



# HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT

**OCTOBER 1, 2019 - SEPTEMBER 30, 2020**

Since its beginning in 2004, the Huntington Beach Downtown Business Improvement District has played an integral role in the continued economic growth and vitality of downtown, with a significant focus on beautification, safety, and promotional events.

Our fiscal year is October 01 – September 30. It is a fiscal year with two stories: before the COVID-19 Pandemic and after. When the statewide Stay-At-Home Order was issued on March 19, 2020, our members either closed temporarily or drastically altered their business models. Businesses operating out of office spaces required their employees to work virtually from home. Some restaurants served customers through Take-Out and Delivery services. Retail shops focused on promotions through online sales. Some of our businesses were forced to close and wait for the order to be lifted.

Then, at the end of May, as restrictions were slowly being lifted, civic unrest that spread throughout the nation also came to Huntington Beach, delaying recovery just a little longer. By early July, COVID-19 cases were on the rise, and the Governor re-issued closures of specific businesses.

The HBDBID continues to work closely with downtown merchants and the City to support any temporary changes that will help stimulate our economy and promote services as they are available. We are also working hard behind the scenes to welcome Surf City Nights back to Main Street, following all important health-safety guidelines.

We are excited to be back in business as soon as possible, working within restrictions required for social distancing, and the safety and security of our community. The HBDBID Board of Directors continue to work behind the scenes with a focus on maintaining cleanliness and public safety while building a vision for the future.



# 2019 - 2020 HBDBID BOARD OF DIRECTORS

## EXECUTIVE BOARD:

<b>President:</b> DAVE SHENKMAN	The Kite Connection
<b>Vice President:</b> BRETT BARNES	Duke's Huntington Beach
<b>Secretary:</b> KELLY MILLER	Visit Huntington Beach
<b>Treasurer:</b> MIKE WILLIAMS	The Longboard Restaurant & Pub

## DIRECTORS:

<b>MIKE ALI</b>	Zack's Pier Plaza
<b>TONY DURAN</b>	EV Rideables
<b>KATE LEIGH</b>	A Street Partners: 5 <sup>th</sup> & PCH
<b>DANNY OTHMAN</b>	602 Café
<b>STUART GOLDBERG</b>	INNOCEAN

## STAFF:

<b>JOHN GILBERT</b>	HBDBID Executive Director (through June 2020)
<b>SARAH KRUER</b>	HBDBID Executive Director (beginning June 2020)
<b>JAIME STRONG</b>	Events and Social Media Manager
<b>JESSICA LABRENZ</b>	Administrative Assistant

*In December 2020, the HBDBID Board of Directors participated in a Strategic Planning Session and identified the following Vision, Mission, Values and Priorities Statements.*

## 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.

## MISSION

To be the advocate for our coastal downtown community creating economic vitality and THE premier entertainment destination.

## VALUES

<b>Communication</b>	(Education and Service)
<b>Representative</b>	(The advocate voice for all in our community) (Transparency,
<b>Integrity</b>	Honesty, and Respect)
<b>Strategic Results</b>	(Sustainable, ROI Focused, and Efficient)
<b>Passion</b>	(Positivity and Unified in Cause)

## ABOUT

The HBDBID is a private non-profit 501c6 business-based organization, which is an all-inclusive collaborative advocate for the entire growing downtown region.

We provide clearly defined value and benefits to our community and stakeholders.

- Provide Capital Services to Benefit Downtown conjunction with the City
  - Security
  - Cleanliness
- Provide Capital Resources to Benefit Downtown in partnership with the City
  - Signage
  - Beautification
- Annual Calendar of Events which draw Patrons Downtown
  - Surf City Nights
  - Surf City Days & He'e Nalu Aloha Pier Festival
  - Chili at the Beach
- Sponsor Civic Events Promoting Downtown
  - Halloween
  - Miracle on Main Street

### STRATEGIC OBJECTIVES (12-18 MONTHS)

- Financially Sustainable (Governances & Finance Committee SMART Plan)
  - Revenue Generation utilizing a Special Events Committee (Special Events Committee SMART Plan)
  - Recommend BID Zone changes
  - Review and recommend annual assessment fees
  - Revenue Generation using Governance / Finance Committee
- Improved Communication (Marketing & Communication SMART Plan)
  - Interactive Website
  - Accurate and Complete Database
  - Marketing Materials Schedule
  - Create a Marketing Task Force to plan and implement Communication plan
- Positive Reputation Management (Reputation Management Task Force SMART Plan)
  - Complete a researched based customer data report
  - Meet with City & VHB to finalize project and methodology
  - Conduct focus group with key Downtown Property Owners
  - Work with VHB to complete Destination Stewardship Tourism Masterplan
  - Survey Community regarding their attitude of the Downtown Experience

### STRATEGIC PRIORITIES (3 – 5 YEARS)

- Collaborate with the City, Visit HB, & Hotels to develop a larger encompassing district
- Develop the premier Entertainment Destination
- Reconstruct the Downtown Specific Plan
- Prepare a Capital Improvement Plan that will bolster Economic Generation

## HIGHLIGHTS 2019 - 2020

Typically, Huntington Beach Downtown enjoys a popular night life, with many restaurants open late and providing a wide selection of music and entertainment. With this, comes the added responsibility of ensuring that the late night experience is safe and welcoming for all visitors. An important focus in this conversation involves public education to reduce impaired driving related collisions in Huntington Beach.



