

**HUNTINGTON BEACH
DOWNTOWN
BUSINESS IMPROVEMENT
DISTRICT**

ANNUAL REPORT

OCT. 1, 2017-SEPT.30, 2018



ANNUAL REPORT OCTOBER 1, 2017- SEPTEMBER 30, 2018

ABOUT

On September 7, 2004, the City Council approved Ordinance No.3661 to establish the Huntington Beach Downtown Business Improvement District (HBDBID). The purpose is to fund and to promote activities which benefit businesses located and operating in the HBDBID assessment zone within the City of Huntington Beach.

The HBDBID is located in the downtown Huntington Beach area which includes Main Street, 5th and PCH, and Pacific City. The businesses within the boundaries are assessed a HBDBID fee based on their size, location and business type.

The HBDBID Board of Directors are selected by an election process by the stakeholders that are within the Downtown Business District boundaries. The Directors act as an Advisory Board that make recommendations to the City Council on the expenditures of revenues derived from the assessments to strengthen and improve the experience of those visiting and doing business within the HBDBID boundaries.

MISSION

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 specific events.

HBDBID FUNDED IMPROVEMENTS AND ACTIVITIES

This report will provide information and insight into the types of improvements and activities that are currently funded, and those planned, by the levy of assessments on businesses within the HBDBID area. These improvements and activities include beautification, safety and improved policies and protocols which will positively affect the HBDBID stakeholders. The HBDBID provides extra cleaning in the downtown corridor along with special beautification projects. In a partnership with Visit HB, HBDBID funds downtown Ambassadors which provide information about downtown and are extra eyes and ears for the police. The HBDBID provides marketing opportunities for their stakeholders through social media, website postings, a monthly newsletter and spotlight videos. Surf City Nights on Tuesdays is a HBDBID event. Other HBDBID special events are held throughout the year to attract visitors to the downtown corridor.

A new website will be completed in October, 2018 that will provide a more efficient method of communicating with stakeholders, Surf City Night vendors, citizens, and visitors. Several beautification projects and additional security staff are being planned. More detailed explanations of the activities and improvements follow.

2017-2018 BOARD OF DIRECTORS

President:

Matt Peterson
Legends Surf City Bar

Vice President:

Bob Bolen
Huntington Beach Realty

Secretary:

Kate Leigh
A Street Partners

Treasurer:

Mike Williams
Longboards Pub

Past President

Steve Daniels
Rocky Mountain Chocolate Factory

DIRECTORS:

Lizzie Raudenbush
Kimpton Shorebreak Hotel

Dave Shenkman
Kite Connection

Max Shultz
Sessions West Coast Deli

Susie Smith
(through 6-18)
Makin Waves Hair Salon

Dick Thorpe
(through 6-18)
Pristine Motorsports

STAFF:

Interim HBDBID Manager through 2/04/18:	Mary Ann Senske
HBDBID Manager 2/05/18:	Marianne Tonjes
Surf City Night's Manager through 5/12/18:	Mary Ann Senske
Administrative Assistant:	Darci Henderson
Event Coordinator effective 7/01/18	

HIGHLIGHTS 2017-18

Steady growth of new businesses and destination enhancements continued this year. Pacific City features over 60 exciting shopping, dining, salons, etc., and foot traffic on their property has increased. The 500 upscale apartments adjacent to Pacific City have been filling up, which will bring a steady stream of visitors and shoppers to the HBDBID stakeholder's businesses.

5th and PCH saw new businesses open this past year. HQ Gastropub, with views of the beach across the street, quickly became a favorite spot for locals and tourists. Other new businesses include Kenneth Brown Hair Salon and Jimboy's Tacos.

On Main Street businesses have opened such as, Dare Me Bikini, Hot Yoga, and Rockfire Grill. On Walnut, The Ice Cream Roll opened. Remodeling on the first block continues and will help attract some other new businesses.

Additional cleaning and extra security is helping improve the perception for citizens, business owners, and visitors.



IDA REPORT

A panel from the International Downtown Association submitted a report to the HBDBID in June of 2017. The Board of Directors reviewed the report and continues to implement many of their recommendations at each Board meeting. Their suggestions included developing a comprehensive business plan, organizational structure, and long-term targets for capital resources needed to support a comprehensive vision of Downtown Huntington Beach.

