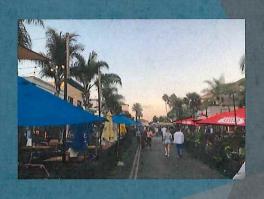


City of Huntington Beach
Public Hearing
October 5, 2021

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

#### **Downtown BID**

- Established in 2004
- Comprised of approx. 260 businesses
- Restaurant and retail represent60% of membership andcontribute 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: O

Agenda Item No.: 21 (21-715)

## **Annual Assessment** Resolution of Intention to Levy Annual 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

Assessment

Instructions on how to protest



#### 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



City of Huntington Beach Public Hearing October 5, 2021

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