

RESOLUTION NO. 2025-51

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
HUNTINGTON BEACH DECLARING THE CITY'S INTENTION TO LEVY AN
ANNUAL ASSESSMENT FOR FISCAL YEAR 2025-2026 WITHIN THE
HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the California Legislature, in adopting the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.) found that cities are authorized to levy assessments on businesses in order to promote economic revitalization and tourism, create jobs, attract new businesses and prevent erosion of business districts; and

The California Legislature found that cities are authorized to levy assessments on businesses which benefit from those improvements and activities; and

A sizeable majority of the downtown businesses within the City of Huntington Beach requested that the City Council commence proceedings under the Parking and Business Improvement Area Law of 1989 to establish a downtown business benefit area within the City of Huntington Beach and to levy assessments to promote business and tourist related activities; and

The District's Advisory Board has prepared and filed with the City Clerk an "Annual Report" and "Proposed Budget for Fiscal Year 2025-2026" (collectively, "Annual Report"); and

The City Council formed a business improvement area, known as the Huntington Beach Downtown Business Improvement District (the "District"), by the passage of Ordinance No. 3661 on September 7, 2004.

By this Resolution, the City is declaring its intent to levy an assessment for fiscal year 2025-2026 pursuant to the process detailed in Streets and Highways Code §36500, et seq.; and

NOW, THEREFORE, the City Council of the City of Huntington Beach does hereby resolve as follows:

SECTION 1. The recitals above are incorporated herein.

SECTION 2. There is no intention to change the boundaries or any benefit zone within the District.

SECTION 3. The City Council hereby approves the Annual Report filed by the Advisory Board in the City Clerk's office attached hereto as **Exhibit A** and incorporated herein by this reference, which includes a proposed budget for Fiscal Year 2025-2026, describing the improvements and activities to be provided.

SECTION 4. Council's intent is to levy and collect assessments within the District area for Fiscal Year 2025-2026 as per the map of the District area and the assessment schedule listed in **Exhibit B** attached hereto and incorporated herein by this reference.

SECTION 5. The type or types of improvements and activities proposed to be funded by the levy of assessments on businesses within the business improvement area are specified in **Exhibit C**, attached hereto and incorporated herein by this reference. Further, the improvements, if any, to be acquired for the proposed business improvement area are specified in **Exhibit C**.

SECTION 6. A public hearing shall be held before the City Council on October 7, 2025, at 6:00 p.m., or as soon thereafter as this matter may be heard, in the Council Chambers of the City Hall, 2000 Main Street, Huntington Beach, California, at which time the Council will hear all interested persons for or against levying of the assessment, and the furnishing of specified types of improvements or activities. Protests may be made orally or in writing; but, if written, shall be filed with the City Clerk at or before the time fixed for the hearing and contain sufficient documentation to verify business ownership and validate the particular protest. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. The City Council may waive any irregularity in the form or content of any written protest, and at the public hearing, may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing set forth above. If written protests are received by the owners of businesses within the District, which will pay 50% or more of the total assessments to be levied, no further proceedings to levy the proposed assessment shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activity within the District, those types of improvements or activities shall be eliminated.

SECTION 7. The City Clerk is hereby directed to provide notice of the public hearing by causing this resolution of intention to be published once in a newspaper of general circulation at least seven days before the public hearing.

SECTION 8. Further information regarding the proposed business improvement district may be obtained at the Huntington Beach City Hall, 2000 Main Street, Huntington Beach, California 92648; telephone (714) 536-5582; or from the Huntington Beach Downtown Business Improvement District, 315 3rd Street, Suite E, Huntington Beach, CA 92648, (714) 536-8300.

SECTION 9. The City Clerk shall mail a complete copy of this resolution of intention by first-class mail to each business owner in this area within seven days after the Council's adoption of this resolution.

SECTION 10. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach
at a regular meeting thereof held on the _____ day of _____, 2025.

Mayor

REVIEWED AND APPROVED:

INITIATED AND APPROVED:

City Manager



Director of Community Development

APPROVED AS TO FORM:



City Attorney

ATTEST:

City Clerk

Exhibit A: Annual Report



HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**ANNUAL REPORT
2025-2026**

WHAT IS A BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is an area where business owners collectively agree to pay assessments to fund improvements and activities that benefit the district. In partnership with the downtown business owners, the Huntington Beach City Council formed the Huntington Beach Downtown Business Improvement District in 2004. One goal of establishing the District was to strengthen and improve the visitor experience in Downtown Huntington Beach.

In 2008, City Council appointed a non-profit organization, the HB Downtown Business Improvement District (HB Downtown), to serve as the District's Advisory Board. The HB Downtown acts to administer and manage activities; funding outlined in the ordinance and resolutions establishing the District. HB Downtown consists of a volunteer Board of Directors and Management consultants to support the goals of providing communication, marketing, and coordination of the HB Downtown's activities.



ABOUT DOWNTOWN HUNTINGTON BEACH

*A shopping, dining and services
destination for locals and
tourists visiting Downtown
Huntington Beach*

ABOUT

The Huntington Beach Downtown Business Improvement District dba "Downtown Huntington Beach" is an independent nonprofit California corporation established under section 501(c)(6) of the Internal Revenue Code. First established in 2004, its purpose, shall be to improve the economic business environment of the Downtown Business District related to marketing, safety, maintenance, tourism, and special events.

Downtown Huntington Beach is the Advisory Board for the City of Huntington Beach established under City Ordinance 3661, City Ordinance 3797, and California State Code 36500 et seq. Its purpose shall be to: (1) promote economic revitalization and physical maintenance of the District in order to create jobs, attract new businesses and prevent erosion of the District; (2) create revenue to fund improvements and activities through which the District benefits from those improvements and activities; and (3) promote the District's recreational, cultural and other attractions as a tourist destination.

MISSION

To be the advocate for our coastal downtown community creating economic vitality through improvements and activities; and to establish the District as a shopping, dining and services destination for locals and tourists.



VISION

To be a sustainable catalyst for a thriving and livable downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun and environmentally conscious.

2024-2025

HIGHLIGHTS

Increased Ambassador services to all weekends.

Expanded Steam Cleaning and Porter Services to the entire BID Assessment area and Steam Cleaning occurring Monday and Thursday evenings at the suggestion of City Council.

