



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

Surf City Partners  
9.7.2021



## SUPPLEMENTAL COMMUNICATION

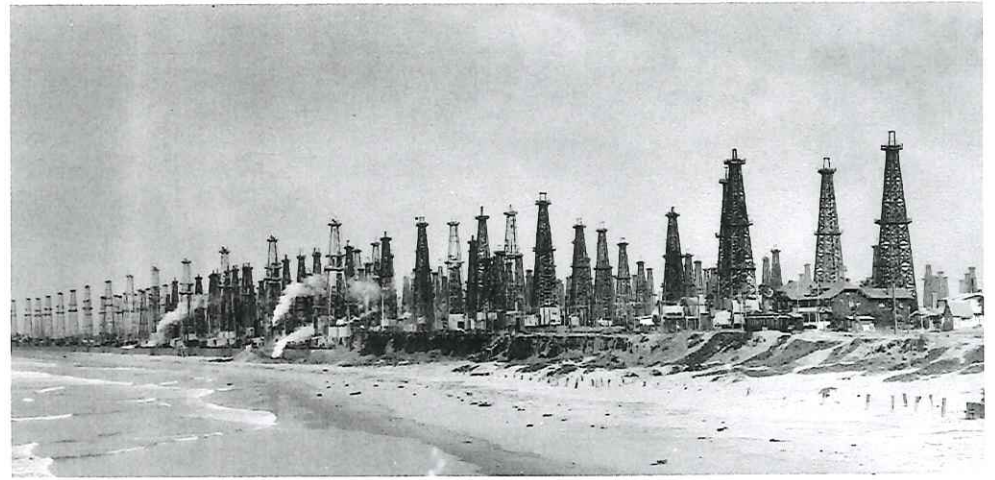
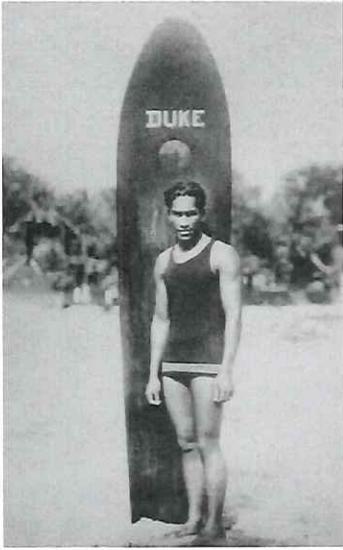
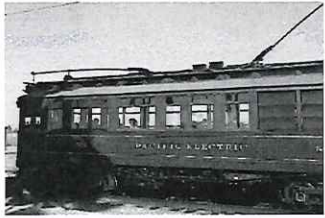
Meeting Date: 9/7/2021

Agenda Item No.: SS#1 (21-037)

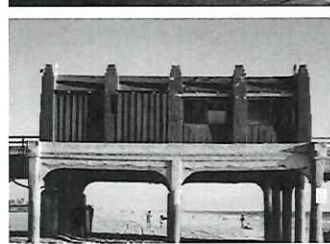
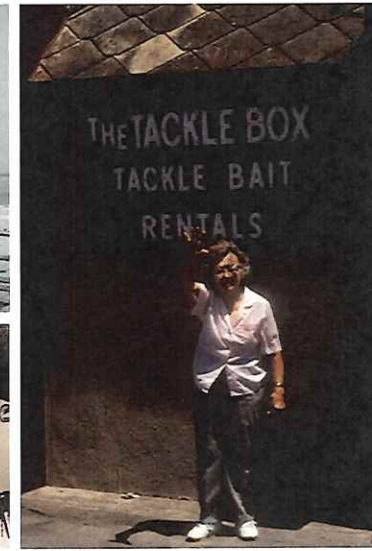
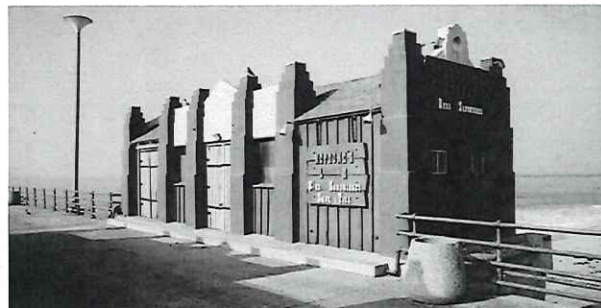