**Before COVID-19**, HBDBID was working closely with **WAYMAKERS OC** and the **Safe HB Collective**, making way on multiple projects. These projects included, Responsible Beverage



Service (RBS) Training for all on-sale establishment staff, a Security Guard training for Huntington Beach Security Guards, a city wide Rideshare Campaign, and wrapping a Huntington Beach Police Department vehicle with "Choose Your Ride" messaging. **WAYMAKERS OC** spearheaded the effort in cooperation with partners including the HBDBID, HB Police, Every 15 Minutes, Mothers Against Drunk Driving (MADD) and the Alcoholic Beverage Control (ABC).

One of the critical elements of this campaign included public messaging on billboards and bus stops through LA and OC. This billboard example on PCH expected to have 183,391 impressions between March 16 – June 28.





Moving forward, as establishments start to open up, the HBDBID will continue to partner with **WAYMAKERS OC** on efforts for continued RBS Training and promoting Rideshare. The HBPD vehicle with "Choose Your Ride" messaging has recently been finished and we are excited for it to be able to be seen by the public.

The HBDBID looks forward to working with the **Safe HB Collective** and the downtown establishments to continually improve the nightlife experience by creating a safe and enjoyable environment.

## HIGHLIGHTS 2019 - 2020

Noteworthy to the economic health of Huntington Beach, two considerable projects have been underway in downtown.

Currently under construction, is an **expansion of Pierside Pavilion** on Pacific Coast Highway. This exciting four-story building provides an additional 30,000 square feet to accommodate high-end retail, a 2nd floor ocean front upscale restaurant and a rooftop terrace, plus two floors of premier office space.



**401 Main Street** is a brand new two-story building featuring 12,500 square feet of retail and creative office space, expecting to be ready for occupancy in June of 2020.



Huntington Beach Downtown continues to welcome exciting new businesses to our popular destination including a diverse selection of dining choices such as the TZone, Surf City Ale House, Wet Dog Tavern, Teresita's Mexican Restaurant, Charlie's Gyros, Ding Tea, Express Donuts and Jay Birds Nashville Hot Chicken.



We are also happy to welcome Surf City Skates, a wonderful addition to our active lifestyle community.



In late October 2019, we welcomed a new ownership of the retail, restaurant, and office space known as “5<sup>th</sup> & PCH.” Mobilite Management, Inc is continuing to make exterior improvements and is expected to attract new and relevant tenants to the destination. A revamping and redesign of one space on 5<sup>th</sup> & PCH proved to be the perfect place to headquarter the offices of Visit Huntington Beach. Exciting for us, A-Street Partners have been retained to continuing property management and bringing us a score of community events in the future.



## BID SIGNATURE EVENTS

### SURF CITY NIGHTS

**SURF CITY NIGHTS** is an extraordinary example of how the HBDBID has been able to raise funds to use for business development while bringing more people to the downtown destination.

**BEST OF HB**



This weekly Street Fair and Certified Farmers' Market is popular with both visitors and locals alike, and in 2019 was nominated for a BEST OF HB Chamber of Commerce award, showing how this event is recognized as one of the most-loved events in Huntington Beach. A core center of our community. Surf City Nights also provides booth space for city services, local non-profit groups, and an information booth to guide visitors and promote upcoming downtown events.

**SURF CITY NIGHTS** features over 90 unique vendors, stretching up the first three blocks of Main Street. Visitors enjoy live local entertainment on every corner. Fresh produce, flowers, breads, and sweet treats abound on the street, along with a variety of handcrafted and otherwise distinctive product provides hours of safe, memorable family fun on Main Street.

**After much research and consideration, the HBDBID rolled out a new layout in March, including repositioning vendors to drive more foot traffic to the side streets of Walnut and Olive, and allow for an even greater number of vendor spaces.** Responding to community health and safety concerns related to COVID-19, Surf City Nights closed on March 3<sup>rd</sup>. Both our merchants and community are looking forward to Surf City Nights returning to downtown in July.





## HALLOWEENFEST

For over two decades, Huntington Beach Downtown has been providing a **safe, fun, and memorable FREE family experience** on Halloween. In coordination with the management team at 5<sup>th</sup> & PCH, the HBDBID provides free attractions for hundreds of young trick-or-treaters including inflatables, bounce houses, games, and a reptile petting zoo.



It is important that HalloweenFest reinforces our brand as a **safe and welcoming place to be**. The number of families attending grows dramatically year after year. Families love visiting with our Police, Fire, Marine Safety and the crafts provided by our Park & Recreation staff. The annual Kids & Canine Costume Contest delights visitors of all ages.



