

**HUNTINGTON BEACH DOWNTOWN
BUSINESS IMPROVEMENT DISTRICT
2016-2017 ANNUAL REPORT**

ABOUT



THE HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (HBDBID)

The HBDBID is an organization formed in 2004 by the City Council at the request of businesses within the downtown area. The purpose of the Business Improvement District is to fund and to promote activities which benefit businesses located and operating in the Downtown Business District within the City of Huntington Beach. On September 7, 2004, the City Council approved Ordinance No.3661 to establish the Huntington Beach Downtown Business Improvement District (BID) as a method of marketing the downtown businesses.

The boundaries of the Downtown Business District and the benefit zones within the Downtown Business District are generally located within the downtown area of the City of Huntington Beach, and are identified with greater specificity on our Membership map, found on page 20.

The businesses within the boundaries are assessed a BID due based on their size, location and business type. The HBDBID Directors are selected by an election process by the businesses that are within the Downtown Business District boundaries. The Directors act as an Advisory Board that shall make recommendations to the City Council on the expenditures of revenues derived from the assessments.

The Advisory Board is made up of business leaders with a vision to strengthen and improve the experience of the downtown business district within the City of Huntington Beach. Working collectively with their members, local residents, Visit Huntington Beach, and the City of Huntington Beach, the BID is dedicated to enhancing the overall Downtown Business Improvement Plan for Huntington Beach.



MISSION

MISSION STATEMENT

The Huntington Beach Downtown Business Improvement District is an organization, comprised of the businesses located in the downtown area, united in purpose and dedicated to the improvement of the economic business environment of Downtown Huntington Beach related to marketing, safety, maintenance, tourism, parking, and special events.

2016-2017 BOARD OF DIRECTORS

(Fiscal Year October 01, 2016 – September 30, 2017)

PRESIDENT:

Steve Daniel

Owner,
Rocky Mountain Chocolate Factory

TREASURER:

Brett Barnes

Managing Partner,
Duke's Huntington Beach

VICE PRESIDENT:

Dick Thorpe

Owner,
Pristine Motor Sports

SECRETARY:

Matt Peterson

Managing Partner,
Legend's Surf City

DIRECTORS

Bob Bolen

Owner, HB Realty

Keith Breiter

Controller, HSS

Henry Carey

Owner, Bomburger (Starting June 2017)

Erin Henry

Director of Rooms, Hyatt Regency
(Oct 2016-May 2017)

Susie Smith

Owner, Makin' Waves Salon
(Beginning April 2017)

Scott Blakeslee

General Manager, Pasea Hotel
(Oct 2016-Mar 2017)

Nicole Thompson

General Manager, First Bank

STAFF

BID MANAGER:

Susan Welfringer

SURF CITY NIGHTS MANAGER:

Mary Ann Senske

ADMIN ASSISTANT:

Darci Henderson

HIGHLIGHTS

2016-2017

Steady growth of new businesses and destination enhancements continued this year. Pacific City is filled to nearly 100 percent occupancy, featuring over 60 exciting shopping, dining, and service businesses. Paséa Hotel & Spa celebrates its one year anniversary, hosting many community special events. Also this year, Kimpton Shorebreak Hotel owners invested in room and outlet renovations, including a beautiful new ocean front restaurant, Pacific Hideaway.

In May, 2017, the Strand was rebranded with a new name 5th & PCH. Fresh cool colors enhanced the buildings while exciting new tenants such as Pizza Press, HQ Gastropub, LF Outfit and Jolyn moved in. On the second block of 5th Street, Cruiser's Pizza Bar and Grill opened and along Main Street several new businesses opened after impressive remodeling including Salt Life and Sandy's Beach Shack. With a few construction projects currently underway, the area is well-positioned to welcome the thousands of locals and visitors who love coming downtown.

New City Event:

The October 2016 HB Breitling Air Show was a huge success. With three days of thrills and chills, the Air Show established itself as a favorite day for tens of thousands of visitors to HB. We are working with the event organizers and downtown businesses to best plan on welcoming visitors back to the second annual event, September 30-October 02, 2017.

City Improvements:

In addition to improvements to the parking structure in 2016-2017, the City of Huntington Beach completed a much-appreciated paving project on Main Street from PCH to Adams.

Beautification Project:

The HBDBID equipped over 70 street lamps in the downtown district, connecting the six blocks of Main Street with adjacent and dissecting streets, and helping direct visitors to all the businesses in downtown. The first set of banners were displayed in advance of our city's 4th of July celebration.

Coming soon, before 2017 year end:

- Over 500 upscale apartments opening adjacent to Pacific City
- Second tower at Waterfront Beach Resort will open 152 luxury suites. The 140-million expansion includes a new upscale spa, additional oceanfront meeting and banquet space and recreation amenities, such as a new pool with slides and roof-top resort lounge.
- Wayfinding projects led by Visit HB in partnership with the City





EVENTS

BID SIGNATURE EVENTS OVERVIEW

A key component of the value of the HBDBID is the success we have producing signature events for our community, specifically:

- **Surf City Nights** – every Tuesday, 5-9PM, all year-round
- **Scavenger Hunt** – all month long in January
- **Sweet City** – moving from October to February
- **Sandcastles on Main** – new event – now annually in April
- **Chili at the Beach** – annually in June
- **Art in the Park** – annually in August
- **Surf City Days** – annually in September
- **He'e Nalu Aloha Pier Festival** – new event, now annually in October
- **HalloweenFest** – annually in October
- **Tree Lighting / Miracle on Main Street** – annually in November / December

HBDBID's success with Surf City Nights makes it possible to bring other special events to downtown throughout the year. Each of these signature events is designed to bring locals and visitors to our downtown destination. For our residents, we believe these events provide an important sense of community pride – special events that add value to our city and positively impact the quality of life for those who live here. For our hotel guests and other visitors, we believe these special events add to the attraction and uniqueness of our destination – creating memorable experiences for everyone.



