

# HUNTINGTON BEACH



**WE OWN THE BRAND.  
IT'S TIME WE OWNED THE REVENUE.**

Presented by Wolffhaus  
April 2026

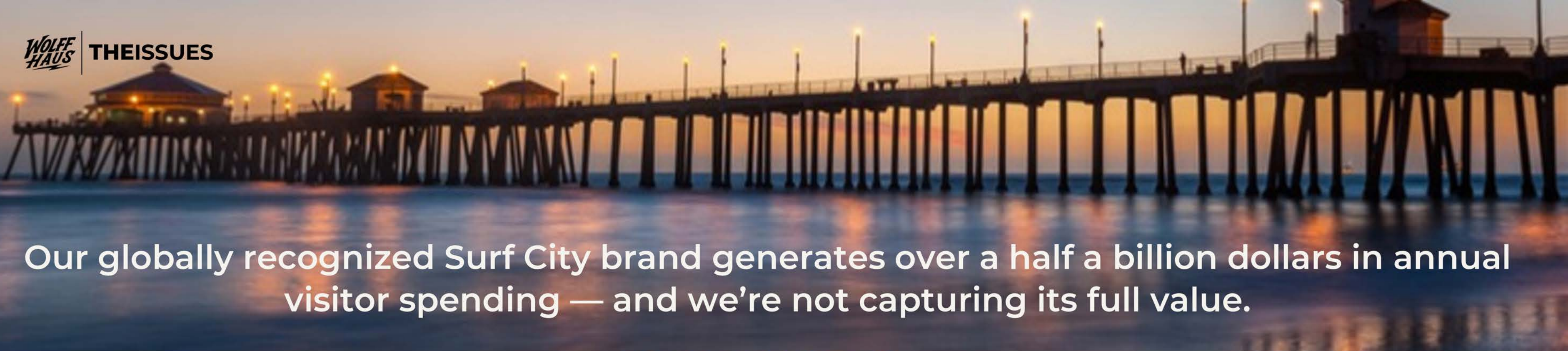
**WOLFF  
HAUS**

**HUNTINGTON  
BEACH HAS A  
SYSTEMS PROBLEM  
– NOT A REVENUE  
PROBLEM.**



**Decades of broken  
systems & oversight  
gaps have drained our  
community of millions  
annually.**

**It's time we fix them.**



Our globally recognized Surf City brand generates over a half a billion dollars in annual visitor spending — and we're not capturing its full value.

**FIVE CORE CONCERNS**



**LOSS OF  
INTELLECTUAL  
PROPERTY CONTROL**

Our brand is not protected or treated as a revenue asset



**BUDGET DEFICIT  
PRESSURE**

Growing fiscal challenges while revenue potential is left uncaptured



**VENDOR  
DEPENDENCY RISK**

Heavy reliance on outside operators reduces control and inflates costs and lessens returns.



**MASSIVE REVENUE  
LEAKAGE**

Tourism, events, media, and licensing, lack strong oversight



**FRAGMENTED  
BRAND OWNERSHIP**

Responsibility scattered across departments with no unified strategy

These five structural gaps are costing taxpayers at least \$2M–\$5M+ yearly and up to \$18M or more over the next five years.

# WHAT OUR AUDIT FOUND: MILLIONS LEAKING EVERY YEAR

## MERCHANDISING & LICENSING

Surf City Store: **\$1.515M** sales → City received only **\$75,761** (5% royalty).

Pier lease: **\$950/month**.

Widespread unlicensed HB apparel sold city-wide with **zero return**.

## BRAND & MEDIA

No centralized voice or modern infrastructure.

Most high visibility press is political or controversy-focused hurting tourism, economy & civic pride

## PUBLIC ASSET: ART CENTER

Underutilized & subsidized at approximately **\$500,000 per year** in taxpayer dollars — with almost no earned revenue or residual value to our artists & community.

## EVENTS, FILM, & OPERATIONS

Underpriced sponsorships, fragmented film operations, weak contracts, no proactive programming, and overburdened staff.