Businesses engage with the community by handing out candy and coupons, if they like, to entice customers back to their stores. The HBDBID supplemented the candy supply by providing the businesses with over **73,400 pieces of candy!** **Without question, Huntington Beach downtown is the largest and safest community for trick-or-treaters.**



## MIRACLE ON MAIN STREET - TREE LIGHTING CEREMONY

This **Annual Tree Lighting Ceremony** has grown into a wonderful tradition for our local families. The holiday décor expenditure is a significant percent of the HBDBID budget, representing the commitment of the downtown businesses to our community. We are



place where families and friends gather to make memories and experience a sense of pride in their city. Holiday entertainment was provided by local dancers and musicians, mostly youth groups. Plus, the HBDBID invited the City's Park & Recreation Department and the HB Youth Shelter to participate. The HBDBID arranged for Santa Claus to visit the downtown district for **five consecutive weeks**, giving hundreds of families and friends the chance to visit and take **photos with Santa for no charge**, bringing more locals to downtown during the off-season.

Civic-focused events such as HALLOWEENFEST & MIRACLE ON MAIN ST. TREE LIGHTING represent two of the biggest events presented by HBDBID. These are one-hundred percent about "giving back to the community" in a way that we hope encourages substantial repeat visits to downtown from these visitors.

## SURF CITY DAYS & THE HE'E NALU ALOHA PIER FESTIVAL SEPTEMBER 2019



### Surf City Days 2019 was HUGE!

Surf City Days is a special weekend designed for locals, representing the active life-style of Huntington Beach.

Events include a locals-only surfing contest, CBVA Volleyball Tournament, HSS/Surflife Demo Days, HB Cult Old Skool Skate, and the popular Kowabunga Van Klan Vintage VW Bus Show. The 2019 weekend was extra special as we included two days of authentic South Pacific music and dancing, plus a Pier Plaza Vendor Fair.



## CHILI AT THE BEACH JUNE 2020 CANCELLED

Due to the Governor's Stay at Home order, the HBDBID canceled the annual Chili at the Beach event, scheduled for June 13, 2020. This event typically attracts over 1500 visitors and raises important funds for both the HBDBID and its partner, the Boys & Girls Clubs of Huntington Valley. We look forward to bringing this popular event back in June 2021.



## ADDITIONAL HIGH PROFILE DOWNTOWN EVENTS

October 2019 was a tremendous month for the businesses in downtown, hosting special events such as the Surf City Sundown, the VISSLA ISA World Junior Surf Championship and the Great Pacific Air Show. The HBDBID closed a portion of Main Street during the Air Show to accommodate locals with FREE bike valet.



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In February 2020, the 24<sup>th</sup> Annual Surf City Marathon attracted over 16,000 participants and their fans to Huntington Beach Downtown.



## MARKETING & ADVERTISING

HB Downtown & Surf City Nights  
March 16



128

23 Comments 62 Shares

With over **6300 subscribers**, the HBDBID employs Monthly Newsletters to stay connected with followers and provide downtown businesses with an opportunity to include their advertisements and promotions at no charge. In addition, we promote our downtown destination to over 10,500 FACEBOOK fans.

We actively follow our business members on social media, increasing their reach by sharing on our platforms.



Instagram: HBdowntownusa

Instagram: HBSurfcitynights

Facebook: HB Surf City Nights

Facebook: HB Downtown & Surf City Nights

YouTube: HBDBID



**TOURISM** is a key component to business opportunities in Huntington Beach Downtown. While the HBDBID focuses on creating a sense of community pride and possesses a deep appreciation and affection for our local shoppers and diners, we are equally in love with our visitors from out of town.

Prior to the COVID-19 pandemic, the Huntington Beach destination enjoyed high hotel occupancies and visitor traffic. However, the Stay-at-Home orders across the world have significantly impacted our visitor expectation for the remainder of the fiscal year. As restrictions lift, we know there is pent-up demand for travel, especially within the STAYCATION / NEARCATION market.

**Huntington Beach is positioned to be a top choice destination for the drive-in market who will be looking for coastal dining, shopping, and beach activities.**

## MAINTENANCE & BEAUTIFICATION

The HBDBID and City of Huntington Beach work together through a MOU currently authorizing more than \$160,000 annually for downtown cleaning and maintenance.

The HBDBID manages the contract with Malco Services, enabling us to respond quickly to issues effectively and efficiently. This maintenance partnership with the City is credited for providing a cleaner, more beautiful downtown district.



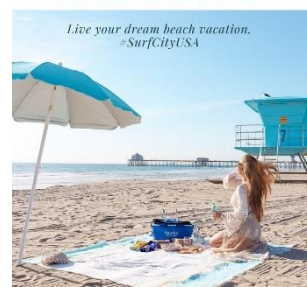
**POST COVID MARKETING:** As restrictions ease, Huntington Beach is the perfect choice to enjoy the best of Southern California. The HBDBID will work closely with Visit HB, hotels, and downtown businesses to attract and welcome Staycation locals and visitors.