Partnered with the City in sponsorship of the Independence Day Block Party and the Bike Valet program.

Created separate Assessment bank account for transparency.

Sent out Request for Proposals for: Maintenance, Ambassador, Security and Social Media and creating new contracts.

Reinstated Chili at the Beach and Surf City Day (Rocking Fig Vintage Tiki Day).

Transitioning to the City Fiscal Year of July to June to improve communication/transparency.

2025-2026

GOALS

Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach, leveraging available funding assistance from the Downtown Huntington Beach program.

Reestablish a new non-profit and create new By-laws, Articles of Incorporation, etc. to assist in the management of Downtown Huntington Beach.

Increase official social media accounts (e.g., Instagram, Facebook, LinkedIn, and/or TikTok) dedicated to Downtown Huntington Beach. Send out Monthly Newsletters to all members.

Work with the City of Huntington Beach, Visit Huntington Beach, and all groups to further the vision and goals of HB Downtown.

Establish a new Marketing Plan with input from the City.

MEMBER OVERVIEW



There are approximately 255 businesses in the District. Depending on the business type, square footage, and location, individual business assessments range from \$80 to \$1,404 per year. There is no recommendation to increase assessments or area this new year.

MEMBER ASSESSMENT CHART

Category	Benefit Zone 1	Benefit Zone 2
Retail		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
Restaurants		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
Hotels		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
Services/ Office		
1st Floor	\$281	\$160
Basement, 2nd Floor or Higher		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
Cart/ Kiosk	\$100	\$80
Banks/ ATM	\$600	\$400
Seasonal, 9 mos or less	\$500	\$300

Assessments excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors. Businesses and non-profit organizations outside the area may join with the approval of the BID Board by paying the equivalent fee annually. Non-profit organizations within the BID Assessment Zone can voluntarily participate by paying \$30.00 to Downtown Huntington Beach directly.

MAINTENANCE REVIEW

The City's Public Works department and Downtown Huntington Beach have an ongoing maintenance agreement. The initial Memorandum of Understanding (MOU) was established in 2013, with a total value of \$154,000.

The BID recently sent out a Request for Proposals to increase the steam cleaning and porter services area to include 6th Street commercial, 5th Street both sides, Pacific Coast Highway from to 1st Street and 3rd Street commercial. After reviewing the proposals, Malco was selected to continue the Maintenance Services contract. Based on discussion with the City Council, Malco is now steam cleaning the sidewalks on Monday and Thursday nights.

The costs associated with the maintenance contract have surpassed the originally stipulated amount in the MOU. To address these supplementary expenses, the Public Works department has formally requested additional funding and in addition, the BID has increased funding.

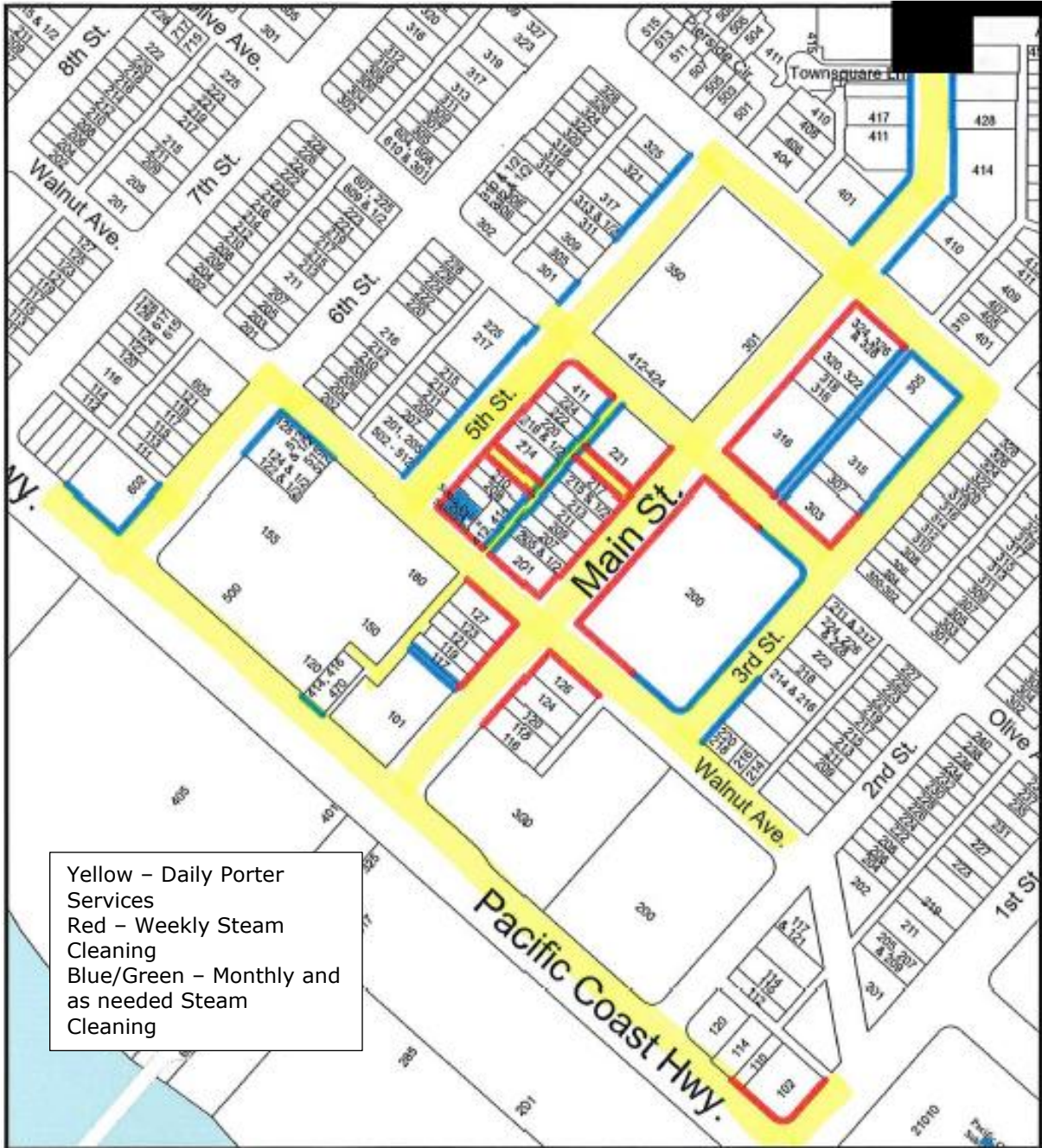
In the year 2022, a decision was reached to eliminate the administrative fee that was previously incorporated within the agreement. Instead, these funds were redirected to increase maintenance contract costs.