CONSERVATIVE ANNUAL LOST OPPORTUNITY:

**\$2M – \$5M+**

5-YEAR POTENTIAL:

**\$18M+** in new revenue, savings, and economic activity

**THIS IS HOME FOR US.** We cannot sit idly by while value is lost, our community feels the impact, and our world-class city operates beneath its potential.  
**Standing by was never an option.**



# WHO ARE WE? **WOLFFHAUS**

Part brand incubator, part strategic operator, we work across many mediums – creative, strategy, media, experiential, and physical goods production – to rebuild, redirect, and elevate brands from the inside out.

Clients come to us when traditional agencies stall and surface-level thinking fails. Our approach is data-driven and human-centric. We study behavior, culture, and connection – then design solutions that actually work.

We don't follow trends. We create them. Through a rolodex of elite talent, we assemble the exact team each problem demands—no excess, no filler – delivering results that cut through noise and drive real impact.

We specialize in lifestyle, entertainment, automotive, military & law enforcement, apparel, spirits, and outdoors – industries where credibility matters and mistakes are expensive.



**STRATEGY  
& GROWTH**



**FILM &  
MEDIA**



**CREATIVE  
DIRECTION**



**PRODUCT  
DEVELOPMENT**



**EVENTS &  
EXPERIENTIAL**

# WHAT DO THEY SAY ABOUT US? **WOLFFHAUS**

*“Wolffhaus sees what others overlook — and actually fixes it.”*



## **JELLY ROLL**

Grammy Award-Winning Artist

“Tyler is by far the most creative person I’ve worked with in the industry, and I am in an industry with the most creative people in the world. Tyler isn’t just a creator, he’s a vision caster. He’s the rare moment where art, heart and hard work meet each other.”



## **AUBREY MARCUS**

Co-Founder, Joe Rogan’s “Onnit”

“Tyler was the first to set the standard for our media direction and framework at Onnit. He was way ahead of his time, and helped us emerge as a leading disruptive brand with his unique combination of artistry and vision”



## **JACK ROUSH JR.**

Roush Performance

Wolffhaus acted as Creative Director for Roush. Their work had a great impact. With Tyler’s unique vision and strategy, they created programs that were powerful and engaging. The effect was very significantly increased sales and brand interest.

### **SOME OF OUR CLIENTS:**



# WHAT IS A BRAND ECOSYSTEM?

**A Brand Ecosystem turns recognition into revenue.**

A brand ecosystem works when each piece strengthens the next – turning attention into visitation, visitation into spending, and spending into lasting community value.

Right now, those pieces are fragmented, and too much value is being lost in the gaps.





# WHAT WE'RE PROPOSING

## Three High-Impact Modernization Initiatives

24-Month Engagement – Systems Built, Operationalized, Trained, and Handed Back to City



### MERCHANDISING MODERNIZATION

Modern royalty structure, city-controlled retail, seasonal collections, e-commerce, artist collaboration, legitimate wholesale pathways, and low risk retail.



### FILM & DIGITAL MEDIA OFFICE

One-stop permitting, proactive location marketing, production materials, outreach, and systems that reduce friction while expanding revenue.



### CREATIVE DIRECTION & BRAND VOICE INFRASTRUCTURE

Creative Leadership, Unified messaging, content modernization, staff training, internship pipeline, and proactive press & media relationships.

**THIS PROGRAM IS DESIGNED TO STRENGTHEN THE CITY FROM WITHIN – BUILDING SYSTEMS, SUPPORTING STAFF, EXPANDING CAPACITY. SUCCESS IS CREATING NEW OPPORTUNITIES FROM THE CITY'S EXISTING ASSETS WHILE UNLOCKING THE FUNDING NEEDED FOR GROWTH LONG-TERM SUCCESS, NOT LONG-TERM DEPENDENCE.**



# MERCHANDISING RECLAIMING OUR BRAND'S I.P.

Huntington Beach is a globally recognized destination with strong demand for lifestyle and beach/surf related merchandise. Based on reported data, the current program generates approximately:

- \$600,000 to \$800,000 in annual licensed sales
- \$30,000 to \$40,000 in annual revenue to the City (5% royalty)
- \$0 captured for untrackable & unlicensed sales

There is a substantial opportunity to enhance this program through improved retail strategy, expanded product offerings, and a more optimized financial structure.