**This attention to our cleanliness is critical to a positive experience for our visitors, and sense of pride for our residents.**

**Day Porters maintain cleanliness** in most downtown areas, except for private buildings that provide their own cleaning service. Porters are responsible for litter, trash removal, spot mopping of sidewalks, minor graffiti removal, dusting storefront sills and gum removal.

**Steam / Power Washing is a critical element in our maintenance program** which includes steam cleaning of sidewalks throughout the downtown district, **including alleys** and gutters, with service increased during the busy summer months.

**GET THE MOST OUT OF  
YOUR HUNTINGTON  
BEACH VACATION**



# SAFETY

Proudly, Huntington Beach continues to receive praise such as “Best Beach” (OC Register 2019) and “The Best Stops for a Road Trip on Pacific Coast Highway” (AFAR 2019) and among top 10 of the “Happiest US Cities” (WalletHub 2019). With this, **a sense of safety and security remains a most critical focus for the downtown destination.** By

working closely with law enforcement in their efforts to monitor and manage homelessness activity in downtown, we ensure the safety of our customers and give our businesses the opportunity to succeed.



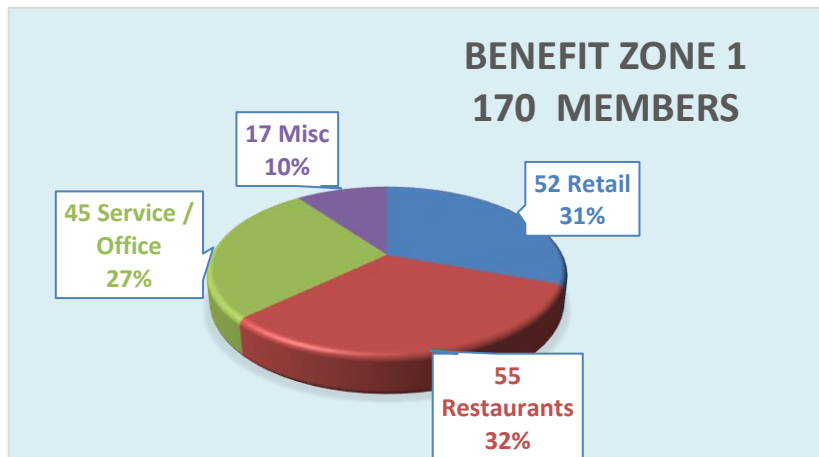
*Huntington Beach  
Downtown Business Improvement District  
Boundaries and Benefit Zones 1 & 2*

Throughout 2019-2020, the HBDBID **invested over \$100K annually** to maintain both a daytime security program and late night Ambassador program. The daytime team acts as “eyes and ears” on the street, to respond quickly and efficiently as a need arises, and providing an overall feeling of safety to all. The evening Ambassador program is designed to assist our businesses with ensuring the safety of our late-night patrons, and mitigate any possible alcohol-related security issues.

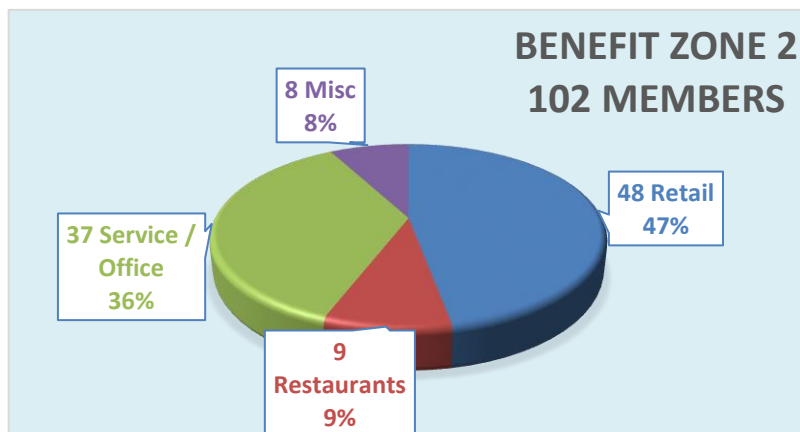
The HBDBID continues to advocate for appropriate police coverage and meets regularly to discuss ways the HBDBID can assist in improving safety.



## 2020 - 2021 BID ASSESSMENTS



There are currently a total of **272 businesses** operating in the **HB Downtown Business Improvement District**. 170 are located in Zone 1, and 102 are located in Zone 2. **Of the 272 businesses, Retail and Restaurant businesses represent 60% of the HBDBID membership and contribute over 82% of the dues.**



These visitor-serving businesses are important to our total membership, representing the heartbeat of the Downtown experience. Importantly, the destination is also a desirable choice for office locations and services, providing a well-balanced mix of businesses serving both tourists and locals.

