



**Huntington Beach
Downtown Business
Improvement District (BID)
Renewal
FY 2022-2023**

Public Hearing
October 4, 2022

Background

- HB Downtown Business Improvement District (“District”) - established by the City in 2004
- Purpose to fund activities/improvements, above the City’s baseline, to benefit and support businesses within the boundary
- Per CA Parking & Business Improvement Area Law of 1989, District must prepare an Annual Report & Budget for Council approval
- Council must also approve the levy of the assessment for the upcoming fiscal year



Huntington Beach Downtown
Business Improvement District

FY 2022-2023
Annual Report



The District

- Comprised of approx. 255 businesses
- Assessments range from \$80 - \$1,440
- Businesses are assessed based on size, location, and business type
- Boundary has two benefit zones
- Total assessments equal approximately \$107,000
- City collects assessments annually with business license renewal
- Council appoints an Advisory Board to recommend funding needs



HBDBID

- In 2008, City Council appointed HBDBID as the District's Advisory Board
- Private, 501(c)(6) business-based organization
- Focused on creating a thriving downtown by providing marketing, safety, maintenance, beautification and member engagement
- Comprised of a volunteer Board of Directors and staff



Annual Renewal Process

- Sept. 6th – Council adopted Resolution of Intention to Levy Annual Assessment
- Sept. 9th - City mailed all BID members public hearing information
 - Annual Report and proposed assessment details
 - Protest form and FAQ about the renewal process
- Sept. 15th – Public hearing notice published in HB Wave



FY 21-22 Accomplishments

- New operator of Surf City Artisan Fair and continued operator of Surf City Nights
- Launch of new events and return of popular events, including marketing
- Partnership with HBPD and VHB on Ambassadors Program
- Management of Maintenance Agreement
- Hosted stakeholder events focused on marketing, events, and safety
- Continued biweekly of “Downtown Business Briefings” to discuss downtown-related issues



FY 2022-2023 Activities

- Continue existing downtown events, including Surf City Artisan Fair and Surf City Nights
- Additional cleaning and enhanced security during special events and peak-season
- Increase marketing and promotion using website, newsletter, and social media



Proposed Budget

INCOME	
Surf City Artisan Fair	\$310,000
City of HB--Maintenance	\$198,396
Surf City Nights	\$182,400
BID Member Assessments	\$107,000
Other Events	\$25,000
TOTAL INCOME	\$822,796

Proposed Expenses

EXPENSES	
Surf City Artisan Fair	\$235,776
Maintenance & Cleaning	\$225,647
Staff Support	\$130,800
Surf City Nights	\$42,056
Marketing and Other Events	\$55,883
Ambassador Program	\$56,200
Administration/Misc.	\$76,434
TOTAL EXPENSES	\$822,796

Assessment Breakdown

INCOME	
Ambassadors Program	\$32,100
District Management (ED)	\$26,750
Marketing and Events	\$21,400
Holiday Beautification	\$16,050
Cleaning	\$10,700
TOTAL EXPENSES	\$107,000

Public Hearing

- State law requires an annual protest hearing to receive and consider any protests against the assessment for FY 22-23
- Only protests by affected business owners can be considered
- If protests received total 50% or more of the assessment value, no further proceedings to continue the District can be considered for one year
- If lack of majority protest exists, Council can renew assessment for the upcoming year



FY 22/23 Protest Form

HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ASSESSMENT

NOTE: The person submitting this protest must be the owner of the business referenced below.

Please complete and submit this form to the Clerk of the Council prior to the public hearing scheduled for **October 4, 2022.**

The Public Hearing will be held on Tuesday, October 4, 2022 at 6:00 p.m. Meeting log/in information will be posted on the agenda available at www.huntingtonbeachca.gov/government/agendas.

Written comments for or against the benefit assessments can be mailed to the City Clerk, 2000 Main St., Huntington Beach, CA 92648, emailed to robert.ramirez@surfcity-hb.org with the subject line: Downtown BID Assessment Protest 2022-2023, or can be submitted to the City Clerk before the public hearing.

I am protesting the assessment in its entirety.

I am protesting the following specific types of improvement or activities:

Business Name

Address

Owner / Designated Agent Name

Title

Signature

Date

Note:

1. If the individual signing is not the owner but rather the designated agent of corporation, partnership, limited partnership, limited liability company, etc. (collectively "entity"), then the name of the designated agent must be on file with the City's official records for the protest to count.
2. For additional information, please contact Robert Ramirez, Economic Development Project Manager, at robert.ramirez@surfcity-hb.org, or (714) 375-5186.

Thank you
Questions?