# WE LET OTHERS POCKET MILLIONS FROM OUR BRAND



**\$1.515M** in Surf City Store sales →  
City gets only **\$75,761** (5% royalty)



**Severely Undermarket Pier Store  
Lease: Approximately \$950/month**

(Could be a Flagship Store whose sales benefit our community)



**Unlicensed HB apparel sold  
city-wide → millions lost**



**Global surf apparel market:  
\$10.37 billion and growing**



## BASIC MERCH MATH

Example: A Licensed \$30 T-Shirt currently returns \$1.50 to the city.

With a city owned program - a \$30 T-Shirt now returns between \$15-20 with a direct to consumer sale, and \$3-5 on a sale to a licensed retailer.

Unlicensed merchandise currently for sale at several locations and vendors, \$0 is returned to the city.

There are many more categories of merchandise with higher and lower return rates, but basic apparel is low hanging fruit. Cheap, fast and efficient to produce and has constant visibility.

## THE CURRENT REALITY

Licensed Merchandise Sales Fees Paid to City

Month / Year	License Fee Total Sales	5% License Fee Paid to City
January 2024	\$ 46,840.75	\$ 2,342.04
February 2024	\$ 46,214.11	\$ 2,310.71
March 2024	\$ 64,434.68	\$ 3,221.73
April 2024	\$ 59,643.90	\$ 2,982.20
May 2024	\$ 84,857.09	\$ 4,242.85
June 2024	\$ 87,292.83	\$ 4,364.64
July 2024	\$ 118,469.12	\$ 5,923.46
August 2024	\$ 73,484.83	\$ 3,674.24
September 2024	\$ 59,704.09	\$ 2,985.20
October 2024	\$ 65,013.50	\$ 3,250.68
November 2024	\$ 30,087.49	\$ 1,504.37
December 2024	\$ 48,488.68	\$ 2,424.43
January 2025	\$ 43,473.12	\$ 2,173.66
February 2025	\$ 38,966.53	\$ 1,948.33
March 2025	\$ 55,873.55	\$ 2,793.68
April 2025	\$ 55,206.48	\$ 2,760.32
May 2025	\$ 77,300.61	\$ 3,865.03
June 2025	\$ 84,677.14	\$ 4,233.86
July 2025	\$ 102,954.37	\$ 5,147.72
August 2025	\$ 85,578.45	\$ 4,278.92
September 2025	\$ 49,281.15	\$ 2,464.06
October 2025	\$ 57,229.93	\$ 2,861.50
November 2025	\$ 36,794.70	\$ 1,839.74
December 2025	\$ 43,348.84	\$ 2,167.44

AND \$0 COLLECTED FROM UNLICENSED MERCH SALES

# CITY-CONTROLLED MERCHANDISING = \$500K-\$1M+ NEW ANNUAL REVENUE

- ✓ Industry-standard royalties & wholesale rates
- ✓ City-owned merchandising program
- ✓ Official online store + seasonal collections
- ✓ Bring unlicensed sellers into a legitimate city wholesale program
- ✓ Event pop-ups + kiosks + full tourism integration

HUNTINGTON  
BEACH  
SURF CITY USA



# LOW-EFFORT, LOW RISK, HIGH-RETURN RETAIL TOUCHPOINTS IN SPACES WE ALREADY OWN

Art Center, libraries, City hall and more stocked with branded kiosks with art prints, photography, and limited-edition merch

Revenue-share with local artists & photographers

Drop-ship program (zero inventory risk)

**ADDITIONAL \$250K-\$500K/YEAR  
WITH MINIMAL OVERHEAD & RISK**

# **FILMHB**

## **THE HUNTINGTON BEACH FILM & MEDIA OFFICE**

The Huntington Beach Film Commission will be a city-run economic engine that attracts film, television, commercial, and digital productions to shoot locally. Its job is simple: make it fast, predictable, and cost-effective to film in Huntington Beach while ensuring productions spend money locally, hire local workers, and promote the city's image on a global stage.

This is not about art or publicity alone – it is about jobs, revenue, and international exposure.