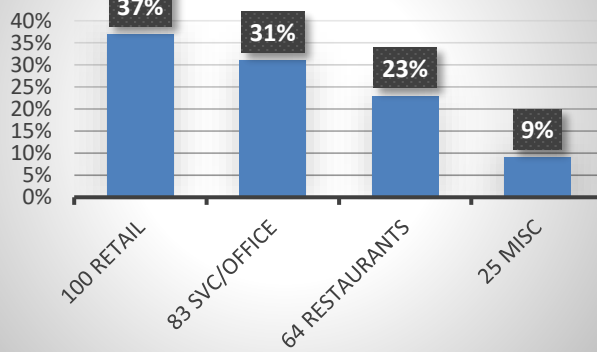
2020 - 2021

## HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FORMULA

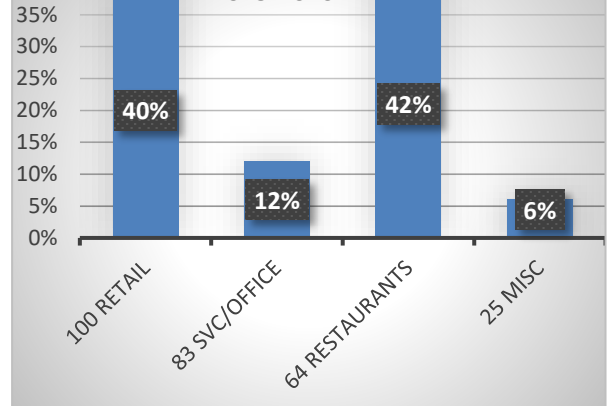
Category	OCT 01, 2020 - SEP 30, 2021	
	Benefit Zone 1	Benefit Zone 2
<b>Retail Businesses (includes Nail / Hair/ Skin Salons)</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 to 2,500 sq.ft.	\$702	\$400
2,501 to 4,999 sq. ft.	\$1,053	\$600
5,000 sq. ft. or more	\$1,404	\$800
<b>Restaurants</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 to 2,500 sq. ft.	\$702	\$400
2,501 to 4,999 sq. ft.	\$1,053	\$600
5,000 sq. ft. or more	\$1,404	\$900
<b>Hotels</b>		
20 rooms or less	\$468	\$400
21-50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
<b>Services / Office</b>		
First Floor	\$281	\$160
Basement, Second Floor or higher		
1,000 sq. ft. or less	\$120	\$90
1,001 to 2,500 sq. ft.	\$150	\$120
2,501 to 4,999 sq. ft.	\$300	\$150
5,000 sq. ft. or more	\$700	\$350
<b>Cart / Kiosk</b>		
	\$100	\$80
<b>Banks / ATM</b>		
	\$600	\$400
<b>Seasonal (open fewer than 9 months/year)</b>		
	\$500	\$300

- On APRIL 29, 2020, City Council voted to defer payment of required business license fees and BID assessments through September 30, 2020.
- There are no changes from the 2018-2019 Assessment Formula
- Assessments are paid annually, as a requirement to receive and/or renew a business license for organizations operating within the Business Improvement District.
- Assessment excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors.
- Business 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 to the HB Downtown BID directly.

**PERCENT OF BID MEMBERS BY CATEGORY  
2019-2020**



**% OF ASSESSMENT CONTRIBUTION  
2019-2020**



**2019-2020 ZONE ASSESSMENTS**

05-15-2020 MASTER BID LIST from City of HB

**CATEGORY**

	ZONE 1		ZONE 2		TOTALS	
CART/KIOSK	14	\$ 1,400.00			14	\$ 1,400.00
HOTELS	1	\$ 1,404.00	1	\$ 400.00	2	\$ 1,804.00
BANKS/ATM	2	\$ 1,200.00	1	\$ 400.00	3	\$ 1,600.00
	17	\$ 4,004.00	2	\$ 800.00	19	\$ 4,804.00
1ST FLOOR SVC/OFFICE	11	\$ 3,091.00	22	\$ 3,520.00	33	\$ 6,611.00
	11	\$ 3,091.00	22	\$ 3,520.00	33	\$ 6,611.00
1000 SQ FT OR LESS						
RETAIL	21	\$ 7,371.00	36	\$ 7,200.00	57	\$ 14,571.00
RESTAURANTS	12	\$ 4,212.00	3	\$ 600.00	15	\$ 4,812.00
SVC/OFFICE	30	\$ 3,600.00	14	\$ 1,260.00	44	\$ 4,860.00
	63	\$ 15,183.00	53	\$ 9,060.00	116	\$ 24,243.00
1001-2500 SQ FT						
RETAIL	21	\$ 14,742.00	10	\$ 4,000.00	31	\$ 18,742.00
RESTAURANTS	19	\$ 13,338.00	4	\$ 1,600.00	23	\$ 14,938.00
SVC/OFFICE			1	\$ 120.00	1	\$ 120.00
	40	\$ 28,080.00	15	\$ 5,720.00	55	\$ 33,800.00
2501-4999 SQ FT						
RETAIL	5	\$ 5,265.00			5	\$ 5,265.00
RESTAURANTS	18	\$ 18,954.00	1	\$ 600.00	19	\$ 19,554.00
SVC/OFFICE	3	\$ 900.00			3	\$ 900.00
	26	\$ 25,119.00	1	\$ 600.00	27	\$ 25,719.00
5000 SQ FT OR MORE						
RETAIL	5	\$ 7,020.00	2	\$ 1,600.00	7	\$ 8,620.00
RESTAURANTS	6	\$ 8,424.00	1	\$ 900.00	7	\$ 9,324.00
SVC/OFFICE	2	\$ 1,400.00			2	\$ 1,400.00
	13	\$ 16,844.00	3	\$ 2,500.00	16	\$ 19,344.00
SEASONAL			6	\$ 1,800.00	6	\$ 1,800.00
	0	\$ -	6	\$ 1,800.00	6	\$ 1,800.00
<b>TOTAL</b>	<b>170</b>	<b>\$ 92,321.00</b>	<b>102</b>	<b>\$ 24,000.00</b>	<b>272</b>	<b>\$ 116,321.00</b>
<b>SUB-CATEGORIES</b>						
MISCELLANEOUS	17	\$ 4,004.00	2	\$ 800.00	19	\$ 4,804.00
RETAIL	52	\$ 34,398.00	48	\$ 12,800.00	100	\$ 47,198.00
RESTAURANTS	55	\$ 44,928.00	9	\$ 3,700.00	64	\$ 48,628.00
SVC/OFFICE	46	\$ 8,991.00	37	\$ 4,900.00	83	\$ 13,891.00
SEASONAL	0	\$ -	6	\$ 1,800.00	6	\$ 1,800.00
<b>TOTAL</b>	<b>170</b>	<b>\$ 92,321.00</b>	<b>102</b>	<b>\$ 24,000.00</b>	<b>272</b>	<b>\$ 116,321.00</b>