SURF CITY NIGHTS ALL YEAR ROUND

The Tuesday night weekly Street Fair and Certified Farmers' Market is a thriving, popular event for locals, visitors, and hotel guests.

Surf City Nights is overwhelmingly one of the best-loved signature events in HB Downtown.



Highlights from Surf City Nights:

- Surf City's Got Talent – 3rd Annual event in Jan/Feb
- Easter Bunny – Free Photo Opps / Free kids' gifts
- Public Works Open House – Annual event in May
- Princess Party – Annual event in June & Dec
- Pumpkin Decorating Contest – Fun for Locals!
- Santa Claus – Free Photo Opportunities in Dec
- Surf City's Best – Marketworks videos promoting the event



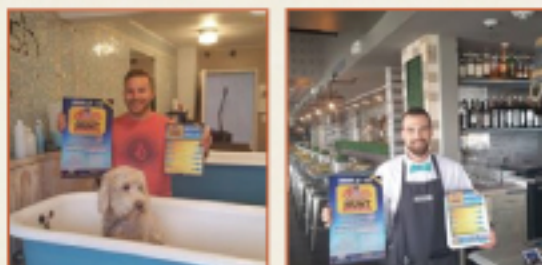
Surf City Nights continues to provide a number of booth spaces every week for the benefit of City services and local non-profit charity groups all year round. Surf City Nights provides revenue necessary for the HBDBID to do more for business improvement and also gives the residents a place to gather and experience something special in their hometown while providing visitors to Huntington Beach the opportunity to experience our Surf City USA like a local.



In addition to becoming one of our best-loved attractions in Huntington Beach, **Surf City Nights currently provides over \$120,000 annually to the operating budget for the HB Downtown Business Improvement District.**



SCAVENGER HUNT JANUARY – 3RD ANNUAL



We put the “HUNT” in Huntington Beach!

Continuing a popular activity for our third year, locals spent the month of January visiting two dozen different downtown businesses and collecting clues for the chance to win great prizes. Twenty-two businesses participated at no cost, other than the donation of \$100 in gift cards, providing **over \$2000 in prizes to the winners**. This year we saw a 20% increase of completed forms turns in, for a total of **82 winners** receiving at least one prize. This was especially impressive since we had had so many rainy weekends in January!

We received positive feedback from both “game players” and businesses who participated. Most visitors report that it takes two-three trips to downtown to complete the form, building opportunity for more business for everyone in January.



SANDCASTLES ON MAIN APRIL – 1ST ANNUAL - NEW IN 2017!

April 15th was an exceptionally fun day in HB Downtown, as the HBDBID presented the first annual Sandcastles on Main event, in partnership with Kowabunga Van Klan Vintage Bus Show that was happening at Pier Plaza. Teams from local businesses, families, and random new friends came together to play in five tons on sand delivered to Main Street. *Special thanks to local resident and business owners, Mark & Michelle Africano of “Dig It! Sandcastles” for their expertise in making this an amazingly successful first time event!*





CHILI AT THE BEACH JUNE - 10TH ANNUAL



The 10th Annual Chili at the Beach was held on Saturday, June 17, 2017. This event has become a family favorite, celebrating Dads a day early. **Featuring 28 Chili & Salsa tastes, 8 different bands and a street full of unique vendors, carnival games and bounce houses, it was a day full with great energy and good times.** 5th & PCH featured additional programming with skateboard and taekwondo demonstrations, and kid's Father's Day crafts. **New this year: Kicking off Chili at the Beach, we nominated the "Duke" and the "Duchess" of Downtown winners.** In May & June we ran a campaign through our website, inviting our community to nominate moms and dads for these special recognitions and prizes collected from over 3 dozen of our businesses. **Chili at the Beach raises money for the Boys and Girls Clubs of Huntington Valley. We also invite our local CHOC guild to participate with their Gift Bag fundraiser attend at no cost, and this year – were excited to include the HB Kiwanis Club as our hot dog vendor, so they could raise funds for all the good work they do in our community.**



ART IN THE PARK AUGUST - 2ND ANNUAL

Our first annual Art in the Park happened in August 2016 at Triangle Park and the HB Art Center. **With over 50 Fine Art & Craft exhibitors, this event was a tremendous success.** The idea for this Art Festival grew from a committee of volunteers who had worked tirelessly over the years on our previous Art Walk events. While past monthly Art Walks had been enjoyed by many, this new event succeeded in its goal to showcase the best caliber local artists to an even larger, more targeted audience. **The HBDBID is again partnering with the HB Art Center to present a second annual Art in the Park for August 26, 2017 with goals to increase both artist and visitor attendance, as well as participation from more of our HB Downtown restaurants.**





SURF CITY DAYS SEPTEMBER 17 & 18, 2016 HIGHLIGHTS



Surf City Days is an event designed for locals to “take their beach back.”

