

LOOKING AHEAD

CHALLENGES

REVENUE

Projected Annual BID Assessment Revenue is just 18% of the budget. Recurring event revenue with Surf City Nights has proven to be very robust, but the total footprint is still about 50% of what it was pre-COVID. Surf City Nights revenue is projected to be 31% of the annual budget. Individual Signature Events like Surf City Days and Chili at the Beach are expected to be profitable, but frequent one-off events are not supportable with current BID staffing.

IMPROVEMENTS

- Rebrand BID with a user-friendly name, i.e. Explore Downtown HB, DTHB, or Experience Downtown HB
- New Seasonal Events: examples include a Summer Kick-off event and possible monthly lifestyle events
- Annualized Calendar of Events to Increase Shoulder Season Programming
- Double Social Media Followers and Engagement
- Redesign and Expand Website Content to Feature Different Sections for Businesses and Visitors
- Increase Clarity and Value of BID Membership through Marketing, Member Communications, Services, and Programming