We have instituted improved financial recordkeeping practices and policies for business planning. We are currently working with the Board to develop long-term targets for using excess reserve monies. Beautification and security spending has increased as it has been reported as the most significant issue by stakeholders. New job descriptions were approved by the Board of Directors and new positions were developed to better reflect the current needs of the HBDBID. Time-clock software was purchased to ensure employee hours were recorded accurately. Surf City Nights rules and regulations are being updated and a review of monies collected and spent has been conducted to tighten-up the recordkeeping process.

The report included guidelines to hire professional staff and in February 2018, a new BID Manager was hired. She holds a Master's Degree in Public Administration and has worked as an Executive Director for a public Joint Powers Authority organization.

As suggested in the IDA report, a reorganization of the HBDBID office took place during May 2018. This resulted in the elimination of the Surf City Night's consultant position. The duties are now being performed by an Events Coordinator, who is an employee of the HBDBID and receives no commission. This new position also oversees other HBDBID sponsored events. The previous Administrative Assistant was promoted to this position and the HBDBID will hire a part-time person to perform her previous office duties.

The IDA also suggested establishing policies to develop a social media and communications strategy. We have expanded our social media presence and are constructing a new website. We have revised our agenda and minutes format and are following all Brown Act requirements.

PERCEPTION'S PROJECT

In March, the HBDBID President Matt Peterson presented a list of perception issues to start the conversation to develop some solutions. A meeting was held with the City Manager and heads of most departments, including the Chief of Police to address some of the issues.

Homeless

- Increase foot patrol during peak daytime and early evening hours
 - Prevent loss of merchant business and tax revenue

Perception: Many residents feel neighboring beach communities do not have this issue and are choosing those cities for shopping and restaurants

Public Safety

- Consider a three-month pilot program of staggered foot patrol in the downtown core
 - Early morning, mid-day, and early evening foot patrol will add a comfort level for residents, business owners, and visitors
- Increase police visibility for residents and merchants
 - More involvement with residents and merchants
- Bikes, skateboards on sidewalks
 - Strict enforcement of ordinances prohibiting bike and skateboard riding on sidewalks

Perception: Increase resident and visitor comfort level so that they will spend more time downtown

- Merchants and residents have been asked to place a call for service when vagrancy or homeless problems occur
- Recommend within the three-month pilot program these calls for service are prioritized when possible to affect a change in public perception

Perception: Consensus of merchants is that calls regarding these issues are a low priority

Parking Structure

- Safety
 - Recommend within the three-month pilot program, police initiate foot patrol multiple times per day of each floor, elevators, stairwells, and hallways
 - Cleanliness
 - Proper ventilation and trash enclosures
 - Repair
 - Comprehensive plan for repair and refurbishment
 - Consider privatizing parking structure

Perception: Other parking structures downtown that are privately owned do not have the smell, cleanliness, or homeless issues

Restrooms (City / BID collaborative effort)

- Availability - Only public restrooms in downtown area are located in the city parking structure and are locked at midnight
 - Recommendation:
 - Install four free standing restroom kiosk units strategically placed in the downtown core (See City of San Antonio and Portland)
 - Existing restrooms remain open longer hours to accommodate late night visitors

Perception: Visitors are requesting to use BID member bathrooms or walk to the beach unless there is a large event with porta-potties. After hours some are using alleys, alcoves, stairwells, etc., to relieve themselves thus causing unsanitary conditions

Lighting

- Add additional lighting to alleys, sidewalks, side streets, and parking structure
- Downtown core
 - Develop a design plan to enhance decorative lighting and visibility similar to 5th and PCH

Perception: Lack of lighting increases safety concerns for residents, merchants, employees and visitors. Dark streets do not create a welcoming atmosphere for visitors and residents

Dedicated Walkway Between Pacific City and Main Street

- Lighted and landscaped walkway, signage, professionally designed on Walnut Avenue, in addition to PCH, to integrate the downtown districts and to increase visitation of each area of downtown

Perception: Visitors, especially those staying at local resorts, are not aware of the walkability between Pacific City, Main Street, and 5th and PCH. There should be a seamless HB coastal experience.