The funding of the enhanced maintenance from Downtown Huntington Beach has increased over the years from \$8,000 to \$44,000. The designates funds are earmarked for specific purposes related to enhanced maintenance. These funds can be utilized to bridge the gap between the actual maintenance expenses and the amount specified in the existing MOU.

Downtown Huntington Beach has also allocated additional funds specifically for the purpose of hiring additional maintenance porters within the Downtown during events such as the 4th of July, US Open of Surfing and the Pacific Air Show. This proactive measure is intended to enhance the overall upkeep and functionality of the district during these events.



MAINTENANCE SIDEWALK CLEANING MAP



DOWNTOWN HUNTINGTON BEACH WEEKLY EVENTS

SURF CITY NIGHTS

TUESDAY NIGHTS



Tuesday's Surf City Nights Certified Farmers' Market and Street Fair is a draw for locals and visitors to Main Street. The family friendly atmosphere is lively with curated vendors, local bands taking center stage, and the downtown businesses offering Surf City Nights Specials. This event offers a unique shopping experience with a wide array of fresh produce and goods. It also serves as a platform to engage with community partners and non-profits.

SURF CITY ARTSAN FAIR

FRIDAY, SELECT WEEKENDS



A recurring event crafted to highlight the exceptional handmade and designed talents of local and regional artisans.

Enriched by dynamic programming and community engagement, it embodies the Four Corners concept: Gathering, Giving, Creative, and Learning. These pillars foster an environment of inspiration, philanthropy, and knowledge-sharing.

Through art, music, non-profit initiatives, community groups, and educational experiences, the Surf City Artisan Fair creates a welcoming environment for all attendees.

DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS

SURF CITY SPOOKTACULAR

OCTOBER 29, 2024



Surf City Spooktacular is a beloved family and pet friendly community event. Downtown Huntington Beach provides candy to participating businesses. The community dresses up to enjoy trick-or-treating, engage with community partners, and participate in activities including the Main Street costume contest. Mayor Gracey Van der Mark, Mayor Pro Tem Pat Burns and Mike Ali were the judges for the costume contest. Next year there will be a pet costume contest at the community at the annual celebration.

MAGIC ON MAIN STREET

NOVEMBER 12, 2025



Magic on Main Street, is the annual tree lighting event, marking the beginning of the holiday festivities at Surf City Nights. Welcomed by Mayor Gracie Van Der Mark, Mayor Pro Tem Pat Burns, State Senator Janet Nguyen, the crowd gathered for an exciting countdown to light the Main Street Tree.

The holiday magic filled the air with lively music, unique vendors, and even a special appearance by Santa and his elves.

DOWNTOWN HUNTINGTON BEACH COMMUNITY EVENTS

MAIN STREET BLOCK PARTY

JULY 5, 2025



Downtown Huntington Beach is a proud sponsor of the Main Street Block Party on Saturday, July 5th. A tradition of Independence Day festivities, the event featured live music by the Ramsey Brothers Band and Redneck Rodeo.

The highlight of the Block Party was the Bike Parade that peddled off from Huntington Beach City Hall down Main Street to the City stage at PCH and Main Street. The spirit of Independence Day was displayed on the many bikes.

SURF CITY DAY

September 27, 2025



Locals and visitors come together to celebrate the culture of Surf City USA!

Events include:

- Huntington Surf & Sport Demo Day
- Rockin Fig Vintage Surf Festival
- Kowabunga Van Klan Bus Show

Whether you're a beach enthusiast or simply seeking a fun-filled day, Surf City Day offer something for everyone!

CHILI AT THE BEACH

August 23, 2025



The annual Chili at The Beach is on ready to heat up Main Street. Come taste over 20 chili contestants and vote for your favorite local vendors, and charity partners who work hard to make the annual event a community favorite. The event was not held last year.

IMPROVEMENTS AND ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$115,000 for FY 2025-2026 (a reduction of \$2,000 from 2024-2025):

AMBASSADOR PROGRAM

\$35,000.00

ENHANCED MAINTENANCE

\$21,000.00

HOLIDAY BEAUTIFICATION

\$25,800.00

MARKETING

\$10,000.00

COMMUNITY EVENTS

\$18,000.00

CRM

\$3,000.00

FINANCIAL SERVICES

\$2,200.00

PUBLIC IMPROVEMENT PROJECT

\$TBD

Further Information

About the allocation of funds, follows on Page 12 through Page 13.

ACTIVITIES AND IMPROVEMENTS

AMBASSADOR PROGRAM

The purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in Downtown on weekends, holidays and special events. The program's goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The Ambassadors communicate through WhatsApp. The WhatsApp is for all restaurant/bar managers and owners and bar security.

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

- **Regular Patrolling** - The Ambassadors patrol the Downtown, maintaining a visible presence and establishing rapport with individuals in the community.
- **Observation and Reporting** - The Ambassadors observe and report any potential safety concerns, 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 and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions.

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

ENHANCED MAINTENANCE

The Downtown District is a hub for both locals and visitors, especially during peak seasons and major events. Downtown Huntington Beach takes proactive measures to ensure cleanliness and a welcoming atmosphere. Funds are allocated for additional services during peak seasons and events, as well as to cover the difference between the City of Huntington Beach MOU and the current maintenance contract. Providing a positive and memorable experience for all attendees is essential and reinforces Downtown reputation as a vibrant and welcoming destination. This year, the enhanced maintenance has increased the area for steam cleaning and porter services seven days a week. The entire BID Assessment area now receives the services from Malco.

HOLIDAY BEAUTIFICATION

The Downtown was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The star of the show is 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. Next year the holiday decorations will be "beach-themed" and include 6th Street and the fourth block of Main Street.

ACTIVITIES AND IMPROVEMENTS

MARKETING

Marketing and 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 Downtown Huntington Beach. Assessment Fees are used for advertising and marketing programs, including website, social media and email outreach. A new Social Media Consultant will be retained for enhancing our marketing capabilities.

