



City of Huntington Beach Public Hearing October 5, 2021

FY 2021-2022 DOWNTOWN HUNTINGTON BEACH BUSINESS IMPROVEMENT DISTRICT (BID) RENEWAL

Downtown BID

- Established in 2004
- Comprised of approx. 260 businesses
- Restaurant and retail represent 60% of membership and contribute 82% of assessments
- Mission is to improve the economic business environment of downtown HB related to marketing, safety, maintenance, tourism, parking, and special events



SUPPLEMENTAL COMMUNICATION

Meeting Date: 10/5/2021

Agenda Item No.: 21(21-715)

Annual Assessment

- Resolution of Intention to Levy Annual Assessment
 - Adopted September 7th
 - Published in HB Wave on Sept. 23rd
- City mailing to all BID members on September 10th
 - Public hearing information
 - Annual Report and proposed assessment details
 - Instructions on how to protest assessment



2020-2021 Accomplishments

- Enhanced safety and maintenance services
- Increased social media exposure to help promote the downtown area and its businesses
- Return of Surf City Nights and partnered on local campaigns (Main Street Closure, OneHB Clean & Safe Pledge, 12 Blocks of Cheer, and Show your HB Love)



2021-2022 Goals

- Improve safety and maintenance operations, as well as pedestrian-friendliness
- Increase foot traffic and consumer spending with Surf City Nights, and the return of successful holiday events and new off-peak events
- Improve membership services through marketing, communications, and programming
- Expanded social media engagements and redesign of website



Proposed Budget

INCOME	
City of HB -- Maintenance	\$188,430
Surf City Nights	\$182,400
BID Member Assessments	\$106,000
Other Events	\$62,500
Grant Funds	\$10,000
TOTAL INCOME	\$549,330

Proposed Expenses

EXPENSES	
Maintenance	\$176,430
Staff Support	\$163,825
Surf City Nights	\$36,048
Marketing and Events	\$88,389
Ambassador Program	\$40,200
Administration/Misc.	\$44,438
TOTAL EXPENSES	\$549,330

Public Hearing

- Receive and consider any protests against the assessment
- Affected business owners may submit protests
- Confirm if protests equal less than 50% of total proposed assessment value
- If lack of majority protest exists, Council can renew assessment for one year



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