With a locals-only surfing contest, CBVA Volleyball tournament, Dory Boat Races, HSS/Surflife Demo Days, HB Culture Old Skool Skate Session, Surfin’ Sundays concert, the weekend provided nonstop action to entertain thousands of spectators.

One of the highlights was the **2nd Annual Kowabunga Van Klan** (Vintage VW buses) car show that raised \$1600 for the Coast to Coast Foundation, in addition to several hundred dollars for the HB International Surfing Museum. A second, very cool highlight, was working with Visit HB and the City of HB honor several of our local **Summer Games Olympians**. *We are currently in the planning process for our 2016 Surf City Days, happening on September 16 & 17, 2017.*



HE'E NALU ALOHA PIER FESTIVAL OCTOBER 13 & 14, 2016

This was another amazing first-time event for the HBDBID. Celebrating the spirit and culture of the South Pacific, Pier Plaza was the perfect setting for a day and evening full of top-notch island entertainment. Vendors provided authentic islander product, while musicians and dancers filled the show mobile stage all day.

This free to the public event provided an introduction to the local community about the Hawaiian culture and entertained thousands throughout the day.

We are currently in the planning process for our 2017 He'e Nalu Aloha Pier Festival, happening Friday and Saturday, October 14 & 15.



HalloweenFest and Miracle on Main Tree Lighting represent two of the biggest events the businesses present which are one-hundred percent about "giving back to our community."

HALLOWEENFEST 2016



Even on a Monday night, the downtown destination of Main Street and 5th & PCH was jam-packed with trick-or-treaters! The Kids & Canine Contest on 5th & PCH provided the perfect setting for hundreds of participants and spectators. Free attractions such as inflatables, bounce houses, slides, games, petting zoo and pony rides on Main Street added to the family fun memories. Families visit with Police, Fire & Marine Safety along with our Parks & Recreation staff Craft's Table. The HBDBID spends over \$11,000 annually to make Main Street a safe and memorable family-fun Halloween destination for our local community.



MIRACLE ON MAIN / TREE LIGHTING AND MONTH-LONG SANTA VISITS

For the first time in the history of our HB Downtown Tree Lighting, we had to postpone Santa's arrival by a week in November 2016, because "Santa likes reindeer, not RAIN, dear!" While Tubas played Christmas music under the awning, the All-American Boys Chorus packed away the sound equipment and returned in full splendor the following weekend. So, the annual tree lighting happened on November 26th instead of the 19th, with a full schedule of entertainment and free refreshments for thousands of visitors. Santa Claus, along with Mayor Katapodis and Miss Huntington Beach led the successful countdown for our much-loved tree lighting. The musical tree entertained visitors through the month of December, with 5 weekends of visits from Santa.



MARKETING

DESTINATION MARKETING & ADVERTISING

When marketing HB Downtown, we concentrate our efforts in three areas:

1. Locals – mostly couples of all ages, families, friends' groups
2. Hotel guests
3. Leisure visitors to Orange County

Marketing through Events & Promotions

- National Dessert Day – scratcher cards from participating businesses (October)
- Small Business Saturday scratcher cards (Nov/Dec)
- Love in the HB – February
- Duchess of Downtown – Why My Mom Deserves a Day Downtown – coordinated with 5th & PCH Grand Re-Opening (May)
- Duke of Downtown – “Why My Dad is so “Chill” – Recognized at Chili at the Beach (June)
- July 4th Parade Flyer
- Free Gift at Kiosk = Summer Shuttle Promotion
- “Enter to Win” Free Beach Parking Pass Website Promotion

Marketing through Traditional and Non-Traditional Media

- Facebook/Twitter/Instagram = regular posts & likes, sharing member posts
- Facebook Contest = Enter to Win Air Show Photo Contest example
- Advertising events in local Papers: HB Independent, The Wave, The Local News
- Advertising in winter for OC Tourists: OC Where Magazine
- Free Advertising on the 405 Electronic Reader Board and HBTv3

Marketing in person, thought community outreach:

- Taste of HB
- HB Chamber of Commerce events
- Charitable Donations: Golf Tournament Tee Sponsors & \$25 Gift Voucher HB Downtown Businesses.

SAMPLES OF PRINT & DIGITAL ADVERTISING

Huntington Beach Auto Dealers Association
BeachBrideCars.com

Official Sponsor of
Surf City's got Talent

WEEK #2 **MOVED TO FEB 28TH**
WEEK #3 **FEB 14TH**
WEEK #4 **FEB 21ST**
FINALE **MOVED TO MARCH 7TH**

SURFCITYNIGHTS.COM

Save the Date
SEPT. 17TH, 2016
HUNTINGTON BEACH PIER
State St. @ 9th

Meet Local Olympic Athletes
SWIMMING • VOLLEYBALL • WATER POLO • AND MORE

Directed from
PHOTOS • AUTOMATED ENTERTAINMENT

MONDAY OCTOBER 31ST

4PM TO 8PM
HB DOWNTOWN BECOMES
HB BOO SPOOKTOWN

FOUNTAIN RIDES • PETTING ZOO • GAMES • ENTERTAINMENT

COSTUME CONTEST
KIDS COSTUME CONTEST 6PM
CANINE HOWL-O-WEEN COSTUME CONTEST 8:30PM
@THE HAUNTED STRAND ON 5TH ST

TRICK OR TREATING
FREE FAMILY FUN!