COMMUNITY EVENTS

Community Events such as the Independence Day 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 Downtown Huntington Beach brand. A new community event will be planned for the off-season to attract local residents to visit Downtown.

CRM

In FY 2022-2023, The Huntington Beach City Council recommended that BID 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 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.

FINANCIAL SERVICES

Monthly financial services by a third-party CPA, bank fees, and QuickBooks have streamlined our financial operations and enhanced transparency.

PUBLIC IMPROVEMENT PROJECT

Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach for the new fiscal year.

STATEMENT OF FINANCIAL POSITION

Huntington Beach Downtown Business Improvement District

Statement of Financial Position

As of May 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	202,381.16
1030 First Bank - MM	163,570.44
1040 First Bank - Maintenance	-11,683.67
1050 Assessment Checking Acct	0.00
Total Bank Accounts	\$354,267.93
Other Current Assets	
1330 Prepaid Rent	500.00
Advance to Assessments Account	47,000.00
Undeposited Funds	880.50
Total Other Current Assets	\$48,380.50
Total Current Assets	\$402,648.43
Fixed Assets	
1640 Machinery & Equipment	11,651.68
1660 Office Equipment	538.74
1670 Computers	2,931.66
1700 Accumulated Depreciation	-15,122.08
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$402,648.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-888.39
California Department of Tax and Fee Administration Payable	0.00
Total Other Current Liabilities	\$ -1,073.47
Total Current Liabilities	\$ -1,073.47
Long-Term Liabilities	
2400 Notes Payable - SBA EIDL	150,000.00
Total Long-Term Liabilities	\$150,000.00
Total Liabilities	\$148,926.53
Equity	
3100 Unrestricted Net Assets	184,878.28
Retained Earnings	-21,727.16
Net Revenue	90,570.78
Total Equity	\$253,721.90
TOTAL LIABILITIES AND EQUITY	\$402,648.43

PROFIT AND LOSS STATEMENT

Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

October 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
4050 BID Assessments	59,700.00	0.00	59,700.00	
4100 Chili at the Beach		0.00	0.00	
4200 Event Revenue	411,126.08	160,625.00	250,501.08	255.95 %
4300 Surf City Nights	-1,123.25		-1,123.25	
4350 Surf City Movie Nights		164,000.00	-164,000.00	
4400 Surf City Days		0.00	0.00	
4800 City of HB Maintenance	102,158.00	132,000.00	-29,842.00	77.39 %
Unapplied Cash Payment Revenue	0.00		0.00	
Total Revenue	\$571,860.83	\$456,625.00	\$115,235.83	125.24 %
Cost of Goods Sold				
5100 Rental & Setup	33,717.88	46,640.00	-12,922.12	72.29 %
5150 Parking	2,125.00	1,600.00	525.00	132.81 %
5200 Street Cleaning		0.00	0.00	
5250 Street Closure	32,900.00		32,900.00	
5300 Event Expenses	138.02	6,190.00	-6,051.98	2.23 %
5330 Entertainment		0.00	0.00	
5340 Event Permits	34,450.00	37,050.00	-2,600.00	92.98 %
5370 Outside Services	98,085.62	19,680.00	78,405.62	498.40 %
5380 Printing & Production	5,403.36	0.00	5,403.36	
Total 5300 Event Expenses	138,077.00	62,920.00	75,157.00	219.45 %
5600 Holiday Beautification		0.00	0.00	
5800 Maintenance	138,921.00	132,000.00	6,921.00	105.24 %
Total Cost of Goods Sold	\$345,740.88	\$243,160.00	\$102,580.88	142.19 %
GROSS PROFIT	\$226,119.95	\$213,465.00	\$12,654.95	105.93 %
Expenditures				
7010 Advertising & Marketing	1,969.38	6,900.00	-4,930.62	28.54 %
7050 Bank Charges & Fees	376.37	800.00	-423.63	47.05 %
7070 Consultants	74,140.36	179,931.50	-105,791.14	41.20 %
7100 Dues & subscriptions	2,245.72	1,600.00	645.72	140.36 %
7150 Insurance	952.00	2,150.00	-1,198.00	44.28 %
7160 Interest		8,000.00	-8,000.00	
7170 Legal & Accounting Services	3,710.00	7,550.00	-3,840.00	49.14 %
7190 Meeting & Training		2,250.00	-2,250.00	
7191 Election	161.63	0.00	161.63	
7210 Office Supplies	1,120.47	2,400.00	-1,279.53	46.69 %
7240 Payroll Expenses				
7241 Wages - Event Coordinator		0.00	0.00	
7242 Wages - Administrative Assistant		0.00	0.00	
Total 7240 Payroll Expenses		0.00	0.00	
7280 Postage	31.32		31.32	
7290 Rent & Lease	12,750.00	14,000.00	-1,250.00	91.07 %

Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

October 2024 - May 2025

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7300 Repairs & Maintenance	1,111.60	800.00	311.60	138.95 %
7310 Security	11,150.00		11,150.00	
7315 Ambassador Program	9,088.09	0.00	9,088.09	
Total 7310 Security	20,238.09	0.00	20,238.09	
7320 Taxes & Licenses	5,120.00	5,700.00	-580.00	89.82 %
7330 Telephone	1,848.80	1,600.00	248.80	115.55 %
QuickBooks Payments Fees	12,530.63	5,248.00	7,282.63	238.77 %
Total Expenditures	\$138,306.37	\$238,929.50	\$ -100,623.13	57.89 %
NET OPERATING REVENUE	\$87,813.58	\$ -25,464.50	\$113,278.08	-344.85 %
Other Revenue				
8000 Interest Earned	2,757.20		2,757.20	
Total Other Revenue	\$2,757.20	\$0.00	\$2,757.20	0.00%
NET OTHER REVENUE	\$2,757.20	\$0.00	\$2,757.20	0.00%
NET REVENUE	\$90,570.78	\$ -25,464.50	\$116,035.28	-355.67 %

A surplus of approximately \$4,000 to \$6,000 in BID assessments is anticipated to be carried over from the previous year.

