

**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**

<b>Communication</b>	(Education and Service)
<b>Representative</b>	(The advocate voice for all in our community)
<b>Integrity</b>	(Transparency, Honesty, and Respect)
<b>Strategic Results</b>	(Sustainable, ROI Focused, and Efficient)
<b>Passion</b>	(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**

- Security through Ambassador Program
- Cleanliness

- **Provide Capital Resources to Benefit Downtown in partnership with the City**

- Signage
- Beautification

- **Annual Calendar of events that draw Patrons Downtown**

- Surf City Nights
- Surf City Artisan Fair
- Surf City Days - He'e Nalu Aloha Pier Festival, Rockin Fig Vintage Surf Festival, HSS Demo Days
- Chili at The Beach

- **Sponsor Civic events to Promote Downtown**

- Surf City Spooktacular
- Magic on Main Street