HBDOWNTOWN.COM

September 17th & 18th
BUD LIGHT
PRESENTS

SURF CITY DAYS

Huntington Beach Pier & Downtown

CITY SURF CONTEST - SURF RACES - SURF RACES
3:00PM DEMO DAY - VOLLEYBALL TOURNAMENT
9-5 JAZZ. JAZZ SESSION - VINTAGE VW RIDE 3:45PM
LIVE MUSIC - 10:00PM DRINKS
BEACH CLEAN-UP - 3:00PM - DJ/DANCE CONCERT
KIDZ OF THE BEACH IN JUNE

Tuesday Oct. 25th
MAIN STREET - HUNTINGTON BEACH

Surf City Nights
MARKET FOUN
FARMERS' MARKET

Pumpkin Decorating Contest

FREE TO ENTER • PARTICIPATION PRIZES • PRIZES FOR ALL AGES

FREE TO ENTER • TWO AGE BRACKETS
YOUTH - 17 AND UNDER 6 ADULT - 18 AND UP
YOU MUST REGISTER AT SURFCITYNIGHTS.COM
REGISTRATION DEADLINE IS OCTOBER 19TH, 2016
LIMITED TO THE FIRST 50 PARTICIPANTS
SEE RULES ONLINE

Prizes
MATERIALS: BEST PUMPKIN \$200 • BEST CARVING \$100 • BEST PAINT \$100
MATERIALS: \$200 (MATERIALS) • \$200 (PRIZES) • \$200 (CASH) • \$200 (MATERIALS) • \$200 (PRIZES)

Sign up now at SurfCityNights.com

NOV 20TH 2-7PM

THE MOST WONDERFUL TIME OF THE YEAR WHEN HB DOWNTOWN FILLS THE 2ND BLOCK OF MAIN STREET IN CELEBRATION, HOLIDAY GIFT FEELINGS, & FREE RECREATION!

2ND BLOCK OF MAIN STREET

Miracle ON Main St.

FUN & ENTERTAINMENT
FREE HOT COCOA & TREATS
PHOTOS WITH SANTA CLAUS
TREE LIGHTING AT 6PM

Bring This Gift for
2 HOURS DOWNTOWN FREE PARKING

MEMORIAL CARE MEDICAL GROUP

BROUGHT TO YOU BY LOCAL HB DOWNTOWN BUSINESSES
HBDOWNTOWN.COM

HUNTINGTON BEACH DOWNTOWN

nothing else like it

WE'RE HAPPY YOU'RE HERE!

NOTHING ELSE LIKE IT!

HBDOWNTOWN.COM

SAMPLES OF PRINT & DIGITAL ADVERTISING

ENTER TO WIN A YEAR OF ROMANCE

100 Downtown
LOVE
in the
HB
Contest

MONTHLY DATE NIGHTS
DINING
HOTEL STAYS
MUSIC NIGHTS

Over 20 different gift cards

Plan to Celebrate August in HB Downtown every month for a year!

ENTER NOW TO WIN A YEAR OF ROMANCE

HB DOWNTOWN.COM

Enchanted Surf City Nights
Princess Party
June 20th 5-8pm
Main St. & Ocean

6 Prizes Available For Your Size
Sipping Your Favorite Beverage

FREE DRINKS & LUNCH PRIZES GIVE AWAY

Strive to your favorite princess costume and participate in the First Princess Party

SurfCityNights.com

Duchess of Downtown

WIN HB DOWNTOWN GIFT CARDS for mom!

go to hbdowntown.com and tell us...

Why my Mom Deserves a Day Downtown!

ENTER BY 8/1/16 FOR A CHANCE TO WIN

90 Unique Vendors
Street Performers
Live Music
Kids' Activities

HB DOWNTOWN.COM

HUNTINGTON BEACH DOWNTOWN

What's Up in Downtown
Join Us for these Local Events!

100 CITY NIGHTS PRINCESS PARTY
MON JUL 24
TUE OPEN UP DOWNTOWN
WED JUL 27
THU AUG 27
FRI AUG 27
SAT/ SUN SEP 17-18
SUN SEP 18
MON OCT 20
TUE OCT 20
WED OCT 20
THU OCT 20
FRI OCT 20
SAT OCT 21
SUN OCT 21 & 22

WWW.HBDOWNTOWN.COM

Save the Date
APRIL 15, 2017
ON THE BLOCK OF MAIN ST 1000-1014

HUNTINGTON BEACH DOWNTOWN
SANDCASTLES ON MAIN

Teams Wanted!

SIGN UP TODAY!

Great Categories:
FAMILY + BUSINESS
WOMEN + MEN
ADULTS 18+ ONLY

HB DOWNTOWN.COM

Locals Season
HUNTINGTON BEACH DOWNTOWN
NOTHING ELSE LIKE IT

TUESDAYS 5PM-9PM
90 UNIQUE VENDORS
STREET PERFORMERS
LIVE MUSIC
KIDS' ACTIVITIES

APRIL 15TH

Brought to You by HB Downtown Businesses

We're Happy You're Here.