2025-2026 BUDGET

INCOME:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,337.00	\$220,000.00
VHB Ambassador funding	\$3,333.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,300.00	\$3,367.00	\$3,300.00	\$3,400.00	\$3,500.00	\$40,000.00
Surf City Nights	\$20,000.00	\$30,000.00	\$35,000.00	\$15,000.00	\$20,000.00	\$21,000.00	\$24,000.00	\$29,000.00	\$27,000.00	\$27,000.00	\$27,000.00	\$25,000.00	\$300,000.00
Parking	\$300.00	\$250.00	\$250.00	\$250.00	\$250.00	\$300.00	\$400.00	\$420.00	\$400.00	\$360.00	\$440.00	\$450.00	\$4,070.00
Assessments													\$115,000.00
Surf City Days											\$10,000.00		\$10,000.00
Chili at the Beach												\$25,000.00	\$25,000.00
Surf City Artisan Fair	\$21,000.00	\$25,000.00	\$24,750.00	\$14,625.00	\$12,750.00	\$19,500.00	\$24,750.00	\$25,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$25,000.00	\$258,375.00
Monthly Totals	\$62,966.00	\$76,883.00	\$81,633.00	\$51,508.00	\$54,633.00	\$62,433.00	\$70,783.00	\$76,053.00	\$71,100.00	\$70,993.00	\$81,173.00	\$97,287.00	\$972,445.00
EXPENSE:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB Maintenance	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,333.00	\$18,337.00	\$220,000.00
Assessments(see budget)													\$115,000.00
Ambassadors Security	\$1,000.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$3,108.00	\$3,000.00	\$25,108.00
Additional Maintenance	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$38,400.00
Bank Charges	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$1,440.00
Dues & Subscriptions	\$500.00	\$250.00	\$500.00	\$250.00	\$200.00	\$500.00	\$250.00	\$500.00	\$200.00	\$350.00	\$275.00	\$600.00	\$4,375.00
Insurance	\$0.00	\$650.00	\$0.00	\$675.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$1,000.00	\$5,325.00
Accounting	\$475.00	\$1,200.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$475.00	\$6,425.00
Legal fees	\$800.00	\$800.00	\$400.00	\$400.00	\$400.00	\$300.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$4,000.00
License & Fees	\$300.00	\$250.00	\$350.00	\$250.00	\$350.00	\$250.00	\$350.00	\$250.00	\$350.00	\$350.00	\$350.00	\$300.00	\$3,700.00
Printing	\$200.00	\$300.00	\$200.00	\$300.00	\$350.00	\$250.00	\$350.00	\$250.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,400.00
Video/Graphic Designer	\$750.00	\$500.00	\$500.00	\$750.00	\$500.00	\$500.00	\$750.00	\$500.00	\$750.00	\$500.00	\$750.00	\$500.00	\$7,250.00
Board of Directors Election	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,100.00	\$2,100.00
Meeting/Training	\$1,500.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$800.00	\$0.00	\$0.00	\$3,800.00
Management Consultant	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$72,000.00
SCN Operator	\$4,000.00	\$6,000.00	\$7,000.00	\$3,000.00	\$4,000.00	\$4,200.00	\$4,800.00	\$5,800.00	\$5,400.00	\$5,400.00	\$5,400.00	\$5,000.00	\$60,000.00
Social Media Company	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$1,900.00	\$22,800.00
Admin	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$3,200.00	\$38,400.00
SCAF Operator	\$5,520.00	\$5,820.00	\$6,795.00	\$3,967.00	\$3,405.00	\$5,490.00	\$5,280.00	\$6,770.00	\$5,740.00	\$5,740.00	\$5,440.00	\$6,770.00	\$66,737.00
Office Supplies	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$3,600.00
Repairs/Maintenance	\$300.00	\$200.00	\$200.00	\$100.00	\$100.00	\$100.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$100.00	\$2,100.00
Rent & Storage	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$6,650.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$1,050.00	\$18,200.00
Telephone/Internet	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$350.00	\$200.00	\$3,300.00
Equipment Expense	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,250.00
EIDL Repayment	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$1,550.00	\$18,600.00
BID EVENTS	\$52,098.00	\$52,223.00	\$52,823.00	\$47,170.00	\$46,383.00	\$55,418.00	\$55,008.00	\$54,598.00	\$55,218.00	\$53,968.00	\$52,601.00	\$56,002.00	\$748,510.00
SCN Set up (Malco)	\$3,030.00	\$3,030.00	\$4,000.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$3,030.00	\$37,330.00
SCN Set up (HB)	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$2,800.00	\$33,600.00
Parking	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$5,000.00
Market taxes	\$2,100.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$975.00	\$0.00	\$0.00	\$1,900.00	\$0.00	\$0.00	\$5,975.00
SCN Marketing	\$1,000.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$4,850.00
SCN QuickBooks	\$640.00	\$960.00	\$1,120.00	\$480.00	\$640.00	\$672.00	\$768.00	\$928.00	\$864.00	\$864.00	\$852.00	\$800.00	\$9,588.00
	\$10,570.00	\$7,140.00	\$8,270.00	\$8,660.00	\$6,820.00	\$6,852.00	\$8,923.00	\$7,108.00	\$8,044.00	\$8,944.00	\$8,032.00	\$6,980.00	\$96,343.00
SCAF Facility Fee	\$5,200.00	\$5,200.00	\$5,850.00	\$3,900.00	\$3,290.00	\$5,200.00	\$5,850.00	\$4,550.00	\$3,900.00	\$3,900.00	\$3,900.00	\$4,550.00	\$55,290.00
SCAF Security/setup	\$2,800.00	\$2,800.00	\$3,150.00	\$2,100.00	\$1,750.00	\$2,800.00	\$3,150.00	\$2,450.00	\$2,100.00	\$2,100.00	\$1,400.00	\$2,450.00	\$29,050.00
SCAF Marketing/Entertainment	\$1,000.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$4,850.00
SCAF Logistics	\$720.00	\$975.00	\$800.00	\$750.00	\$600.00	\$675.00	\$1,450.00	\$875.00	\$750.00	\$720.00	\$726.00	\$450.00	\$9,491.00
	\$9,720.00	\$9,325.00	\$10,150.00	\$7,100.00	\$5,990.00	\$9,025.00	\$10,800.00	\$8,225.00	\$7,100.00	\$7,070.00	\$6,376.00	\$7,800.00	\$98,681.00
Chili at the Beach												\$25,000.00	\$25,000.00
Surf City Days												\$10,000.00	\$10,000.00
MONTHLY TOTALS	\$72,388.00	\$68,688.00	\$71,243.00	\$62,930.00	\$59,193.00	\$71,295.00	\$74,731.00	\$69,931.00	\$70,362.00	\$69,982.00	\$67,009.00	\$105,782.00	\$978,534.00