A modern film commission exists to convert creative demand into measurable economic impact.



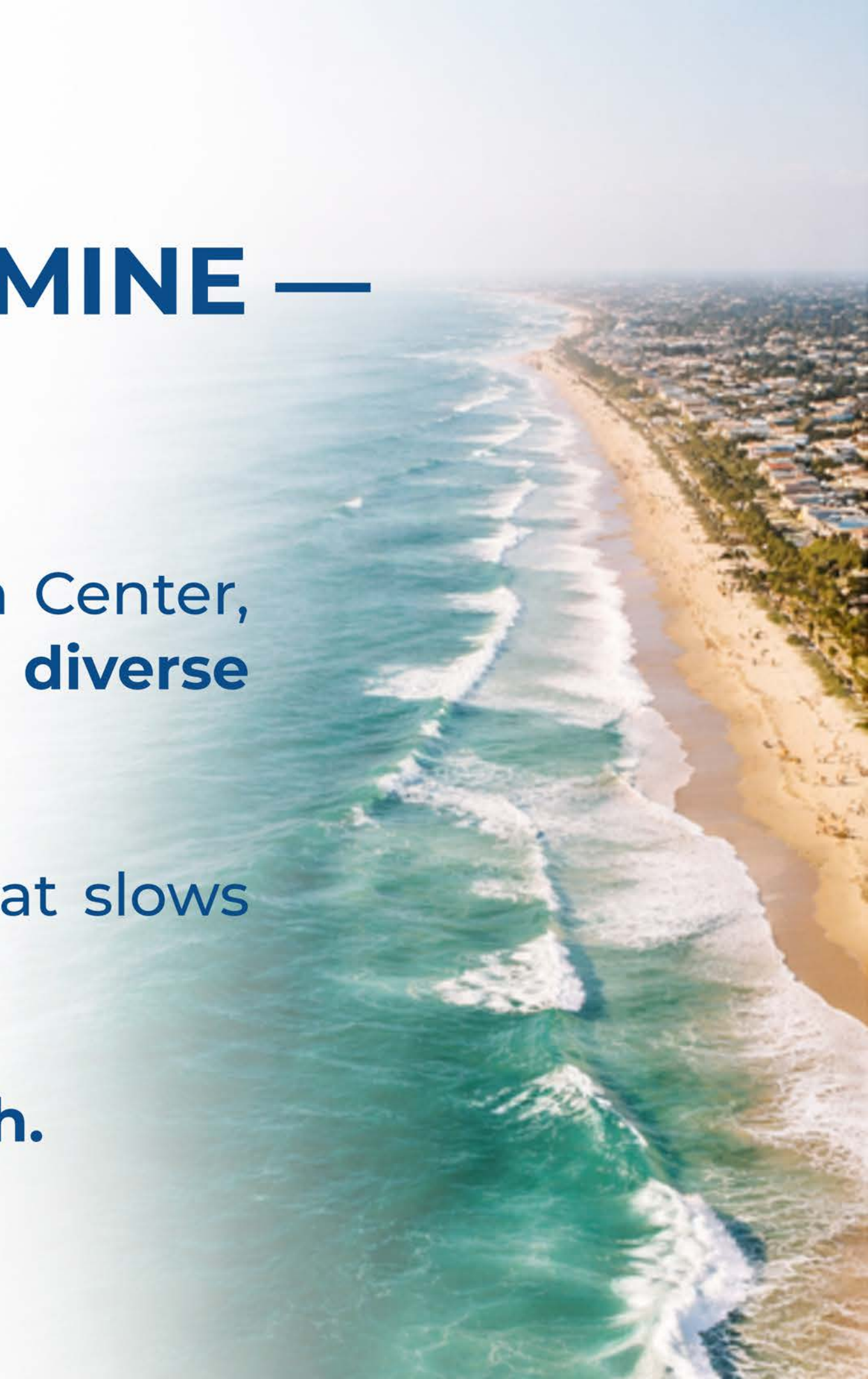


# WE ARE SITTING ON A GOLD MINE — AND NOT MINING IT.

Iconic pier, beaches, Civic Center, Equestrian Center, Pacific City, Sports Complex – **hundreds of diverse locations in a compact footprint.**

Ability to move fast and cut the red tape that slows L.A. productions and frustrates producers.