HUNTINGTON BEACH DOWNTOWN
NOTHING ELSE LIKE IT

STAY • SHOP • DINE • ART • NIGHTLIFE

75 UNIQUE DINING CHOICES • 100+ SHOPS / SALONS / SPAS • 5 BOUTIQUE HOTELS / RESORTS
WALK OF BEACH FUN • CONVENIENT PARKING • ONE'S LARGEST WEEKLY STREET FAIR
AND THE WORLD FAMES HUNTINGTON BEACH PIER

Reasons to Come Back!

JULY 28 - AUG 04 - 85 OFF OF SOBBING
AUG 24 - ART IN THE PARK
SEP 14 & 17 - 59th CITY DAYS
SEP 30 - OCT 02 - 85 BREWING AIR SHOW
OCT 16 - 10th MALE ALOHA PER FESTIVAL
OCT 21 - 1st WALK OF BEACH FUN
NOV 17 - WALK OF BEACH FUN LIGHTING
NOV 25 - SHOP SMALL SATURDAY

HB DOWNTOWN.COM

HUNTINGTON BEACH DOWNTOWN
NOTHING ELSE LIKE IT

SATURDAY JUNE 17

FAMILY EVENT
TASTE CHILI/SALSA
LIVE ENTERTAINMENT
KIDS' ZONE

2017 Surf City Chili on Beach

PRE-SALE TICKETS AVAILABLE ONLINE
HBDOWNTOWN.COM
SAVE \$5 PER TICKET

HB DOWNTOWN.COM

Save the Date
SATURDAY AUGUST 26, 2017
11AM - 5PM

HB Downtown ART at the PARK

FINE ART & CRAFT FESTIVAL
MUSIC, FOOD, AND ART ACTIVITIES
TRIANGLE PARK & HB ART CENTER
MAIN STREET LIBRARY
320 MAIN STREET

HB DOWNTOWN.COM

SATURDAY/OCTOBER 15TH
HUNTINGTON BEACH PIER

He'e Nalu Aloha

Authentic Island Food • Entertainment • Vendors
EVENING LUAU

HB DOWNTOWN.COM

MARKETING

BUSINESS MARKETING & ADVERTISING

While the HBDBID office focuses on increasing visitation to the downtown businesses, we also offer BID Members FREE advertising opportunities for their businesses. This is one way we provide significant value to our BID Members.



Free Commercials / Videos

While the HBDBID office focuses on increasing visitation to the downtown businesses, we also offer BID Members FREE advertising opportunities for their individual business. We post this Spotlight Video on our website, and the business owner also owns the video for their own websites and social media efforts. In the first 15 months, we have produced over 60 videos for our downtown businesses.

Each month, the most recent five videos are included in our E-Newsletter and share with hotel sales/concierge teams so they are familiar with our unique businesses in downtown.



Monthly E-Newsletters

- Over 6600 subscribers
- Announces new businesses, special events
- Includes FREE advertisements from downtown businesses



Brochure Distribution

The Info Booth during Surf City Nights and other signature events is a great place for businesses to display brochures and materials.

Always looking for ways to be relevant and "user-friendly," we are working behind the scenes to launch a fresh new website before year-end.

PARTNERS/OUTREACH

Outreach to our business members is an ongoing activity.

With regular emails and door to door communications, we stay informed about our businesses' needs and concerns. Throughout the year we schedule Stakeholder Meetings for our members to meet each other and address specific topics, such as public safety.

In addition to connecting with our business members, it is the goal of the HBDBID Board and BID Manager to partner with other government, business and community groups. Some examples of that activity include:

- **City of HB** – attending meetings such as: Weekly Specific Events, Monthly Downtown Economic Development Committee, Quarterly "All BID" meetings, Planning Commission and City Council meetings as appropriate
- **Visit HB** – Attending annual and adhoc meetings; partnering on the Ambassador Program, sharing data and resources.
- **HB Chamber of Commerce** – attending breakfast and lunch meetings, Economic Conference, Gala, Business Expo, and Golf Tournament
- **Community involvement examples include:**
HB Int'l Surfing Museum events, Taste of HB / Children's Library, Every 15 Minutes – Assembly & Golf Tournament, Orange Coast Community College & local HS support
- **A NEW WORLD RECORD!** – The HBDBID was proud to partner with the HB International Surfing Museum as a \$5000 sponsor for their June 20th "Circle of Honor" paddle out world record attempt. With 511 surfers joining hands at sea, and a couple of our board members out there with them, we are excited for the positive attention and sense of pride this brings to our community.

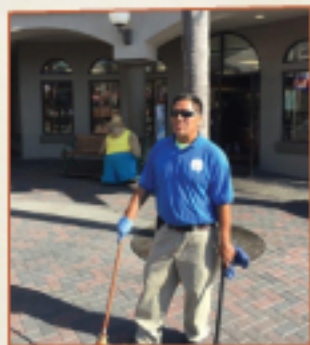


The HBDBID partners with the City of HB on many different levels. Importantly, the BID supports the Community Services Department with a \$10,000 annual commitment to advertising in the SANDS magazine. With the SANDS being delivered to over 80,000 households, this is a marketing tool for sharing our special events with HB residents.



MAINTENANCE

The HBDBID and City of Huntington Beach work together through a MOU currently authorizing \$154,000 annually for sidewalk maintenance in HB Downtown.