THE ANNUAL ASSESSMENT PROCESS

The District's Advisory Board, Downtown Huntington Beach, is required to prepare an annual report to be submitted to the Huntington Beach City Clerk. The annual report contains a proposed work plan, a detailed budget for the upcoming year, a summary of accomplishments, and the following information:

- Proposed changes in the boundaries of the parking and business improvement areas or in any of the benefit zones within the area in FY 2025-2026 (no proposed changes)
- Improvements and activities to be provided for FY 2025-2026 (page 11)
- The estimate of the cost of providing improvements and the activities for FY 2025-2026 (page 11)
- Method and basis of levying the assessment for FY 2025-2026 (page 4 & 5, under BID Member Overview and Assessment Chart)
- Amount of any surplus or deficit revenues to be carried over from previous year (page 19)
- Amount of additional contributions to be made from sources other than assessments (page 17, under Budget)

The annual assessment process requires City actions, including two City Council meetings, where the City Council must adopt resolutions approving the assessment for the upcoming year.

1st City Council Meeting (Tuesday, September 2, 2025)

- Presentation of the FY 2025-2026 Annual Report and proposed budget and action by Council on a Resolution of Intention to levy assessments

Public Notice

- Publish Resolution of Intention to Levy an Annual Assessment in a newspaper (at least 7 days prior to the public hearing)

2nd City Council Meeting (Tuesday, October 7, 2025)

- Public hearing on the annual assessment and to receive protests against levy of assessments and Council action confirming the levy of assessments

At or before the public hearing, all members of the District and public are welcome to protest the annual assessment. Each protest vote is weighted based on the amount of the assessment paid by the business. If the City receives written protests totaling 50% or more of the total assessment, the assessment will not be levied for that year. Even if there is not an assessment for a particular year, the Downtown BID remains, and the annual process to levy the assessment will start over in the next year.

PUBLIC HEARING PROCESS

How can I provide Public Hearing Comments For or Against the Assessment?

At the annual public hearing, all members of the District and the public are welcome to speak to the City Council regarding the annual assessment. A protest against the levy assessment may be:

- made orally or in writing
- made at the public hearing; however, in order to count in calculating whether businesses paying 50% or more of the proposed assessments are against the assessment, a protest must be in writing and received before the public hearing

Each written protest must be received by the City Clerk no later than the public hearing.

Written protest against the benefit assessments to be levied may be:

- mailed to the City Clerk of the City of Huntington Beach at 2000 Main Street, Huntington Beach, California 92648
- emailed to **juan.esquivel@surfcity-hb.org** (**Assistant City Clerk**) with the subject line: Downtown BID Assessment Protest submitted to the City Clerk before the public hearing

Each written protest must be filed by an owner of a business located within the District and signed by the person shown on the official records of the City as being the owner or designated agent of that business. For purposes of District protests, the “official records” of the City are the City business license database. If the person signing the protest is not shown on the official records of the City of Huntington Beach as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the “designated agent” for the corporation or entity. A written protest may be withdrawn from record at any time before the conclusion of the public hearing.

If there are a large number of written protests submitted on a timely basis, the City Council has the option to close the public hearing and then continue the matter to its next regularly scheduled meeting to allow for a thorough counting of the submitted written protests. If written protests have been timely submitted by the owners of the businesses within the District that will pay fifty percent (50%) or more of the total assessments of the entire District, then no further proceedings to levy the assessments shall occur for the FY 2024-2025 year and any new proceedings to levy assessments shall not be undertaken again for a period of at least one (1) year from the date of the finding of the 50% or more written protest by the City Council. If the 50% or more written protest is only as to an improvement or activity proposed in the annual report, then that type of improvement or activity shall not be included in the upcoming year.



BOARD OF DIRECTORS AND COMMITTEES

EXECUTIVE COMMITTEE

President: Moe Kanoudi, Main Street Eyeware

Treasurer: Kari Ivey, Second Floor

Secretary: Darrick Hearn, Sandy's Beach Shack

BOARD OF DIRECTORS

Bob Bolen, Huntington Beach Realty

Nicole Llido, Visit Huntington Beach

Peter "PT" Townend, International Surfing Museum

Susie Smith, Makin Waves Salon

2024-2025 COMMITTEES

Ad-Hoc Bylaws Committee:

- Nicole Llido, Darrick Hearn

Finance & Governance Committee:

- Moe Kanoudi, Kari Ivey, Darrick Hearn

Marketing Committee:

- Chair PT Townend

Nominating Committee: Susie Smith,

- Stephanie Wilson, Nate Bernal

Ad-Hoc Surf City Nights/Artisan Fair

- Committee: Moe Kanoudi, Kari Ivey,
- Darrick Hearn

For additional information and comments, please contact:

HB Downtown at (714)-536-8300

Email: info@hbdowntown.com

Website: www.HBDowntown.com



Exhibit B: Map of the District, Assessment Schedule, and Businesses to be Assessed

DISTRICT BOUNDARY MAP FY 2025-2026



ASSESSMENT FORMULA

Category	Benefit Zone 1	Benefit Zone 2
Retail		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
Restaurants		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
Hotels		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
Services/ Office		
1st Floor	\$281	\$160
Basement, 2nd Floor or Higher		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
Cart/ Kiosk	\$100	\$80
Banks/ ATM	\$600	\$400
Seasonal, 9 mos or less	\$500	\$300

