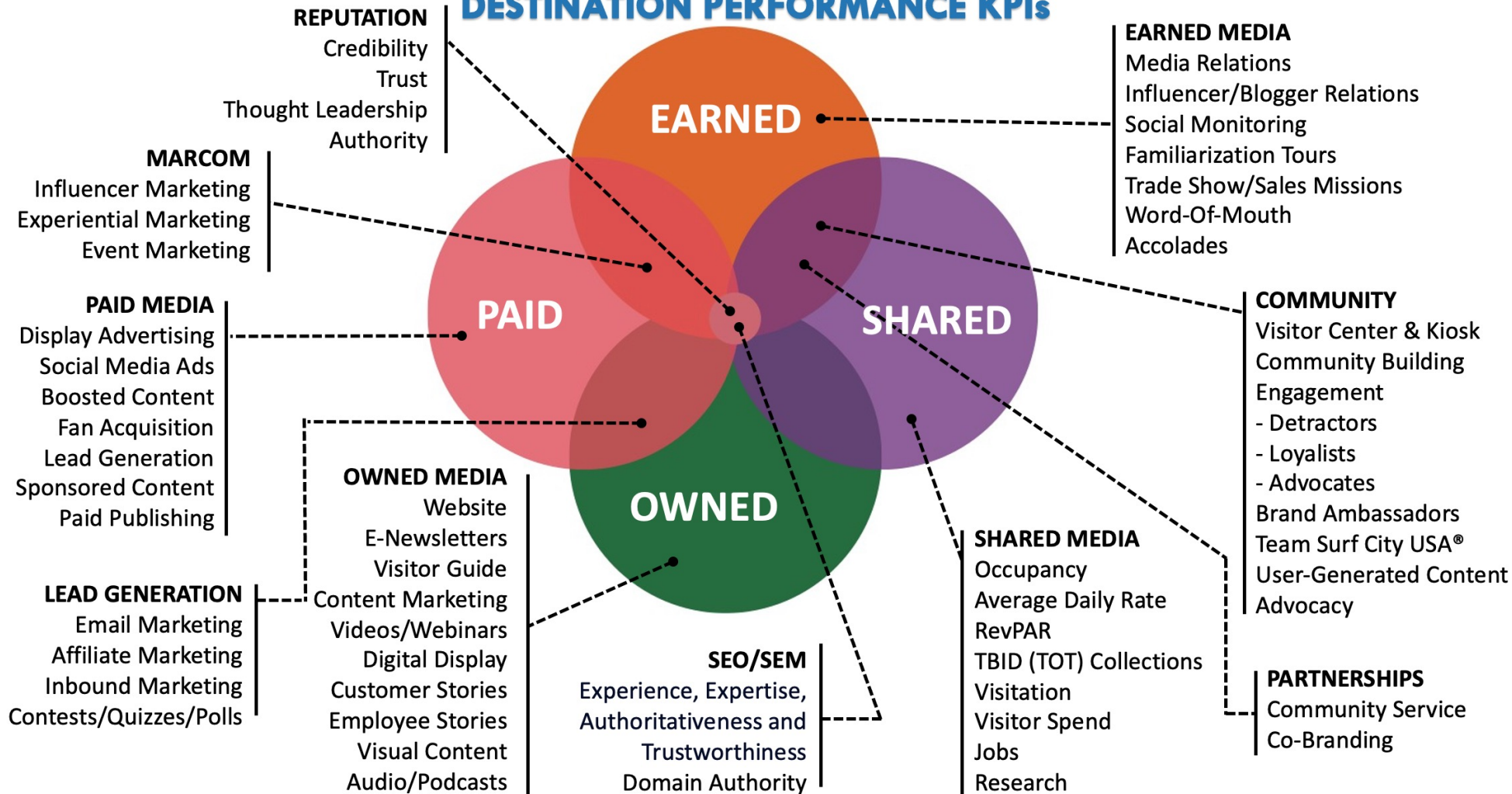
ADVOCACY

ADVOCACY TASK FORCE
COMMUNITY OUTREACH
DOWNTOWN BID, HB
CHAMBER, CITY OF HB
ENGAGEMENT
PARTICIPATION ON
INDUSTRY/LOCAL BOARDS
& COMMITTEES



KEY PERFORMANCE INDICATORS & RETURN ON INVESTMENT

DESTINATION PERFORMANCE KPIs



VHB's comprehensive sales & marketing initiatives are designed to drive a steady flow of leisure and group business throughout the year with a focus on the hotels' "soft season" non-peak period (typically November – February).

Throughout the entire run of it various programs, Visit Huntington Beach uses several data sources as well as a blend of over 50 Key Performance Indicators (KPIs) to monitor and determine the Return on Investment (ROI) performance of its Paid, Owned, Earned, and Shared channels.

KEY PERFORMANCE INDICATOR (KPI) REPORTING CYCLES

VHB monitors and/or reports on these KPIs in the following cycles.

DAILY

- Social Media Engagement
- Website Performance
- Sentiment Monitoring
- Visitor Engagement

WEEKLY

- STR Report (Hotel Performance)
- Travel Trade Updates
- VHB Leisure Newsletter

MONTHLY

- Hotel TBID Collections
- PR Media Coverage
- SEO/SEM Performance
- Social Media Performance
- STR Report (Hotel Performance)
- STVR Report (Short Term Vacation Rental Performance)
- Travel Agent Training
- VHB CEO Newsletter
- VHB Financials
- Group Sales Newsletter
- VHB Partner Newsletter

MONTHLY (cont.)

- VHB Media Buy Campaign
- Website Performance
- Visitor Profile (Geolocation Data)

QUARTERLY

- Custom Industry Insight Report per Hotel
- Expedia OC Coop Campaign
- Group Sales
- Hotel Directors of Sales & Marketing Meeting
- STVR TBID Collections
- Visit CA Coop Campaign
- STVR TBID Collections
- VHB Staff Check-Ins
- Web & Digital Check-In

MID-YEAR

- All Hands Agency Meeting

ANNUAL

- VHB Annual Report (City submission)
- VHB Annual Economic Impact Report
 - Visitor Intercept Survey (every 3 years)

OTHER

- Campaign Wrap-Up Reports
- Special Research Projects

MEETINGS WHERE VHB REPORTS ON RETURN ON INVESTMENT (ROI)

MONTHLY

- **VHB Executive Committee Meeting***

QUARTERLY

- **VHB Board Meeting***

MID-YEAR

- **VHB Mid-Year Recap Board Report***

ANNUAL

- HB Chamber State of the City Update
- **VHB Annual Recap Board Report***
- **VHB Fiscal Year Budget Board Presentation***
- **Annual Financial Audit Presentation***
- HB Tourism Summit (every other year)

* VHB voluntarily agreed to be subject to the California Brown Act, which allows the public to attend and make public comments. All agendas and minutes are posted on [SurfCityUSA.com](https://www.surfcityusa.com)

A wide-angle photograph of a beach at sunset. The sky is a mix of soft pinks, oranges, and blues. The ocean is filled with white, frothy waves crashing onto the sandy shore. In the distance, a long pier extends into the water, with a small building on it. The overall mood is peaceful and serene.

THANK YOU