Day porters maintain cleanliness in most downtown areas except for buildings that provide their own cleaning service. Porters are responsible for litter, trash removal, spot mopping of sidewalks, minor graffiti removal, dusting storefront sills and gum removal.

Power Washing

The power washing program includes **steam cleaning of sidewalks** on Main Street **twice a week** in peak periods and once a week in off-peak periods. Maintenance service includes monthly steam cleaning of sidewalks on 5th Street in addition to increased service during peak summer months and special events. Alleys are steam cleaned six times a year.

Coordination with Public Works

The BID Manager interfaces with the City Public Works Department to ensure a safe environment regarding tree trimming, sidewalk replacement and report of major graffiti clean-up. This maintenance partnership with the City is credited for providing a cleaner, more beautiful downtown district.

In late Spring 2016 the HBDBID contracted Malco to **steam clean the gutters in the same areas covered by the weekly sidewalk cleaning**, further improving the cleanliness factor in HB Downtown.

PUBLIC SAFETY

After the success of our pilot Ambassador program in the summer of 2014, the HBDBID partnered with Visit HB to make the Visitor Ambassador Specialist program a permanent asset in HB Downtown.

This program is designed to have a designated, highly visible person(s) to engage the public to provide information, directions or a friendly greeting. The Surf City Ambassadors are responsible for dealing with quality of life and reporting issues to ensure that any public safety concerns are addressed.



The 2016 summer trial program providing weekend nighttime Ambassadors was a great success.

In fact, in conversations with Visit HB and our HBPD, we initiated the program even earlier this year, starting in March. These weekend Ambassadors are hired through a private licensed security service, providing support to both late-night establishments and our police staff. **The HBDBID board believes that having additional eyes and ears on the street benefits visitors, residents, and businesses alike.**

It is important to our businesses and to the police department that our visitors enjoy a sense of safety and security when they visit downtown. The HBDBID has established a strong partnership with law enforcement and continues to advocate for appropriate police coverage for downtown.

PARKING

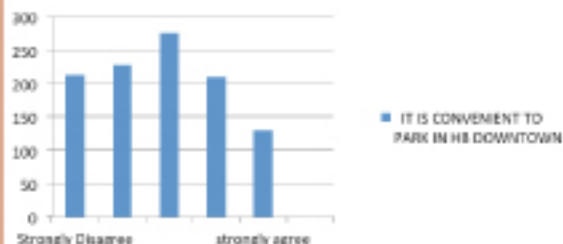
The HBDBID understands that parking accessibility, availability, and overall cleanliness of both the parking lot and restroom facilities is a key component of the visitor experience to HB Downtown.

Businesses in downtown are excited to see structural improvements made to the Main Promenade Public Parking Structure in addition to other important improvements such as fresh paint, better lighting and improvements in the daily cleaning schedule. City staff has advised that there will be an increase in restroom maintenance, and that by the end of 2017, the parking garage restrooms will be redesigned, increasing the number of stalls from five to eight public restrooms. The HBDBID Board appreciates these improvements and continues to press the city to identify additional solutions for providing more, and better, restrooms for our visitors.

We are especially excited for the discussions led by Visit HB regarding improved wayfinding signs throughout the city. Not only will this improve a visitor's ability to find our parking lots, but such signage will **provide an overall better, more welcoming, experience for visitors to HB Downtown.**

The wayfinding signs will be a big help to change the perception of availability of convenient parking in downtown. This year, the city chose not to work with us on offering 2-Hour free parking during December and Valentines, but we hope to revisit this partnership in the future, as we believe this promotion brings more people to our destination and improves their perception of availability and accessibility of parking.

IT IS CONVENIENT TO PARK IN HB DOWNTOWN



TOURISM HOTELS



Businesses in the downtown core understand that their success is directly related to the “local” audience and the occupancy of key luxury hotels.

The HBDBID spends a significant amount of time and money producing events and experiences designed to create a sense of pride for our locals. Events such as Chili at the Beach, Surf City Days, HalloweenFest & Miracle on Main Street are excellent examples of giving back to our community. In addition, we are most fortunate to be the main attraction for four upscale hotels/resorts within walking distance.

- Combined total of over 1200 luxury guestrooms
- Over 75% occupancy results in year-round visitation to our destination
- With an average daily rate of \$213.00, our hotel properties bring us guests with spending dollars for our retail and restaurant businesses.
- The HBDBID board benefits from hotel leadership on our board of directors.

According to VHB, visitor spending in Huntington Beach is \$519,500,000 annually, averaging \$1,400,000 a day or \$59,303 an hour!

The HBDBID is committed to working with and supporting the best efforts of Visit HB to market and sell Huntington Beach's Surf City USA brand experience as the preferred quintessential California beach destination.



TOURISM

Huntington Beach Downtown businesses benefit from the efforts of a strong and effective destination marketing organization, Visit Huntington Beach. Our downtown district is the perfect setting for Visit HB's brand positioning statement:

Huntington Beach: forever summer, flawless weather, non-stop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts.

