

Huntington Beach BID Strategic Plan 3-5 years

VISION

To be a sustainable catalyst for a thriving and livable downtown, nationally recognized for its diverse local businesses and authentic, unique culture. Known for being welcoming, accessible, clean, safe, fun and environmentally conscious.

MISSION

To be the advocate for our coastal downtown community creating economic vitality and THE premier entertainment destination.

VALUES

Communication	(Education and Service)
Representative	(The advocate voice for all in our community)
Integrity	(Transparency, Honesty, and Respect)
Strategic Results	(Sustainable, ROI Focused, and Efficient)
Passion	(Positivity and Unified in Cause)

Who we are?

Private non-profit 501c6 business-based organization, which is an all-inclusive collaborative advocate for the entire growing downtown region. We provide clearly defined value and benefits to our community and stakeholders.

- Provide **Capital Services** to Benefit Downtown in lieu of City

<ul style="list-style-type: none"> ○ Security ○ Cleanliness
<ul style="list-style-type: none"> ● Provide Capital Resources to Benefit Downtown in partnership with the City
<ul style="list-style-type: none"> ○ Signage ○ Beautification
<ul style="list-style-type: none"> ● Annual Calendar of events which draw Patrons Downtown
<ul style="list-style-type: none"> ○ Surf City Nights ○ Surf City Days and He'e Nalu Aloha Pier Festival ○ Chili Cookoff
<ul style="list-style-type: none"> ● Sponsor Civic events Promoting Downtown
<ul style="list-style-type: none"> ○ Halloween ○ Miracle on Main Street

Strategic Objectives (12-18 months)

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- **Financially sustainable (Governance and Finance Committee SMART Plan)**
 - Revenue Generation utilizing a Special Events Committee (Special Events Committee SMART Plan)
 - Recommend BID Zone changes
 - Review and recommend annual assessment fees
 - Revenue Generation using Governance/Finance Committee.
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- **Improved communication (Marketing and Communication SMART Plan)**
 - Interactive Website
 - Accurate and Complete Database
 - Marketing Materials and Schedule
 - Create a Marketing Task Force to plan and implement Communication plan.
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- **Positive Reputation Management (Reputation Management Task Force SMART Plan)**
 - Complete a researched based customer data report
 - Meet with City/VHB/BID to finalize project and methodology

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- **Conduct focus group with key Downtown Property Owners**
 - **Work with BID to complete Destination Stewardship Tourism Masterplan**
 - **Survey Community regarding their attitude of the Downtown Experience**

Strategic Priorities (3-5 years)

- **Collaborate with the City, Visit HB and Hotels to develop a larger encompassing district**
- **Develop the premier Entertainment Destination**
- **Reconstruct the Downtown Specific Plan**
- **Prepare a Capital Improvement Plan that will bolster Economic Generation**