
IMPROVEMENTS & ACTIVITIES FUNDED BY ASSESSMENTS FY 2023-2024



IMPROVEMENTS & ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$110,200 for FY 2023-2024:

AMBASSADOR PROGRAM

(30% OF FY 2023-2024 ASSESSMENT FEES)

\$ 33,060

DISTRICT MANAGEMENT

(20% OF FY 2023-2024 ASSESSMENT FEES)

\$ 22,040

ENHANCED MAINTENANCE

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

HOLIDAY BEAUTIFICATION

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

MARKETING & EVENTS

(15% OF FY 2023-2024 ASSESSMENT FEES)

\$ 16,530

CRM SOFTWARE (STAFF)

(5% OF FY 2023-2024 ASSESSMENT FEES)

\$ 5,510

TOTAL ASSESSMENT FEES

\$ 110,200

Further information about the allocation of funds follows on Page 21 through Page 23.

AMBASSADOR PROGRAM

The primary purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in the Downtown District during peak season, holidays and special events. The program's overarching goal is to create an environment where all visitors can enjoy their time in HB Downtown.

The Ambassador program, funded in part by HB Downtown, HBDBID Assessments and Visit Huntington Beach, has proven to be a valuable asset to the Downtown District. The Ambassadors have been actively involved in various activities, including:

- **Regular Patrolling** - The Ambassadors patrol the Downtown District, maintaining a visible presence and establishing rapport with individuals in the community.
- **Observation & Reporting** - The Ambassadors observe and report any potential safety concern, disturbances, or other incidents in the area.
- **Collaboration with HBPD** - The Ambassadors worked closely with the HBPD Downtown Detail to address safety-related matters effectively.
- **Assistance & Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions and services.

The Ambassadors' commitment to safety, community engagement, and collaboration with HBPD has made a positive impact on the Downtown District.

ENHANCED MAINTENANCE

The Downtown District takes centerstage for both locals and visitors, especially during peak seasons and major events. To uphold the area's appearance, HB Downtown takes proactive measures to ensure a clean and welcoming destination. Additional trash pickup and extra porters are arranged during peak seasons and major events like the 4th of July, US Open of Surfing, and Pacific Airshow. It is important to provide a positive and memorable experience for all attendees, reinforcing the Downtown District's reputation as a vibrant and welcoming destination.



DISTRICT MANAGEMENT

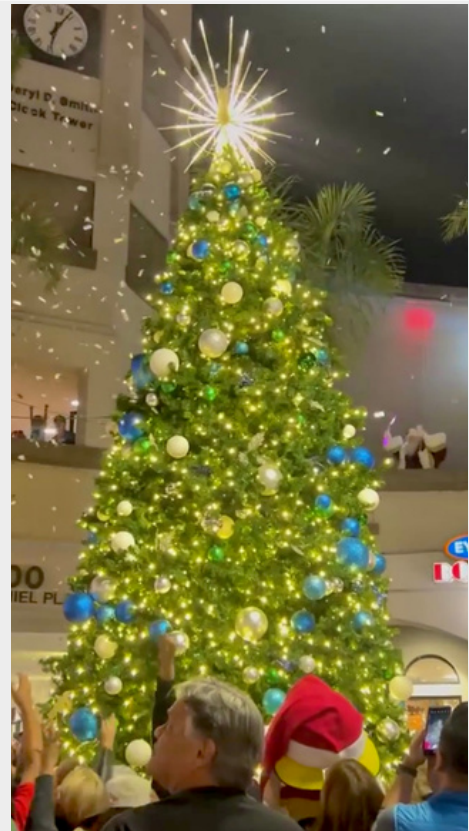
The Executive Director plays a pivotal role in managing the administration, finances, and day-to-day operations of the Downtown District, all under the guidance of the elected Board of Directors.

The responsibilities include:

- Active and effective communication with HB Downtown Stakeholders through various communication and outreach initiatives, including newsletters and stakeholder meetings.
- Serving as a liaison for the City of Huntington Beach on programs and partnerships, including the Maintenance Contract and Ambassador Program.
- Oversight of the general administration of the HB Downtown office, including staff supervision.
- Development and execution of an integrated marketing strategy to enhance awareness of the Downtown District across a range of marketing channels.
- Management of various events that contribute to community engagement and activity within the Downtown District.
- Active involvement in the Huntington Beach community by serving on the board of the HB Chamber, Surfing Walk of Fame Executive Committee, and recently graduating from the Robert Mayer Leadership Academy Class of 2023.

HOLIDAY BEAUTICATION

The Downtown District was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The true star of the show was the decorated tree on the 2nd Block of Main Street, serving as the heart of the holiday magic and drawing the community and visitors together. For the first time, HB Downtown held the annual tree lighting event during Surf City Nights, which attracted a record crowd and set the stage for a joyous and unforgettable holiday season.



MARKETING & EVENTS

Marketing & Events have been instrumental in promoting and shaping the story of the Downtown District. Our strategic approach to marketing, which includes utilizing various communication channels and organizing community events, has allowed us to engage stakeholders effectively and establish a strong brand identity for HB Downtown. Assessment Fees are used for events (listed below), advertising and marketing programs, including website and email outreach.

An **Enhanced Website** now serves as a comprehensive and user-friendly platform, showcasing unique offerings, events, and relevant information. Ongoing improvement of the website to ensure that it remains a dynamic and informative platform.

Social Media is used to expand our reach and connect with a broader audience by establishing a strong social media presence with two active accounts: @hbdowntownusa and @hbdowntowneventsusa. Through engaging content and timely updates, there is a sense of community among our online followers, HB Downtown Business to strengthened our brand presence.

Community Events such as the HB4TH of July Block Party, Surf City Spooktacular, and Magic on Main Street have become highly anticipated annual gatherings. These events have not only increased exposure but have also created memorable experiences, engaged our community, and enhanced the HB Downtown brand.

CRM PROGRAM

in FY 2022-2023, The Huntington Beach City Council has recommended that HBDBID adopt a Customer Relationship Management (CRM) program. A CRM serves as a tool for the organization's stability and longevity, benefiting all stakeholders. The benefits of implementing a CRM include:

- Data centralization, encompassing contact information, communication history, and other pertinent details. This comprehensive view of customer data guarantees up-to-date information, enabling the organization to identify and address potential issues proactively before they escalate.
- Improved stakeholder relationships, facilitated by a central database that provides a better understanding of their needs and preferences, consequently enabling more personalized interactions.
- Efficient marketing campaigns, empowered by tailored marketing messages specifically targeted at distinct stakeholder groups, thus leading to heightened engagement.