BUSINESSES TO BE ASSESSED FY 2025 - 2026

1 LOOK VINTAGE
1 OZ COFFEE
221 N MAIN STREET BEACH PROPERTIES LLC
25 DEGREES
2ND FLOOR FAD
602 COFFEE HOUSE
7 1 4 Brew LLC
7-ELEVEN STORE #2172-34653A
A & S ACCOUNTING SOLUTIONS INC
AAA POSTMART LLC
ADVENTURE RENTALS LLC
ALOHA GRILL
ALUMA MEDICAL AESTHETICS
AMAZONIA BOWL
AMBIT CONSULTING LLC
AMERICAN VINTAGE
ANDE'S PERUVIAN ARTS AND CRAFTS (CT)
ANDE'S PERUVIAN ARTS AND CRAFTS (CT)
ANGRY AL
ARIA HOOKAH LOUNGE
ATM GLOBAL INCORPORATED
B J'S RESTAURANT & BREWHOUSE ATTN: LICENSING
B L K EARTH SEA SPIRITS
BANZAI BOWLS

BARE BUNNY AESTHETICS
BASKIN ROBBINS #362100
BEACH ISLAND
BEAUTIFIED BY BEEZ
BEAUTY BOX
BEAUTY BUNGALOWS BY PORCELAIN
BERKSHIRE HATHAWAY HOMESERVICES CA PROPERTIES
BLACKRIDGE & CO
BLUE CHAIR ACCOUNTING
BOBASAUR
BOGGELN & COMPANY CPA
BONDI BOWLS
BREEZA
BREWSTER'S ICE
BRIGHTWATERS WINE BAR LLC
BROAD STREET OYSTER COMPANY SURF CITY
BRUNO'S BAR & GRILLE LLC
BURT'S BURGERS
Business Name
C NEW LAND DESIGN CENTER
CA ACCESSORIES LLC
CA ACCESSORIES LLC
CA ACCESSORIES LLC
CALI SHORE STORE
CALIFORNIA CLOTHING
CALIFORNIA CURATED
CAPITAL INVESTMENT NETWORK INC
CENTER FOR ORAL HEALTH
CHARLIE'S GYROS

COACH'S DELI
COACH'S MEDITERRANEAN GRILL
COASTAL SKIN REVIVE
COASTLINE REAL ESTATE INVESTMENTS LLC
COLDSTONE CREAMERY
COMPASS
CONTINENTAL 1 HOUR CLEANERS
CORREA & ASSOCIATES
CRUISERS PIZZA BAR GRILL
CUCINA ALESSA HB
CVS/PHARMACY #819
D3O
DAIRY QUEEN
DARE ME BIKINI
DEL MAR GLAM
DENTAL URGENT CARE
DIANE'S BIKINIS
DING DR SURFBOARD AND BIKE RENTALS
DIRTY DOG WASH
DUKE'S
DWIGHT'S BEACH CONCESSION
EARTHS ELEMENTS
EL DON LIQUOR
EUROPA NAIL STUDIO
EXCELL LUXE LAB
F H A REVIEW
F45 DOWNTOWN HB
FLIP EFFECTIVE
FOUR SONS BREWING

FRED'S MEXICAN CAFE
FREIGHTSAVER.COM
GALITZEN PROPERTIES
GRUPO GALLEGOS
G'S BOATHOUSE
H M R ARCHITECTS
HANDEL'S HUNTINGTON BEACH
HAPPY BODY WELLNESS
HB STRENGTH CO
HB SUPERSTORE
HEADLINER
HEADSPA HB
HORN HOLISTIC HEALTH
HOT SPOT PIZZA
HQ GASTROPUB
HUNTINGTON BEACH BEER COMPANY
HUNTINGTON BEACH EASY RIDER, DANK CLOTHING
HUNTINGTON BEACH REALTY
HUNTINGTON SURF & SPORT
HUNTINGTON SURF AND SPORT
HURRICANES BAR & GRILL
IMAGINCY
INFINITYU
INIS THE ENERGY OF THE SEA
INNOCEAN WORLDWIDE AMERICAS
INNOCEAN WORLDWIDE AMERICAS LLC
INVESTMENT BUILDERS LLC
IPA 1031 GROUP LLC

IRON FOUNDATION J&W / WARRIOR MAKERS / THE X GENE
/ALPHARISE
J & J COASTAL LENDING
JACK'S BEACH CONCESSION
JACK'S SURFBOARDS
JAN'S HEALTH BAR
JAX BICYCLE CENTER
JAY BIRD'S
JOLIE & THE BELLE
JPG Inc. dba Oak Leaf Productions
KELSEY SHAYE HAIR LLC
KILLARNEY'S
KITE CONNECTION C/O DAVE SHENKMAN
KOA HEALTH
KOKOMOS SURF SIDE
KUO JESSICA
LA MOME SPA
LAURENS WELLNESS
LE HOTEL LLC
LOCAL MOTION INC
LONGBOARD RESTAURANT & PUB
LUCY'S TAILORING & ALTERATIONS
LUNA UNITED
M E HELME HOUSE FURNISHING CO
MAHKIN THAI & SUSHI
MAILBOX STATION
MAIN ST BARBERS
MAIN ST LIQUOR MARKET
MAIN STREET CLEANERS

MAIN STREET HAIR COMPANY
MAIN STREET OPTICAL & BOUTIQUE
MAIN STREET WINE COMPANY
MAKIN WAVES SALON
MAMA ON MAIN
MANGIAMO GELATO
MILK AND HONEY HB
MISFIT STUDIO
MODEL CITIZEN
MODERN PARKING INC
MONTGOMERY JEWELERS
MR. MARCUS TATTOO
MYSTIC BOX LLC
NEIRA DESIGNS & FIX-IT ETC
NESTOR SOLUTIONS LLC
NO KA OI
NORTH SHORE POKE CO
OC BARBERS PARLOR LLC
OC SKIN & SUGAR
ODDBYTES LLC
PACIFIC COAST ARCHITECTS
PACIFIC RIM TAX & ACCOUNTING
PACIFIC SOTHEBY'S INTERNATIONAL REALTY
PALADIN LEGAL DEFENDERS
PARKING CONCEPTS INC
PERQS NIGHTCLUB & SPORTSBAR
PETE'S MEXICAN FOOD
PHO BULOUS
PHOTO HOUSE INC