Current: modest fees, **zero proactive outreach.**



Once Established

**\$100k–\$300k+**

Annual Direct Revenue (Permitting, Location Use, Parking, Etc)

Indirect Gains:



**OFF-SEASON ECONOMIC ACTIVITY**

Hotels, restaurants, retail, local suppliers



**LOCAL JOBS**

Production Casts, Crew, and Support Services



**POLICE/FIRE OVERTIME**

Covered by production fees



**POP CULTURE RELEVANCE**

Third-party advocacy and global exposure



**EARNED MEDIA & TOURISM LIFT**

Year-round visitor interest

**BENCHMARKS**



**SAN FRANCISCO:**

**\$127k** in permit fees

**\$17.5M** in local spend



**FORT WORTH:**

**\$800M** in cumulative economic impact

**ECONOMIC IMPACT**

Productions spend money locally on hotels, catering, crews, transportation, locations, rentals, and city services. That spending creates a ripple effect across the local economy while also generating tax revenue through hotel stays, sales activity, and related business growth.

## CREATIVE DIRECTION

Huntington Beach already has the identity, energy, and community pride. What it needs is the creative leadership to bring those strengths together in a more unified, consistent, and effective way. This kind of leadership helps align departments, support staff, strengthen partnerships, improve communication, and create more opportunity across tourism, events, culture, business, and civic life. By building systems, it will help the City show up with greater clarity, quality, and coordination so its existing assets can work harder for the people who live here.

## WHAT WE'LL BUILD

1. UNIFIED CITY BRAND DIRECTION
2. CROSS-DEPARTMENT COMMUNICATION FRAMEWORK
3. MODERN MEDIA & CONTENT INFRASTRUCTURE
4. CENTRALIZED MEDIA ASSET MANAGEMENT STANDARDS
5. DEPARTMENTAL COORDINATION & WORKFLOW SYSTEMS
6. PROACTIVE PRESS & MEDIA STRATEGY
7. DIGITAL PRESENCE MODERNIZATION
8. CREATIVE STANDARDS & GOVERNANCE
9. TRAINING, SUPPORT & INTERNAL CAPACITY BUILDING
10. OPPORTUNITY DEVELOPMENT THROUGH BETTER ASSET USE

**This is not about changing Huntington Beach. It is about better support, connecting, and elevating what is already here.**



# CENTRALIZED CREATIVE LEADERSHIP & MODERN BRAND INFRASTRUCTURE

Unified messaging across every department

Professional media standards

Content strategy

Staff training + internship pipeline

Proactive press and influencer relationships

## PROACTIVE BRAND MANAGEMENT A MORE BALANCED PUBLIC IMAGE

Huntington Beach is a high-visibility city, which means public attention will not always be evenly distributed. Since Covid, coverage has often centered on conflict, while many of the positive, unifying, and community driven parts of the city have gone underrepresented. Proactive brand management helps close that gap by creating the structure, relationships, and consistency needed to elevate a fuller picture of Huntington Beach – one that better reflects its people, assets, culture, and quality of life.

### THE FIX:

- Centralized creative leadership and modern media infrastructure
- Consistent pipeline of positive, bi-partisan community-centered stories
- More efficient communication across departments and initiatives
- Support a more complete and balanced public understanding of the city
- Reinforce civic pride while improving regional and visitor perception
- Ensure Huntington Beach is represented by more than its most polarizing moments

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### RESULTS:

- Stronger Tourism
- Better Partnerships
- Renewed Civic Pride
- Greater Business Attraction
- Stronger Community Awareness
- Increased Visitor Confidence
- More Earned Media Value
- More Local Engagement
- Greater Cultural Visibility



## HUNTINGTON BEACH **ART CENTER**

The Art Center should be a living cultural asset for Huntington Beach. Right now, it is falling short both in the value it delivers to local artists and the community and in its ability to sustain itself as a civic asset. This is not a criticism of the artists or the local art community. The issue is structural: the City has not built the systems, partnerships, promotion, and revenue pathways that allow artists, exhibitions, and the public to get full value from the space.

