

Estanislau, Robin

From: Fikes, Cathy
Sent: Friday, September 4, 2020 2:53 PM
To: Agenda Alerts
Subject: FW: 3rd Block Closure

**SUPPLEMENTAL
COMMUNICATION**

Meeting Date: 9-8-2020

Agenda Item No.: #28(20-1854)

From: Jim Hall <jim@surfcityalehouse.com>
Sent: Friday, September 4, 2020 2:27 PM
To: Semeta, Lyn <Lyn.Semeta@surfcity-hb.org>
Cc: Fikes, Cathy <CFikes@surfcity-hb.org>
Subject: 3rd Block Closure

Hello Madam Mayor,

My name is Jim Hall with Surf City Ale House. Respectfully I submit this email as my support for 3rd block and 2nd block to remain closed until the end of the year. Perhaps longer depending upon pandemic regulations. The 3rd block street closure has been amazing for our business and our 40+ employees, not to mention the locals and tourists overwhelmingly support the street closure.

To add some substance to my position, our sales are up 15% when comparing the 3 weeks prior to the street closure to the 3 weeks after the street closure. The city provided the "opportunity" and we developed our plan and made investments by procuring tables, chairs, umbrellas, heaters, green turf, plants and lighting to make the main street dining experience amongst the best looking on Main Street. We take pride in the final product! We've invested thousands of dollars based upon a commitment that 3rd block was going to remain closed until the end of the year. I've also hired 4 new employees with 2 more about to start this week as the additional sales warranted the hiring of more employees. Proudly, I was able to pay my full rent to my landlord as a result of the increased business in August. I'm happy to confidentially share other financial reports upon request if needed.

I know a select few are not happy about the street closure. Many or most of those business owners did not embrace the closure. Some hibernated within their business and spent lots of energy fighting the city council's decision, rather than embracing the "opportunity." I'm empathetic to them because these are scary and concerning times as a business owner. I've made it a point to support some of the business, such as Rockin Fig. We purchased 2 surf boards and 10 hats for our staff to wear and promote his business. However, as a business owner, we don't have time to fight the changes. Changes have come and will continue to come and they need to be met head on with innovation, adaptive mentality and strategic planning. Just like so many of the businesses have done in downtown. I applaud them and I applaud the city council for providing the "opportunity".

Retail business is under siege right now by Covid -19 restrictions, a sluggish economy, supply chain interruption, Amazon (and other online companies) dominating the market and this is a tough time to be in retail. No doubt! The 3rd block street closure is far from the top of the list of threats to our local retail. In fact, if surveyed the 2nd block retailers have been very vocal about their success. I want all of HB local businesses to survive this pandemic. We will do our part to continue to support our local businesses and cross promote.

In summary, the 3rd Block street closure (as well as the 2nd Block street closure) are great for business, community, employees and the City of Huntington Beach. 3rd block has over 150 restaurant employees and growing. The vast majority of the businesses support the full closure of the street.

Warm regards and Thank you for your service to Huntington Beach,

Jim Hall
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714-403-5857

Sent from Mail for Windows 10