# Huntington Beach Downtown Business Improvement District

## STATEMENT OF FINANCIAL POSITION

As of July 31, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	16,568.80
1030 First Bank - MM	130,712.12
1040 First Bank - Malco	15,143.16
<b>Total Bank Accounts</b>	<b>\$162,424.08</b>
Other Current Assets	
1330 Prepaid Rent	500.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$500.00</b>
<b>Total Current Assets</b>	<b>\$162,924.08</b>
Fixed Assets	
1640 Machinery & Equipment	11,651.68
1660 Office Equipment	538.74
1670 Computers	1,306.31
1700 Accumulated Depreciation	-11,236.13
<b>Total Fixed Assets</b>	<b>\$2,260.60</b>
<b>TOTAL ASSETS</b>	<b>\$165,184.68</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-853.29
<b>Total Other Current Liabilities</b>	<b>\$ -1,038.37</b>
<b>Total Current Liabilities</b>	<b>\$ -1,038.37</b>
<b>Total Liabilities</b>	<b>\$ -1,038.37</b>
Equity	
3100 Unrestricted Net Assets	250,255.82
Retained Earnings	0.00
Net Revenue	-84,032.77
<b>Total Equity</b>	<b>\$166,223.05</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$165,184.68</b>

**Huntington Beach Downtown Business Improvement District**  
**Budget vs. Actuals: Approved Budget 19/20 - FY20 P&L**  
**October 2019 - June 2020**

		Total		
	Actual YTD	Annual Budget	over Budget	% of Budget
<b>REVENUE</b>				
4050 BID Assessments	66,580.00	120,000.00	(53,420.00)	55.48%
4100 Chili at the Beach		30,000.00	(30,000.00)	0.00%
4300 Surf City Nights	142,492.00	315,000.00	(172,508.00)	45.24%
4400 Surf City Days	12,515.00	15,000.00	(2,485.00)	83.43%
4500 Miracle on Main	2,006.00		2,006.00	
4600 Destination Downtown	175.00		175.00	
4700 Airshow	1,360.00		1,360.00	
4800 City of HB Maintenance	146,389.00	162,000.00	(15,611.00)	90.36%
Unapplied Cash Payment Revenue	-		-	
<b>Total Revenue</b>	<b>371,517.00</b>	<b>642,000.00</b>	<b>(270,483.00)</b>	<b>57.87%</b>
<b>Cost of Goods Sold</b>				
5100 Rental & Setup	12,136.86	30,000.00	(17,863.14)	40.46%
5150 Parking	4,334.00	9,000.00	(4,666.00)	48.16%
5200 Street Cleaning	1,207.14	3,000.00	(1,792.86)	40.24%
5250 Street Closure	7,872.14	5,000.00	2,872.14	157.44%
5300 Event Expenses	4,976.29	40,000.00	(35,023.71)	12.44%
5330 Entertainment	6,927.94	-	6,927.94	
5380 Printing & Production	1,393.33	-	1,393.33	
<b>Total 5300 Event Expenses</b>	<b>13,297.56</b>	<b>40,000.00</b>	<b>(26,702.44)</b>	<b>33.24%</b>
5500 Miscellaneous	5,535.00	18,000.00	(12,465.00)	30.75%
5600 Holiday Beautification	17,948.46	25,000.00	(7,051.54)	71.79%
5800 Malco Maintenance	132,591.00	150,000.00	(17,409.00)	88.39%
<b>Total Cost of Goods Sold</b>	<b>194,922.16</b>	<b>280,000.00</b>	<b>(85,077.84)</b>	<b>69.62%</b>
<b>Gross Profit</b>	<b>176,594.84</b>	<b>362,000.00</b>	<b>(185,405.16)</b>	<b>48.78%</b>