**PROJECTED RESULT:**  
With stronger programming, better visibility, collaboration, and better infrastructure, the Art Center could become a stronger civic asset, a better platform for artists, and a more active part of Huntington Beach's brand and local economy.

AN UNDER-LEVERAGED  
CULTURAL ASSET THAT  
COSTS THE CITY ABOUT  
**\$500K**  
IN TAXPAYER FUNDS TO  
OPERATE ANNUALLY.

**WE HAVE ALL OF THE  
INGREDIENTS TO BECOME  
SELF-SUSTAINING, OR EVEN  
REVENUE GENERATING  
WHILE PROVIDING MORE  
VALUE TO OUR COMMUNITY.**



## HUNTINGTON BEACH **ART CENTER**



# WHAT WE'RE MISSING

Collaboration with neighboring cities, tourism partners, hotels and regional cultural groups to expand reach.

A proactive press strategy that turns exhibitions into community stories and broader cultural visibility.

A strong digital archive or online gallery presence to preserve shows and extend artist exposure.

(Residual value for artists after exhibitions end. These systems help artists turn visibility into audience growth, future opportunities, and sales)

Built-in print sales, merchandise, and other revenue-generating mechanisms tied to exhibitions.

Strategic partnerships that position the Art Center as part of Huntington Beach's broader brand and visitor experience.