Ordinances

- Smoking
 - Consider no smoking in downtown including Main Street, the Pier, and 5th and PCH
 - Decreases littering and loitering
 - Reduces issues with smoke entering offices, restaurants and stores

Perception: Not a healthy atmosphere when there is so much cigarette smoke present

- Noise
 - Enforce ordinances for high decibel autos and motorcycles

Perception: Not a relaxing or family friendly atmosphere to enjoy restaurants, shops, and other downtown businesses

- Sidewalk Vending and Signage
 - Revisit sidewalk vending ordinances and CUPs

Perception: Regulations are inconsistently applied, displays are unattractive, and crowded conditions are created for visitors on sidewalks

- Loitering
 - Enforce existing ordinances that will decrease attractiveness of downtown core for homeless and other individuals who loiter
 - Enforce citations for jaywalking, public intoxication, littering, disturbing the peace, public disturbance, vandalism, vagrancy, camping, public assembly, panhandling, etc.

Perception: Business is disrupted for BID members when homeless and other loiterers are present. For example, when there is screaming, drug use, personal possession storage, or sleeping in the vicinity of their business

Visual Appeal

- Enhance landscaping plans to include more vegetation and infrastructure repair
- Consider using public service individuals to engage in an on-going clean-up program

Perception: People are discouraged from visiting if downtown is not clean and enticing

Information Directories

- Add directories throughout the downtown core
 - Three on Main
 - One on 5th Street

Perception: Visitors are often confused regarding what businesses and services are available in the downtown area because they are unaware of the visitor kiosk located by the pier

PUBLIC SAFETY MEETING

On May 15, at the Shorebreak Hotel, the HBDBID hosted a meeting with the police to discuss several issues that were discussed in the Perception's Report with HBDBID stakeholders. They discussed homeless interactions; how to make a citizen arrest; what police officers can and cannot do to assist with problems; and best practices for uncooperative patrons in businesses.



POLICIES AND PROTOCOL

In the Spring of 2018, the HBDBID Board approved policies that would provide more checks and balances for financial transactions. They included the Internal Control and Payment Collection policies. To ensure that the office was secure, and staff met customer service goals, they also passed the Security and Professional Standards and Workplace Expectations policies. Also, agenda and minute formatting were changed to better meet the requirements set by the City.

To increase efficiency and lower costs, the Board approved the consolidation of the social media accounts and video services for both the HBDBID and Surf City Nights. This action will emphasize that Surf City Nights is a HBDBID event. Surf City Night's rules will be reviewed so that they are applied fairly.

During 2018-19, the Board of Directors will consider more of the suggestions from the IDA report. Staffing levels will be re-examined along with developing a new organizational chart and job descriptions. Additional policies will also be enacted to formalize the HBDBID operations.

BEAUTIFICATION and INFRASTRUCTURE IMPROVEMENTS

Palm trees throughout the downtown area were shaved and cleaned-up throughout downtown. The bulk of the funding came from the HBDBID with additional tree shaving funded by the City.



Additional joint projects between the City and the HBDBID are planned such as, removing gum from sidewalks, cleaning trash receptacles, and making improvements to bus and other benches, found throughout downtown. In the future the HBDBID has investigated additional lighting to the downtown area with help from the City.

The HBDBID also oversees a contract with a private company that provides extra cleaning and daily porter services downtown. The daily porter sweeps the streets and performs other cleaning duties. Expanding these services beyond Main St. has been implemented with weekly steam cleaning currently occurring on 5th Street. Additional steam cleaning has also taken place in areas that were deemed most needed. As other areas have experienced cleanliness issues, HBDBID staff has requested additional steam cleaning. This has included the alley in the “Z Park” area leading visitors

from Main Street to 5th Street, and on Olive where Palm Tree residue created stains on the sidewalk. Additionally, the concrete trash receptacles and lower portion of light poles located in and adjacent to Main Street were cleaned.

Day porter services have also increased. The regular day porters start early each morning on, and adjacent to Main Street. After large events, like the Fourth of July, they begin cleaning early the following morning, prior to businesses opening. An additional early porter was added for Wednesday morning to ensure that any trash, etc., left behind by Surf City Night’s visitors is also removed.

Lack of public restrooms in the downtown corridor has been an ongoing issue. To address this the City is remodeling the restrooms in the downtown parking structure. Not only will there be more stalls, they will be easier to maintain.

The Wayfinding projects continue to be make progress, and most should be completed by the end of 2018. The HBDBID, is providing Visit HB and the City. We look forward to possible new kiosks and new directories and signs to assist visitors in finding our many stores, businesses and restaurants.

