

Response to the City's Request for Qualifications for Huntington Beach Pier Concessions

> Surf City Partners 9.7.2021



# SUPPLEMENTAL COMMUNICATION

Meeting Date: 97001

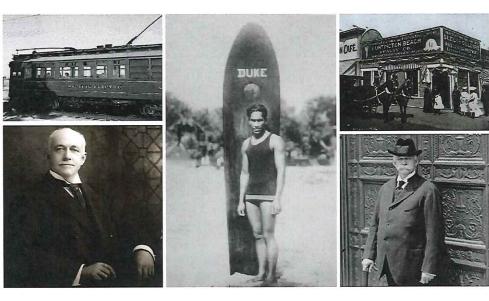
Agenda Item No.: \$5# (21-637)

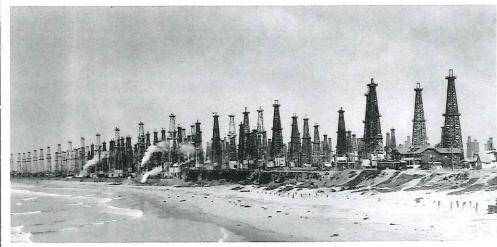










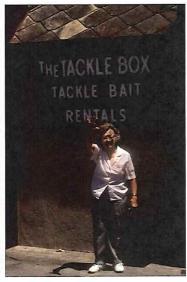
















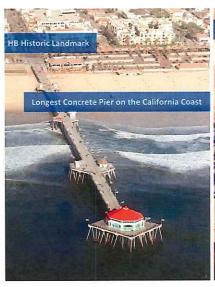


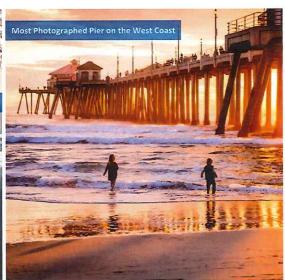




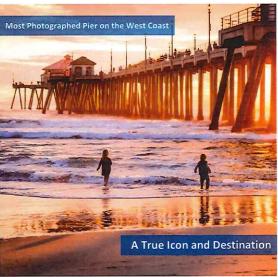














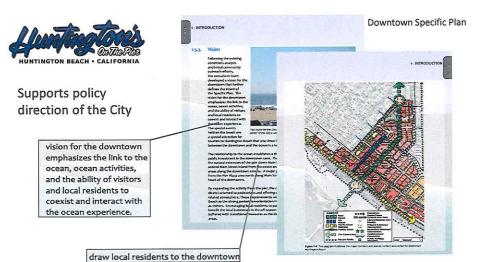


Understanding and respect of history and context

Singular, unique location and destination

Oriented to locals!







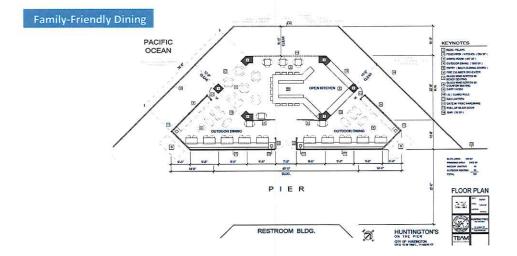
Supports policy direction of the City

# Huntington Beach

The Council's mission statement is as follows: "The City of Huntington Beach provides sustainable quality services to maintain and enhance our safe and vibrant community."

#### The Three Year Goals are:

- ( Improve quality of life
- Enhance and maintain infrastructure
- Strengthen economic and financial sustainability
- · Enhance and maintain public safety
- · Enhance and maintain City service delivery





#### Proactive Support of HB's Non-Profit Fundraisers

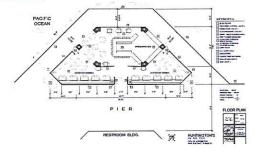






























### Sustainability















#### Financially Sound

\$1 Million Letter of Financial Commitment to Surf City Partners

#### Gary Daichendt

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une 21, 2021

Dity of Huntington Beach Mayor & City Council 2000 Main Street, 4° Floor

Subject: S1 Million Datter of Financial Commitment to Surf Oty Partners, LLC and its Managin, Members Jeff Bergsma and Keith Bohr, to Fund Their Proposal to Design, Permit, Build, Open

Honorable Mayor Cerr, Mayor Pro-Tem Dolgicize and City Council Member

by way of Introduction for those of you I have not had the opportunity to previously meet, a name is Gary Diehendt. a longtime downtown His processy owner. I was blessed to have a long successful current in the technology field, until retiring as the Executive Vice President of Ward Operations, for Cisco Systams, (o., Cisco's second highest reasing executive lips of extractive). After retirement, I bourded Theory II Properties, a family owned commercial real existed firms, seconding on appealing and operating? Trophy Properties, mostly beloaded in

One of the first properties we purchased back in 2002 is located in downtown Huntington Beach at 300 Pacific Coast Highway. It is the mixed-use project known as Perside Pavillon enchored by Huntington Surf & Sport, First's NewCoast and BUX retainments. Shortly after purchasing Pierode Pavillon, I met both Keith Bohr and Jeff Benguna and have had a very

Jeff and Keith recently met with me and shared their exciting vision to take the ositting Lef's GF Fishing concession on the pier and create a restaurant called Huntington's named of course after the CPY, atmost size Nern Huntington. They gave a passionate precedention so how the plan to create a unique gathering spot that is all about celebrating HIF's history past, present

Piesse know as a fandlord, I am very well aware that 50% of restaurants fall within 3 yean, tha profit margins are thin and now more than over as we move to a post COVID economy that finding good restaurant employees is even more challenging than ever. Jeff & Keith had great

I have reviewed the Huntington's floor plans, elevations, construction budget, team member blos, mission statement and was very impressed with their vision to create a bandwark restaurant befitting of our fandmark kill pler. I have great respect for left's & keith's vision an

## Strong Revenue Generation

Surf City Partners
proposal will by far
generate the most
revenue of the three
submitters and 4x more
than the current tenant
and 2x more than the
other proposal



Talented, Committed and Long-time Based Local Team





Jeff Bergsma Master Builder - Architect/Contractor



Keith Bohr Project Management and Development



Sharon Lee Go and Adam Go Operational Systems Development



Paul Montenko Food & Beverage Concepts