PIERSIDE COMMISSARY
POKI ON THE PIER
POLY CONSULTING INC
PORCELAIN HAIR STUDIO / PORCELAIN HAIR EXTENSIONS
POSITIVE THOUGHT BRAND (CT4)
PREMIER CUSTOMS BROKERS INC
PRESTINEHB
PRIMECUT TAQUERIA INC
PURE BLISS MAIN STREET DAY SPA
R M A INTERNATIONAL LANDSCAPE ARCHITECTURE & PLAN
REAL THAI FOOD
RED PERSIMMON NAILS & SPA
RENOWNED RECRUITMENT GROUP LLC
RIO MEDIA INC
RIP CURL SURF CENTER
RIPCORDER DIGITAL INC
ROBERT KOURY PROPERTIES
ROBINSON LEE
ROCKIN FIG SURF SHOP
ROCKY MOUNTAIN CHOCOLATE FACTORY
SAIL PROPERTIES INC
SAKAL SURFBOARDS
SALON RETRO
SALON SOLEIL
SALT HAIR LOUNGE
SAMPA'S PIZZA CAFE
SANCHO'S TACOS
SANDBAR COCINA Y TEQUILA
SANDY'S BEACH SHACK

SCHELIN ULDRICKS & CO
SEACLIFF SPA
SESSIONS WEST COAST DELI
SHABU ON FIRE
SHARKEEZ
SHOREBREAK HOTEL
SKIN AMENITIES
SMILES CAFE
SMKFLWR
SMOKERZ LAND 3 SMOKE SHOP
SOCK HARBOR
SOUTHNORTE BEER CO
SPEEDY CREDIT REPAIR INC
STARBUCKS COFFEE COMPANY #575
STEWARDSHIP WEALTH MANAGEMENT SOLUTIONS
STILL NOVEL
STUDENT LOAN RESOURCE GROUP
SUGAR CABANA
SUGAR SHACK CAFE
SUITE INSPIRATION
SUNGLASS HUT #F557
SUNWEST REALTY
SUR COFFEE
SURF CITY CHIROPRACTIC
SURF CITY FISH CO
SURF CITY MARKET
SURF CITY STORE
SURGICAL REPUBLIC
SUSHI ON FIRE

T K BURGERS
T R RANCH SERVICES LLC
TACOS LOS CHOLOS
TAI SOFTWARE
TEXT KEVIN ACCIDENT ATTORNEYS
THAI WAVE
THE BEAUTOX PLACE
THE BLOW DOWN LLC
THE CHEMISTRY LOUNGE SALON
THE FUNNEL HOUSE
THE HOUSE SALON
THE IRISHMAN
THE NEXT LEVEL
THE RIA PIZZERIA
THE SALTY B
THE UPS STORE 7820
TITAN'S PHO
TOP DOG BARKERY BATH & BOUTIQUE
TZONE
UNCLE FLUFFY
UNITED DEFENSE TACTICAL (CT5)
VITABLOOM LLC
WAHOO'S FISH TACO
WATERFRONT BEACH CABANA
WAVES
WEAVER CONSULTING GROUP LLC
WESTLAND BUSINESS SERVICES INC
WINDHORSE
WINDOW KING

ZACKS PIER PLAZA

ZACKS TOO

ZEPHYR BARBERSHOP

ZERO ZERO PIZZERIA

ZIGGYS ON MAIN

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

ZIMBABWE HB GIFTS & ACCESSORIES (CT)

Exhibit C: Improvements and Activities

IMPROVEMENTS AND ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$115,000 for FY 2025-2026 (a reduction of \$2,000 from 2024-2025):

AMBASSADOR PROGRAM

\$35,000.00

ENHANCED MAINTENANCE

\$21,000.00

HOLIDAY BEAUTIFICATION

\$25,800.00

MARKETING

\$10,000.00

COMMUNITY EVENTS

\$18,000.00

CRM

\$3,000.00

FINANCIAL SERVICES

\$2,200.00

PUBLIC IMPROVEMENT PROJECT

\$TBD

Further Information

About the allocation of funds, follows on Page 12 through Page 13.

2025-2026

ACTIVITIES AND IMPROVEMENTS

AMBASSADOR PROGRAM

The purpose of the Ambassador program is to establish a positive rapport and visible presence among business owners, patrons, and visitors in Downtown on weekends, holidays and special events. The program's goal is to create an environment where all visitors can enjoy their time in Downtown Huntington Beach. The Ambassadors communicate through WhatsApp. The WhatsApp is for all restaurant/bar managers and owners and bar security.

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

- **Regular Patrolling** - The Ambassadors patrol the Downtown, maintaining a visible presence and establishing rapport with individuals in the community.
- **Observation and Reporting** - The Ambassadors observe and report any potential safety concerns, 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 and Guidance** - The Ambassadors provide assistance and guidance to visitors, answering questions, provide directions and offer recommendations for local attractions.

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

ENHANCED MAINTENANCE

The Downtown District is a hub for both locals and visitors, especially during peak seasons and major events. Downtown Huntington Beach takes proactive measures to ensure cleanliness and a welcoming atmosphere. Funds are allocated for additional services during peak seasons and events, as well as to cover the difference between the City of Huntington Beach MOU and the current maintenance contract. Providing a positive and memorable experience for all attendees is essential and reinforces Downtown reputation as a vibrant and welcoming destination. This year, the enhanced maintenance has increased the area for steam cleaning and porter services seven days a week. The entire BID Assessment area now receives the services from Malco.

HOLIDAY BEAUTIFICATION

The Downtown was transformed during the holiday season with the addition of enchanting lighting and snowflakes above Main Street. The star of the show is 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. Next year the holiday decorations will be "beach-themed" and include 6th Street and the fourth block of Main Street.

2025-2026

ACTIVITIES AND IMPROVEMENTS

MARKETING

Marketing and 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 Downtown Huntington Beach. Assessment Fees are used for advertising and marketing programs, including website, social media and email outreach. A new Social Media Consultant will be retained for enhancing our marketing capabilities.

COMMUNITY EVENTS

Community Events such as the Independence Day 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 Downtown Huntington Beach brand. A new community event will be planned for the off-season to attract local residents to visit Downtown.

CRM

In FY 2022-2023, The Huntington Beach City Council recommended that BID 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 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.

FINANCIAL SERVICES

Monthly financial services by a third-party CPA, bank fees, and QuickBooks have streamlined our financial operations and enhanced transparency.

PUBLIC IMPROVEMENT PROJECT

Collaborate with the City Council to develop a Public Improvement Project in Downtown Huntington Beach for the new fiscal year.