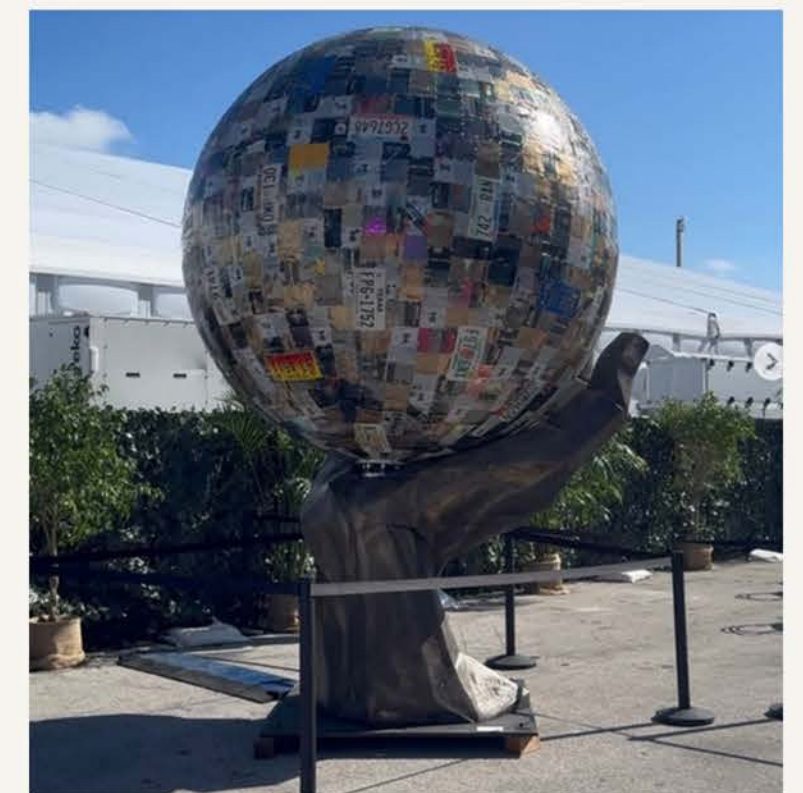
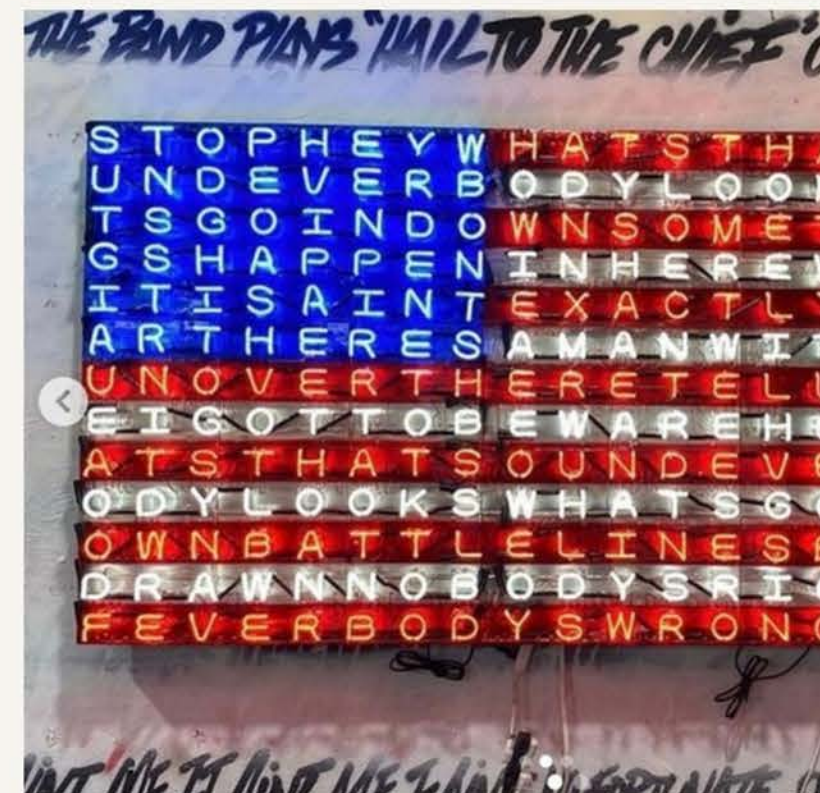
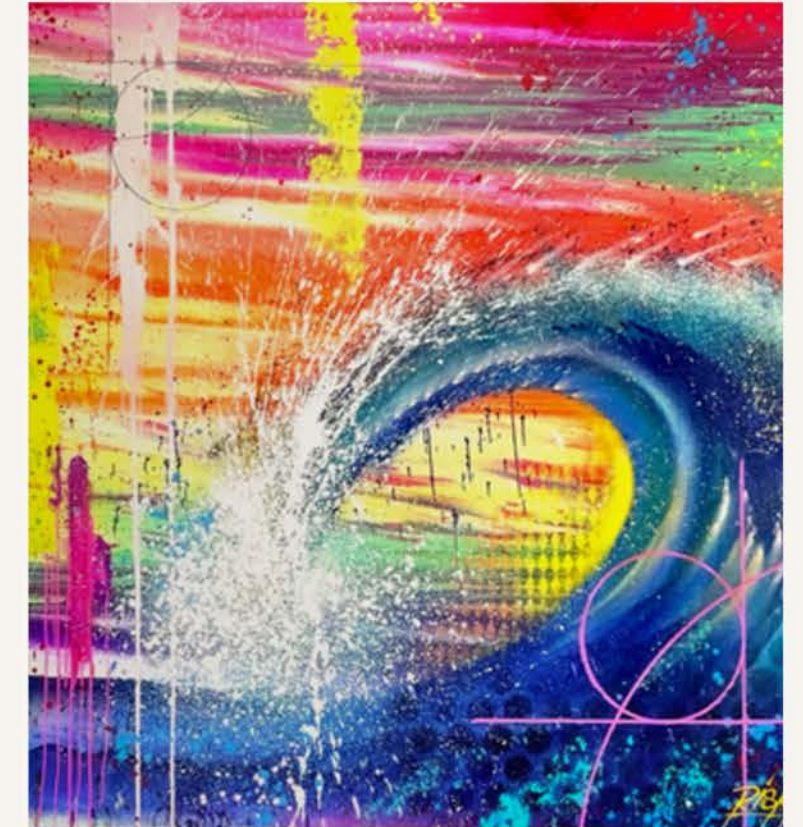
Broader Community-facing infrastructure that makes the space more visible, active, and utilized.

A clear operational model that treats the Art Center as a civic asset, tourism touchpoint, and cultural ambassador.