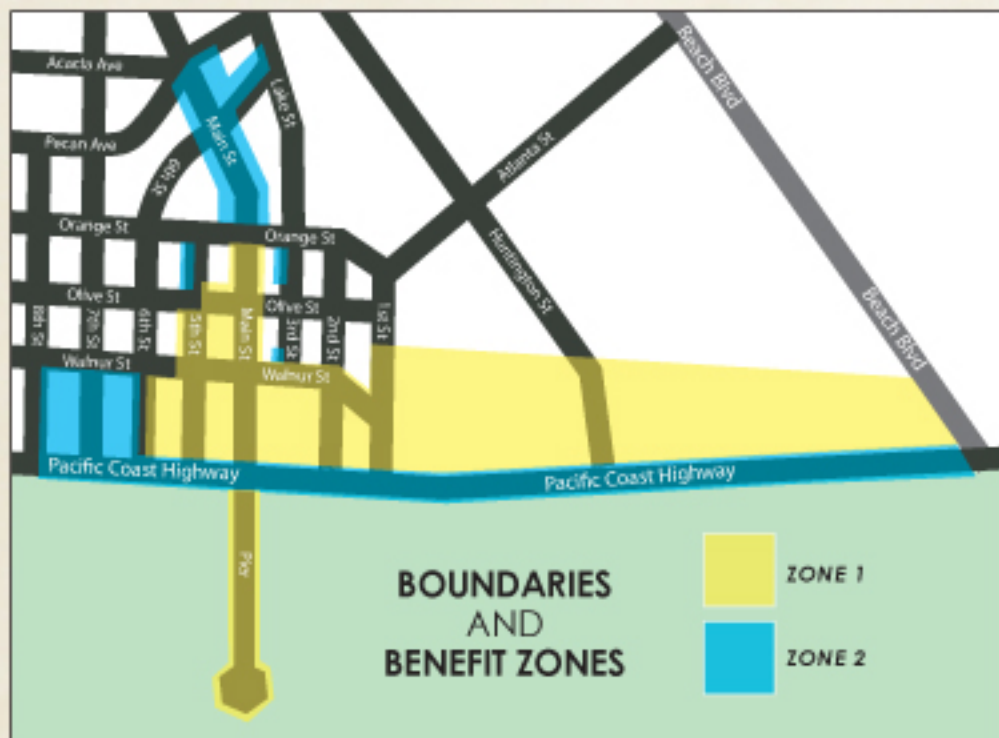
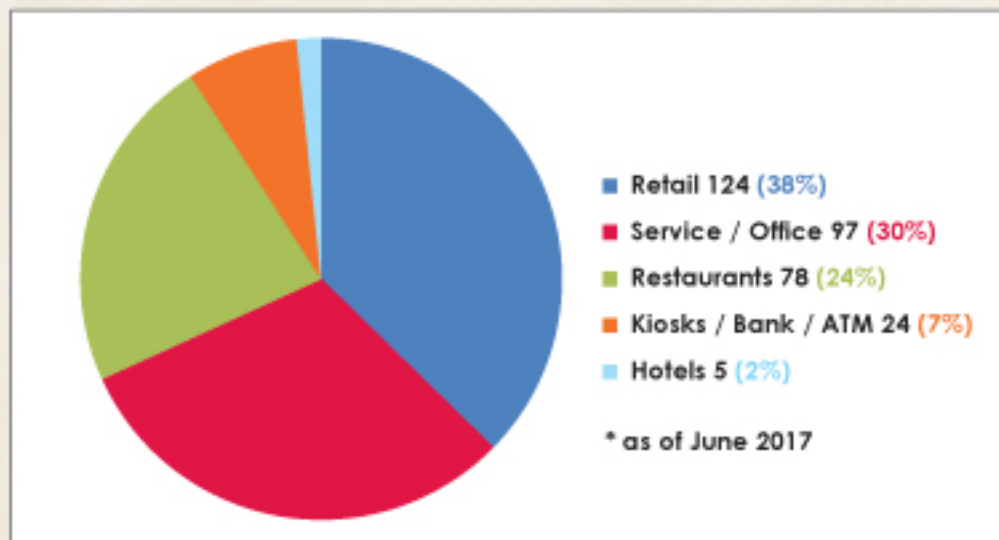
Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those seeking the quintessential California experience, we invite you to the hub and soul of SoCal — **Surf City USA.**

Visit HB employs a team of professionals who drive business to our hotels and downtown destination. Some of the many ways the BID organization and individual businesses partner with VHB throughout the year include:

- Co-funding both the day and nighttime Ambassador Program
 - Providing the Information Kiosks with our latest brochures
 - Distribute the Visitor Guide at the BID Info table during Surf City Nights and other events.
 - Attending Partner Info Meetings
 - Attending China-Ready Meetings
 - Advertising in the FREE Shuttles
 - Partnering in the Beach Clean Up Days
-

The downtown district works closely to support the efforts of Visit HB as they work to increase visitation to Huntington Beach both domestically and internationally.

MEMBERSHIP



ASSESSMENT

BID RENEWAL – ASSESSMENT STRUCTURE

The City Council will conduct a public hearing and call to approve the BID renewal, budget and assessment fees for the Huntington Beach Downtown Business Improve District (HBDBID).