2017-18 BID ASSESSMENTS

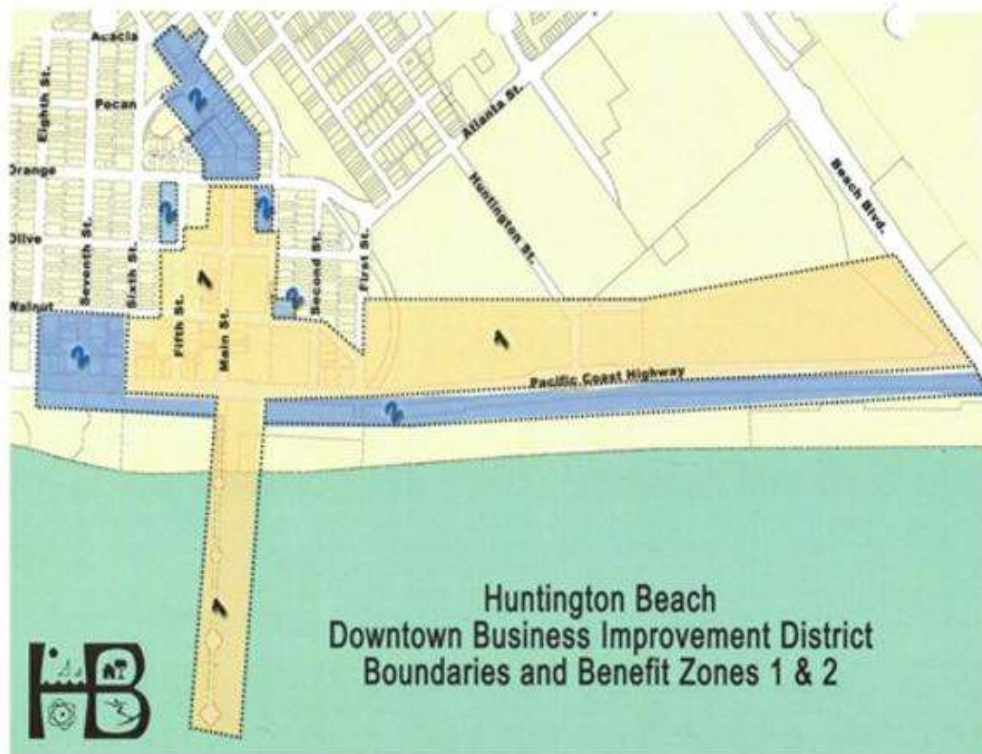
At the May 10, 2018 meeting the Board approved changes to the HBDBID assessment formula that will take affect October 1, 2018. The upcoming map and assessment chart will reduce fees for most HBDBID stakeholders. The 2017-18 map and assessment chart are are posted on the following pages. The Assessment Formula effective October 1, 2018 follows.

CURRENT HBDBID ASSESSMENT FORMULA EFFECTIVE THROUGH SEPT. 2018

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

2017-18 BID ASSESSMENT MAP EFFECTIVE THROUGH JUNE 2018



Assessment Formula Effective October 1, 2018

HB Downtown Business Improvement District Assessment Formula				
	Current Assessment		Proposed Assessment	
	Benefit Zone 1	Benefit Zone 2	Benefit Zone 1	Benefit Zone 2
Retail Businesses (Includes Nail/Hair/Skin Salons)				
1,000 sq. ft. or less	\$300	\$300	\$300	\$200
1,001 to 2,500 sq. ft.	\$600		\$600	\$400
2,501 to 4,999 sq. ft.	\$900		\$900	\$600
5,000 sq. ft. or more	\$1,200		\$1,200	\$900
Restaurants				
1,000 sq. ft. or less	\$300	\$300	\$300	\$200
1,001 to 2,500 sq. ft.	\$600		\$600	\$400
2,501 to 4,999 sq. ft.	\$900		\$900	\$600
5,000 sq. ft. or more	\$1,200		\$1,200	\$900
Hotels				
20 rooms or less	\$180	\$180	\$400	\$400
21-50 rooms	\$360	\$360	\$800	\$800
51 rooms or more	\$600	\$600	\$1,200	\$1,200
Services/Office				
First Floor	\$240	\$120	\$240	\$160
Basement, Second floor or higher	\$120	\$60	\$120	\$90
Cart/Kiosk				
	\$60	\$30	\$60	\$40
Banks/ATM				
	\$600	\$600	\$600	\$400

- Assessment excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors.
- Businesses and non-profit organizations outside the area may join with the approval of the BID Board by paying the equivalent fee annually.
- Non-profit organizations within the BID Assessment Zone can voluntarily participate by paying \$30 to the HB Downtown BID directly.