Source: McGinty, Knudtson, & Associates, LLP | Certified Public Accountants July 06, 2020

EXPENDITURES CONTINUED ON NEXT PAGE

**Huntington Beach Downtown Business Improvement District**  
**Budget vs. Actuals: Approved 19/20 FY20 P&L**  
**October 2019 – June 2020**  
Continued from previous page

**EXPENDITURES**

7010 Advertising & Marketing	549.32	17,000.00	(16,450.68)	3.23%
7050 Bank Charges & Fees	366.34	600.00	(233.66)	61.06%
7070 Consultants	56,100.00	102,000.00	(45,900.00)	55.00%
7100 Dues & subscriptions	30.00	3,000.00	(2,970.00)	1.00%
7150 Insurance	2,336.47	7,400.00	(5,063.53)	31.57%
7155 Workers Comp Insurance	276.46	1,000.00	(723.54)	27.65%
<b>Total 7150 Insurance</b>	<b>2,612.93</b>	<b>8,400.00</b>	<b>(5,787.07)</b>	<b>31.11%</b>
7170 Legal & Accounting Services	4,155.00	7,000.00	(2,845.00)	59.36%
7190 Meeting & Training	6,317.87	2,000.00	4,317.87	315.89%
7191 Election	8.53	-	8.53	
7200 Miscellaneous Expense	541.62	-	541.62	
7210 Office Supplies	3,716.42	3,000.00	716.42	123.88%
7240 Payroll Expenses			-	
7241 Wages - Event Coordinator	37,514.15	62,000.00	(24,485.85)	60.51%
7242 Wages - Administrative Assistant	11,268.00	20,000.00	(8,732.00)	56.34%
7250 Payroll Taxes	4,380.78	7,000.00	(2,619.22)	62.58%
7255 Payroll Processing Fees	1,371.53	1,500.00	(128.47)	91.44%
<b>Total 7240 Payroll Expenses</b>	<b>54,534.46</b>	<b>90,500.00</b>	<b>(35,965.54)</b>	<b>60.26%</b>
7280 Postage	34.00	-	34.00	
7290 Rent & Lease	11,200.00	14,000.00	(2,800.00)	80.00%
7300 Repairs & Maintenance	16,268.00	500.00	15,768.00	3253.60%
7310 Security	61,903.91	128,000.00	(66,096.09)	48.36%
7315 Ambassador Program	15,000.00	48,000.00	(33,000.00)	31.25%
<b>Total 7310 Security</b>	<b>76,903.91</b>	<b>176,000.00</b>	<b>(99,096.09)</b>	<b>43.70%</b>
7320 Taxes & Licenses	8,315.20	2,000.00	6,315.20	415.76%
7330 Telephone	1,659.71	2,000.00	(340.29)	82.99%
QuickBooks Payments Fees	910.28	-	910.28	
Unapplied Cash Bill Payment Expenditure	-	-	-	
<b>Total Expenditures</b>	<b>244,223.59</b>	<b>428,000.00</b>	<b>(183,776.41)</b>	<b>57.06%</b>
<b>Net Operating Revenue</b>	<b>(67,628.75)</b>	<b>(66,000.00)</b>	<b>(1,628.75)</b>	<b>102.47%</b>
<b>Other Revenue</b>				
8000 Interest Earned	219.45		219.45	
Other Miscellaneous Revenue	110.00		110.00	
<b>Total Other Revenue</b>	<b>329.45</b>	<b>-</b>	<b>329.45</b>	
<b>Net Other Revenue</b>	<b>329.45</b>	<b>-</b>	<b>329.45</b>	
<b>Net Revenue</b>	<b>(67,299.30)</b>	<b>(66,000.00)</b>	<b>(1,299.30)</b>	<b>101.97%</b>



