



August 29, 2023
Honorable Mayor and Councilmembers
City of Huntington Beach
2000 Main Street,
Huntington Beach, CA 92648

Re: Huntington Beach Tourism Business Improvement District Modification

Honorable Mayor and Councilmembers:

As the Huntington Beach Tourism Business Improvement District (HBTBID) Owners Association, Visit Huntington Beach (VHB) hereby requests modification of the HBTBID Management District Plan (Plan), pursuant to Streets and Highways Code §36635.

Specifically, we are requesting a modification of the current Plan to take effect on July 1, 2024. The desired modification to the Plan will have the effect of increasing the HBTBID assessment rate, allowing VHB to remain competitive in promoting Huntington Beach as a visitor destination. The modification is also projected to result in increased visitor spending, which would increase Transient Occupancy Tax (TOT) and sales tax revenue for the City. In the current Plan, the HBTBID assessment rate is currently set at four percent (4%) of gross short-term room rental revenue. We request modifying the Plan to set the HBTBID assessment rate at six percent (6%) of gross short-term room rental revenue. In addition, we have worked with City Staff to make minor modifications to the Plan and will send you a marked-up copy.

We ask that you consider a resolution of intention on this item at your April 16, 2024 meeting. If you have any questions regarding the HBTBID or the requested modification, please contact me at 714.969.3492, x205.

Thank you,

Kelly Miller
President & CEO at Visit Huntington Beach