BUDGET

A savings account was opened in early 2018 in a Money Market account at First Bank. As of June 1, the balance was \$1,000. Reserves are currently in the SCN account but \$199,000 will be transferred soon into this account to make the total \$200,000. The HBDBID bylaws a minimum of \$144,000 must be maintained in reserves. The HBDBID Board is in the process of finalizing plans on spending some of the excess reserve funds this year on beautification and safety. Extra cleaning and security have already been funded through the reserve funds.

The spreadsheet that follows includes the HBDBID, Surf City Nights and Malco budget information.

HBDBID SIGNATURE EVENTS OVERVIEW

A key component of the value of the HBDBID is the success we have had with our signature events for our community. In June 2018, the HBDBID Board approved a new signature events schedule due to limited staff. The ongoing signature events are marked with an * below. HBDBID will continue with partnerships with those organizations located in the BID assessment footprint such as the Surf Museum and the HB Art Museum. Previously events included:

- Surf City Nights – every Tuesday, 5-9 pm, year-round*
- Art in the Park – periodic throughout the year
- Chili at the Beach – June*
- Surf City Days – September*
- Air Show – September
- He’Nalu Aloha Pier Festival - October
- HalloweenFest – October*
- Tree Lighting / Miracle on Main Street – November/December*

Each of these events is designed to bring locals and visitors to our downtown destination. These events require extensive HBDBID staff time to plan and execute. Hiring independent consultants to oversee some of the events, such as Chili at the Beach, will provide more time for staff to provide more services to HBDBID stakeholders. We will continue to assist in large events, such as the Air Show to ensure that the downtown businesses benefit as much as possible. For our residents, we believe that these events also provide an important sense of community pride and add value to our city and positively impacts the quality of life for those who live here.

EVENTS OCTOBER 2017- JUNE 2018

AIR SHOW

In October the second Breitling Air Show was another huge success. The HBDBID joined in the celebration by closing Main Street and inviting military equipment to line the street. This helped bring some of the crowds viewing the show from the sand to Main Street to support local businesses. The event also included bounce houses, a bike valet, and a petting zoo.



HE'E NALU ALOHA PIER FESTIVAL & LUAU

This Friday and Saturday event at Pier Plaza celebrated the spirit and culture of the South Pacific. Hawaiian musicians and other performers provided both day and evening entertainment. Vendors provided authentic islander products. This event was a great partnership between Duke's restaurant, and the International Surf Museum.

HALLOWEENFEST

Huntington Beach Downtown businesses have been hosting HalloweenFest for decades, providing FREE fun memories for generations of children.

On Halloween, the first three blocks of Main Street are closed and filled with fun and FREE activities for kids. The Kids and Canine costume contest is held on the first block of 5th Street. The event included:

- Inflatables, jump houses, slides, and games.
- Petting Zoo and Pony Rides
- Photo Opportunities
- Parks & Recreation Craft Table
- Visits with HB Police, Fire & Marine Safety
- 50,000+ Pieces of Candy
- Kids & Canine Costume Contest



MIRACLE ON MAIN STREET - TREE LIGHTING CEREMONY

This event includes:

- Free Visits with Santa
- Free Refreshments
- Free kids' crafts
- Mini Holiday Craft Fair
- Free Entertainment
 - Tuba Christmas
 - Carolers
 - Dynamic Troupe
 - HBHS Cheer Team
 - HBHS APA Surf City Singers
 - Princess holiday performance



HB Downtown kicked off the winter holiday season with a magical Tree Lighting Celebration. Creating a center of pride for our community, the HBDBID funds the holiday décor, including a 20-foot tree with rotating musical light display, custom garland on the street poles, and lit holiday scene across Main Street. Tubas played Christmas music, and the HB High School APA Surf City Singers performed. Thousands of visitors stopped by the center of Main Street to take memorable pictures in front of our tree during the holiday season. The HBDBID arranges for Santa Claus to visit for five consecutive weeks, giving our HB families and friends the chance to visit and take photos with Santa for no charge.

CHILI AT THE BEACH

This is one of HBDBID's largest events. The fun was on Main Street for Chili/Salsa Tasting and Competition, Live Bands, and Vendors. Kid's events were held on 5th and PCH. All benefiting the Boys & Girls Club. This event is held the Saturday before Father's Day, June 16. An independent contractor was hired for the last two weeks to assist HBDBID in the planning and execution of the event. Record crowds added to the success of the 2018 event.