# AMERICA'S 250

As part of America's 250th celebration, Huntington Beach will host a major summer art exhibition featuring world-renowned, internationally exhibited artists and emerging local talent. Rooted in Americana and infused with rock and roll, surf, skate, and Huntington Beach culture, the show pairs iconic contemporary work with a curated display of Huntington Beach artifacts. Running from June through July 20 (during the Laguna art festival season opening), the exhibition will also create mentorship opportunities for local artists and introduce limited-edition prints and merchandise that generate value for the artists, the Art Center, and the City.





# PARADE INITIATIVES

For America's 250th, we are working to elevate the Huntington Beach parade into a bigger, higher-impact civic celebration by converting its existing scale and attendance into stronger sponsorship revenue and more meaningful community activations. That means more visual spectacle, more entertainment value, and more reasons for people to stay, engage, and spend time downtown. Planned initiatives include enhanced floats, large-format parade balloons, premium sponsor-supported activations, and a celebrity-hosted Hot Rod section that will roll into a Main Street car show after the parade – extending the experience well beyond the route itself and creating a larger cultural and economic moment for the City.



# CIVIC PATHWAYS

Huntington Beach is rich in talent, pride, and industry – but we are losing our young people. Not because they don't love this city, but because we don't show them a clear future here. While Huntington Beach offers respected programs like Junior Lifeguards, Police Explorers, and volunteer opportunities, these experiences are not structured as visible career pathways for everyone's interests.



# CIVIC PATHWAYS

The Civic Pathways Initiative changes that. It creates a structured bridge from school to meaningful local careers by turning civic engagement into internships, apprenticeships, and mentorships across city departments and partner industries – from public safety and parks to media, design, skilled trades, and film. By giving young residents real experience, real opportunities and a real reason to stay, Huntington Beach can retain its talent, strengthen its workforce, and invest in a generation that grows with the city instead of leaving it behind.



# **HOMEGROWN TALENT — KEEP OUR YOUTH IN HUNTINGTON BEACH**

City-wide internships and apprenticeships across many departments

Pathways from High School to local careers

Builds alongside current offerings of world-class existing programs (Junior Lifeguards, Police Explorers, Fire programs)

Creates generational ownership, reduces outsourcing, and strengthens the workforce





**HUNTINGTON BEACH  
BUILT THIS BRAND.  
IT'S TIME WE  
RECLAIMED IT'S VALUE.**

# ONGOING STRATEGIC ADVISORY SUPPORT



## REAL TIME GUIDANCE:

On brand decisions, communications, and emerging opportunities.



## CROSS DEPARTMENT ALIGNMENT:

Unified messaging and coordinated efforts.



## RELATIONSHIPS & EXPERTISE:

Connects the city with high-value partners, media, and influencers

**RESULT: A STRONGER, MORE COHESIVE BRAND THAT DRIVES HIGHER TOURISM YIELD, BETTER PARTNERSHIPS, RENEWED CIVIC PRIDE, AND LONG-TERM ECONOMIC VALUE.**

# EQUIVALENT PRIVATE-SECTOR VALUE OF SERVICES PROVIDED

Service / Deliverable	Typical Private-Sector Cost
Executive Creative Leadership + Strategic Advisory	\$250,000–\$350,000+ annually, plus employment liabilities
Apparel & Merchandising Program Development	\$100,000–\$120,000+
Film Management + Liaison Support	\$100,000–\$120,000+
Account Management + Operations Support	\$70,000+ annually, plus employment liabilities
Website Strategy, Design, and Development (2 Sites)	\$65,000+
Comprehensive Brand Standards System	\$50,000–\$75,000
Four Seasonal Merchandise Campaigns	\$80,000+ (\$20,000 ea)
Film Office Handbooks + Production Materials	\$15,000–\$25,000
<b>TOTAL ESTIMATED PRIVATE-SECTOR VALUE</b>	<b>\$730,000–\$905,000+</b>

**THIS IS NOT A SINGLE-SERVICE ENGAGEMENT. IT IS EXECUTIVE-LEVEL LEADERSHIP, PROGRAM DEVELOPMENT, OPERATIONAL SUPPORT, CAMPAIGN CREATION, STAFF SUPPORT & RELATIONSHIP GROWTH BUNDLED INTO ONE INITIATIVE.**