**BUSINESS IMPROVEMENT DISTRICT**  
2020 - 2021 PROPOSED BUDGET

<b>INCOME:</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>YEARLY TOTALS</b>
City of HB Maintenance	\$18,634.00	\$11,864.00	\$11,864.00	\$11,040.00	\$9,690.00	\$17,284.00	\$18,634.00	\$17,284.00	\$17,284.00	\$18,634.00	\$18,109.00	\$18,109.00	\$188,430.00
BID Assessments	\$6,000.00	\$15,000.00	\$9,000.00	\$11,000.00	\$10,000.00	\$12,000.00	\$10,000.00	\$13,000.00	\$12,000.00	\$10,000.00	\$8,000.00	\$8,000.00	\$124,000.00
Surf City Nights				\$12,000.00	\$12,000.00	\$13,500.00	\$14,000.00	\$14,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$21,000.00	\$152,500.00
Surf City Days									\$25,000.00			\$0.00	\$0.00
Chili at the Beach									\$0.00			\$0.00	\$25,000.00
Families Forward Program	\$2,500.00	\$2,500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00				\$0.00	\$11,000.00
Main St. Outdoor Program	\$1,000.00	\$1,000.00											\$3,000.00
Destination Downtown													\$0.00
Halloween		\$5,000.00											\$5,000.00
Miracle on Main													
Transfer From Reserves	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
<b>Monthly Totals</b>	<b>\$30,634.00</b>	<b>\$37,864.00</b>	<b>\$25,364.00</b>	<b>\$37,540.00</b>	<b>\$35,190.00</b>	<b>\$46,284.00</b>	<b>\$46,134.00</b>	<b>\$47,784.00</b>	<b>\$78,784.00</b>	<b>\$53,134.00</b>	<b>\$50,609.00</b>	<b>\$49,609.00</b>	<b>\$538,930.00</b>
<b>\$23,000.00</b>													
<b>EXPENSE:</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>YEARLY TOTALS</b>
Malco Maintenance	\$17,634.00	\$10,864.00	\$10,864.00	\$10,040.00	\$8,690.00	\$16,284.00	\$17,634.00	\$16,284.00	\$16,284.00	\$17,634.00	\$17,109.00	\$17,109.00	\$176,430.00
Market/Advertising	\$1,000.00	\$1,000.00	\$1,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$16,500.00
Ambassador	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$36,000.00
Office Expense	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Dues & Subscriptions	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Insurance				\$600.00				\$1,300.00					\$1,900.00
Accounting	\$500.00	\$500.00	\$500.00	\$500.00	\$850.00	\$1,100.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,950.00
License & Fees	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,000.00
Meeting/Training	\$100.00	\$100.00	\$100.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,650.00
Exec. Dir.	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,337.00	\$100,000.00
Events Manager	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00
Admin Asst	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00
Payroll Taxes	\$160.00	\$160.00	\$160.00	\$160.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$2,000.00
Workers Comp	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$700.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$1,250.00
Payroll Expenses	\$125.00	\$125.00	\$125.00	\$125.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,700.00
Security	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Repairs/Maintenance	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$500.00
Rent & Storage	\$900.00	\$900.00	\$900.00	\$900.00	\$5,000.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$14,900.00
Telephone/Internet	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$2,200.00
<b>\$23,000.00</b>													
<b>BID EVENTS</b>													
SCN Rental & Set up	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$22,500.00
SCN Street Cleaning	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$200.00	\$2,400.00
SCN Street Closure	\$0.00	\$0.00	\$0.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$500.00	\$3,700.00
SCN Parking	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00	\$700.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$6,900.00
SCN Miscellaneous	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00
SCN Quickbooks	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$9,000.00
Chili at the Beach									\$15,000.00				\$15,000.00
Air Show	\$0.00												\$0.00
Halloween		\$5,150.00											\$5,150.00
Miracle on Main		\$10,000.00											\$10,000.00
Holiday Beautification		\$25,000.00											\$25,000.00
Destination Downtown													\$0.00
<b>MONTHLY TOTALS</b>	<b>\$35,057.00</b>	<b>\$68,457.00</b>	<b>\$28,307.00</b>	<b>\$37,933.00</b>	<b>\$40,468.00</b>	<b>\$44,312.00</b>	<b>\$45,812.00</b>	<b>\$45,112.00</b>	<b>\$58,862.00</b>	<b>\$45,212.00</b>	<b>\$44,697.00</b>	<b>\$44,701.00</b>	<b>\$558,930.00</b>

VARIANCE: INCOME VS EXPENSE

0.00



## **Looking Ahead: Key Projects for 2020-2021**

### **Expanded In-House Digital Marketing**

- Dedicated Instagram and Facebook accounts for HB Downtown and Surf City Nights (for when the event returns).
- Creation of HB Downtown style guide
- Consistent weekly cadence of posts
- Monthly newsletters
- Bi-monthly blogs

### **Main Street Outdoor Dining Program Management**

- Administration of extended 2nd block closure
- Management of downtown design program

### **Families First Program**

- Creation of family-focused programming during fall 2020 to support HB students and parents in the absence of on-campus education.
- Concepts could include Surf City Study, Open Air Art, Movie Nights, History Exhibits, and Children's Story-time.
- Emphasis on open-air locations.
- All concepts will follow exacting safety and distancing protocols.

### **Expanded Farmer's Market as a Phased Re-introduction of Surf City Nights**

- Emphasis on adding new farmer's and unique food purveyors to the Tuesday night event.

### **Property Owner Communications and Forums**

- Regular meetings to develop a unified vision of downtown.

Together, with local merchants, residents, and the City, we are situated to power through the global pandemic of 2020. The HB Downtown Business Improvement District continues to work hard behind the scenes to be a catalyst for a thriving and live-able downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun, and environmentally conscious.