OTHER DOWNTOWN EVENTS

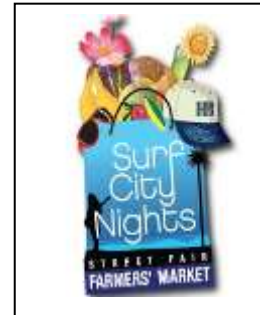
The HBDBID uses social media to support other downtown events that will draw visitors into the HBDBID stakeholder's businesses. This includes events sponsored by the HB Art Center, Pacific City, 5th and PCH, International Surf Museum, Visit HB, HBPD, and the City Library.



SURF CITY NIGHTS

Surf City Nights occurs when three blocks of Main Street is closed to traffic and opened for fun. Shops spread out with sidewalk sales, the streets fill with unique vendors, and the farmers set up with fresh, seasonal produce and flowers. A variety of performers provide hours of lively entertainment. It's a place where children can be seen jumping in the bounce houses, petting animals at the petting zoo area, or riding a pony. Many restaurants offer signature dishes and beverages included in their Surf City Night specials. It's the perfect place to shop amongst the 90+ vendor booths. The Tuesday night weekly Street Fair and Certified Farmers' Market is a thriving, popular event for locals, visitors, and hotel guests. This event includes:

- Year-round draw for locals
- Booth space for private vendors
- Booth space for city services and local non-profit charity groups
- Venue for youth and local entertainers
- Important revenue source for HBDBID
- HBDBID booth to help guide visitors and to promote events



A change in market management personnel took place and in June a new Event Coordinator was promoted. Currently we are trying to recreate records lost during the management transition. We are also implementing Surf City Night's rules and regulations to improve the look and feel of the market. Using potential additional software and a more interactive website, we will be able to communicate more efficiently with current and prospective vendors. We hope that new technology will also improve fee collections and reduce HBDBID staff time to administer the market.

2017-2018 SCN HIGHLIGHTS

- Princess Holiday Party - December
- Surf City's Got Talent – Five weeks in April and May
- Halloween Carving Contest – October
- Easter Bunny - March
- Taco Challenge Contest – April



Other holiday events are celebrated during Surf City Nights such as Easter.

“The Best of Surf City Nights” videos, produced by Marketworks, added to the marketing of Surf City Nights. These videos were shared on our social media outlets and with the businesses and vendors to spread the word about the unique shopping and enjoyable experience of being on Main Street every Tuesday night. The contract was discontinued July 1, and the HBDBID is currently using Facebook and Instagram to market the Street Fair.

STAKEHOLDER OUTREACH

Outreach to our business stakeholders 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 stakeholders to meet each other and address specific topics, such as public safety.

PARTNER OUTREACH

In addition to connecting with our business stakeholders, it is the goal of the HBDBID Board and HBDBID Manager to partner with other government, business and community groups including:

- City of HB – attending meetings such as:
 - Weekly Specific Events
 - City Council meetings as appropriate
 - Public Works for events and set-up for SCN
- Visit HB – Attending annual and adhoc meetings; partnering on the Ambassador Program, sharing data and resources.
- HB Chamber of Commerce – attending events and meetings as needed
- Community involvement samples include:
 - HB International Surfing Museum events
 - Taste of HB / Children’s Library
 - HB Art Museum events
 - Boys and Girl’s Club support through funds raised through Chili at the Beach
 - Orange Coast Community College and local school support
 - Provide internships and opportunities to earn volunteer hours needed for coursework.
- Local HB Schools
 - Inviting local high school entertainers to perform at events.