Benefit Zone 1		
Retail Businesses (Includes Nail/Hair/Skin Salons)	1,000 sq. ft. or less	\$300
	1,001 sq. ft. to 2,500 sq. ft.	\$600
	2,501 sq. ft. to 4,999 sq. ft.	\$900
	5,000 sq. ft. or more	\$1,200
Restaurants	1,000 sq. ft. or less	\$300
	1,001 sq. ft. to 2,500 sq. ft.	\$600
	2,501 sq. ft. to 4,999 sq. ft.	\$900
	5,000 sq. ft. or more	\$1,200
Hotels	20 rooms or less	\$180
	21-50 rooms	\$360
	51+ rooms	\$600
Services/Office	First Floor	\$240
	Second floor or higher	\$120
Cart/Kiosk		\$60
Banks/ATM		\$600
Benefit Zone 2		
Retail Businesses (Includes Nail/Hair/Skin Salons)		\$300
Restaurants		\$300
Hotels	20 rooms or less	\$180
	21-50 rooms	\$360
	51+ rooms	\$600
Service/Office	First Floor	\$120
	Second floor or higher	\$60
Cart/Kiosk		\$30
Banks/ATM		\$600

TERM:

No changes, the term remains at one year.

BOUNDARIES:

The same with no changes

ASSESSMENT RATES:

The same with no changes at this time.

SERVICES & PROGRAMS:

Programs will continue to include marketing, special events, advocacy and maintenance, with the addition budget line to support the Ambassador Program.

BID BUDGET 2016-2017

	2016-2017 Budget	2016-2017 YTD JUNE	2017-2018 Budget
INCOME			
CITY OF HB - MAINTENANCE	\$ 154,000	\$ 107,048	\$ 154,000
SURF CITY NIGHTS	\$ 295,000	\$ 232,218	\$ 308,000
BID ASSESSMENTS	\$ 110,000	\$ 83,193	\$ 134,460
OTHER EVENTS	\$ 60,000	\$ 43,670	\$ 79,000
	\$ 619,000	\$ 466,129	\$ 675,460
EXPENSES			
MALCO MAINTENANCE	\$ 148,000	\$ 108,929	\$ 148,000
SURF CITY NIGHTS	\$ 119,500	\$ 95,585	\$ 132,000
EVENTS / HOLIDAY DÉCOR	\$ 84,000	\$ 63,144	\$ 111,600
MARKETING	\$ 89,200	\$ 86,254	\$ 97,200
WAGES / PAYROLL	\$ 93,200	\$ 64,694	\$ 93,200
AMBASSADOR	\$ 45,000	\$ 37,857	\$ 48,000
OFFICE / ADMIN	\$ 40,100	\$ 36,365	\$ 34,640
	\$ 619,000	\$ 492,828	\$ 664,640
VARIANCE			\$ 10,820

Visit www.hbdowntown to review budget details and monthly financial statements.

In January 2017, the BID Board of Directors approved a Reserves Operating Policy, establishing guidelines for how the board can best use these resources for the benefit of business improvement downtown. **As of June 30, 2017, there is \$240,000 in reserves.**



VISION

2016-2017 was a year of defining priorities for the HB Downtown Business Improvement District. With input from businesses, the board defined three priorities to focus on for business improvement:

- **Public Safety / Vagrancy**
- **Parking & Restrooms - Accessibility & Cleanliness**
- **Beautification**

Also during this fiscal year, there was a city-appointed review of the organization's finances. The BID Board was pleased with the results of this close analysis, confirming all is in order. The special Finance Committee provided useful suggestions for improvements which the BID Board has been implementing accordingly.

Finally, in June of this year, the BID invested in a full organization review conducted by the International Downtown Association. At the time of this report, the board is still reviewing the recommendations provided by the IDA. From this report, the HBDBID expects to develop a meaningful vision for the future, while collaborating even more closely with the city to make a positive difference in the downtown destination.

THANK YOU

The HBDBID wishes to thank the following Committee Members for their service and dedication. Each person's contributions are essential to our united efforts to improve Huntington Beach Downtown.

ART IN THE PARK

Kevin Ashford, Chair, Enlarge Media
Kate Hoffman, HB Art Center
Luanne Shoup, Resident
Michele Esparza, 2nd Floor Food*Art*Drinks
Darci Henderson, Budget/Finance
Susan Welfringer, BID Manager

BUDGET, FINANCE & GOVERNANCE

Nicole Thompson, First Bank
Stephanie Wilson, Fred's
Brett Barnes, Dukes
Steve Grabowski, UPS Store
Steve Daniel, Rocky Mountain Chocolate Factory

EVENT COMMITTEE

Susan Welfringer, Chair
Kevin Ashford, Enlarge Media
Rob Kee, Enlarge Media
Bob Hoxsie, Mangiamo Gelato Caffè
Brett Barnes, Duke's
Ryan McLaughlan, HSS
Matt Peterson, Legends
Michele Vespe, Healing Beauty

SURF CITY NIGHTS

Steve Grabowski, UPS Store, Chair
Steve Daniel, Rocky Mountain
Mary Ann Senske, SCN Manager
Susie Smith, Makin' Waves
Kevin Ashford, Enlarge Media

VOLUNTEERS

Thank you to our volunteers who devoted their time to work for the BID during the 2016-2017 year.

The Boys & Girls Clubs
of Huntington Valley
Huntington Beach Kiwanis

Orange Coast College
Hospitality Program
Matt Liffreing

OVHS Robotics
OVHS Key Club
FVHS Make a Wish Club



www.hbdowntown.com

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