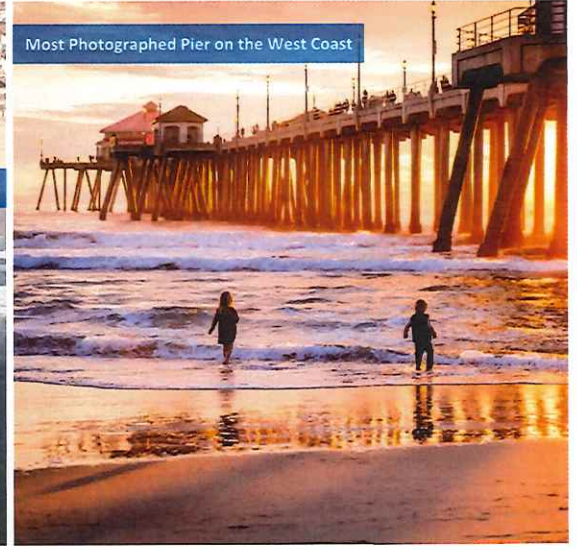
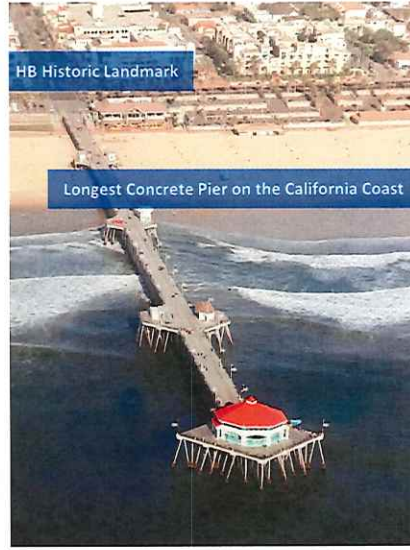




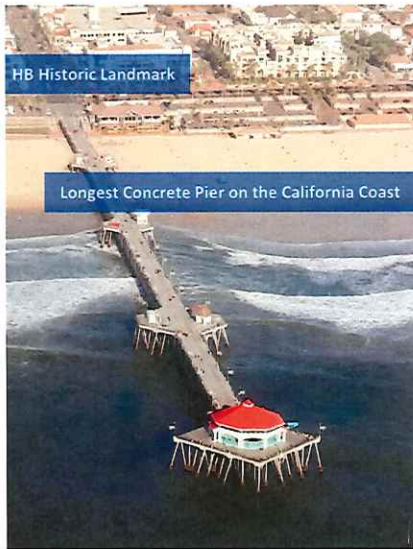












HB Historic Landmark

Longest Concrete Pier on the California Coast



Most Photographed Pier on the West Coast

A True Icon and Destination







Understanding and respect of history and context

Singular, unique location and destination

Oriented to locals!



Supports policy direction of the City

vision for the downtown emphasizes the link to the ocean, ocean activities, and the ability of visitors and local residents to coexist and interact with the ocean experience.

draw local residents to the downtown







Supports policy  
direction of the City

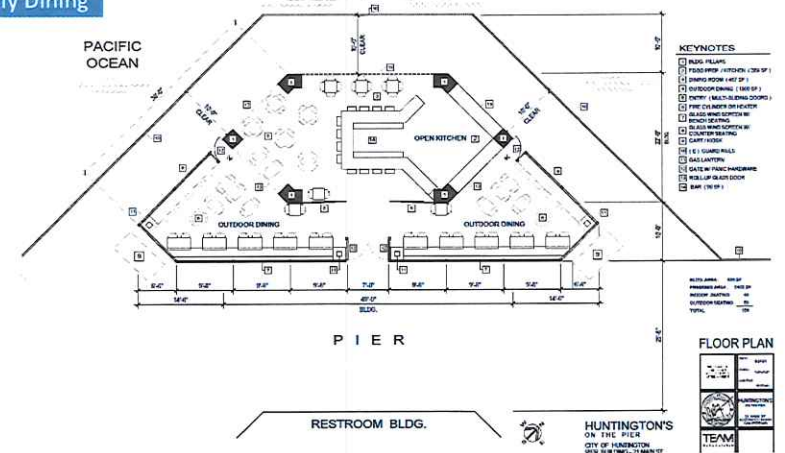
☰
**CITY OF**  
**Huntington Beach**  
CALIFORNIA
🔍

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

### Family-Friendly Dining









# Proactive Support of HB's Non-Profit Fundraisers













## Sustainability



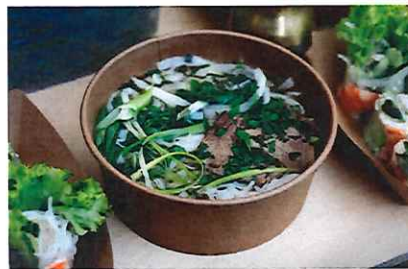
CITIES ABOUT RESTAURANTS TEAM

### Jybe App

Use Jybe to find restaurants making Earth-friendly packaging choices.

Phone number

Get the app



## Significant Investment in City-Owned Facility Improvements and Maintenance





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### 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

*Huntington's*  
*On The Pier*  
HUNTINGTON BEACH • CALIFORNIA



Jeff Bergsma  
Master Builder - Architect/Contractor



Sharon Lee Go and Adam Go  
Operational Systems Development



Keith Bohr  
Project Management and Development



Paul Montenko  
Food & Beverage Concepts