DESTINATION MARKETING and ADVERTISING

When marketing Huntington Beach Downtown we concentrate our efforts in three areas:

TARGET AUDIENCE:

- Locals –mostly couples of all ages, and families
- Hotel guests including tourists and those on business
- Leisure visitors to Orange County

MARKETING THROUGH TRADITIONAL AND NON-TRADITIONAL MEDIA:

- Social media:
 - Facebook: Posts are added frequently to our HB Downtown & Surf City Nights page, including those using the “boost” feature to reach larger audiences. For example, our Night Ambassador video was boosted and has already been viewed 6,200 times.
 - YouTube: Our past Marketwork produced videos are archived on our YouTube channel. The link to the channel is posted on our website.
 - Instagram: This account, hbdowntownusa, was re-booted recently and has proved to be a very popular tool to reach people to promote our businesses and local events.
- Local papers: Advertising in local papers has been very limited due to the increased popularity of social media. Some advertising has been done in the HB Independent, The Wave, and The Local News but we plan on eliminating it unless there are extreme needs.
- Free Advertising on the 405 Electronic Reader Board and HBTv3

MARKETING IN PERSON / COMMUNITY OUTREACH

- Taste of HB booth
- SCN Tuesday night booth
- Social media for other local organizations

BUSINESS MARKETING AND ADVERTISING

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

FREE COMMERCIALS / VIDEOS

- Matt Liffreing, of Marketworks produced video commercials for our downtown businesses until June 30, 2018. The business “owns” this commercial to place on their website / social media and we added this information to our website to better define the unique features of our different businesses.

MONTHLY E NEWSLETTERS

- Over 6,300 subscribers
- Announces announcements of new businesses, special events
- Includes Free Advertisements from downtown businesses www.hbdowntown.com website.

HBDOWNTOWN.COM WEBSITE

- The Marketing Committee announced their selection, which was approved by the Board of Directors at the May meeting, of Salt Creative to develop the new hbdowntown.com website.
- Going forward there will only be one HBDBID website, rather than having two, which included a separate Surf City Night’s site. This will not only save money, but it will be much more efficient to manage.
- The new site will allow for better promotion of our businesses by providing more information and links to our stakeholders
- The new site will allow for posting videos
- The new site will include downloadable forms for vendors and event participants

PUBLIC SAFETY

Ambassadors: The Ambassador program, which is a partnership with HBDBID and Visit HB, was 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 so that public safety concerns are addressed. In addition to assisting our visitors, the Ambassadors network with business owners, other security personnel, and the Huntington Beach Police Department.

This funding included allocation for Spring-Summer private security services on Friday and Saturday evenings in downtown. HBDBID believes that having additional eyes and ears on the street benefit visitors, residents, and businesses alike.

It is important to our businesses and to 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 and meet with them regularly to discuss possible ways the HBDBID can assist them in improving safety.



EES Security: On July 2, 2018 the HBDBID began a contract with EES to provide security services in the Downtown corridor. EES has a current contract with the City of Huntington Beach Police Department. They work in partnership with the daytime Ambassadors.

Currently EES personnel includes three patrol personnel, and one supervisor. They work weekdays with staggered shifts so that two start the morning at 8:00 a.m. – 4:00 p.m. and then are joined by two more at 10:00 who continue until 6:00 p.m. On Tuesdays the second group begins at 1:30 p.m. and end at 9:30 p.m. to help cover Surf City Nights.

They patrol the BID footprint from Dairy Queen, to 5th and PCH, to the end of the pier and up to the Art Center. They do not patrol the interior private shopping areas in Pacific City. They ensure that doorways are clear from “urban campers” as businesses start their day. EES patrol employees report to disturbances they witness, or that are called into the BID office. They stay on site until the police, if necessary, arrive.

A reduction in skateboarders, individuals disturbing the peace, and potentially dangerous individuals in the downtown corridor has been accomplished. Knowing there are extra eyes on the corridor has made it inconvenient for some individuals to remain in the area. At least three arrests have resulted from their actions this past month. EES personnel offer police witness statements and will, if necessary, conduct citizen’s arrests.

EES personnel have been instructed to perform their duties in a compassionate manner and start their interactions with “homeless” individuals with, “Are you OK?” They have called the

homeless task force and the paramedics when individuals appear to have personal or medical needs. They do not interfere with law abiding citizens, no matter their housing status.

EES has also assisted the HBDBID in enforcing new rules at Surf City Nights. We have recently designated the entire CUP area as Smoke Free. This has reduced the trash issue and has been helpful in bringing back more families to the Street Fair. The areas around the fountain and the post office are now being dominated by families.

For extra security and safety, we have also instituted a permit program so that security can verify who is entering the street fair with vehicles.

During the fair they stop skateboarders and bicyclists, and also address minor disturbances. They call the police if problems escalate.



PARKING

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

Visit HB is currently working on developing and implementing 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.

COMMITTEES

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.

BUDGET, FINANCE and GOVERNANCE

Mike Williams, Longboards Pub-Chair
Kate Leigh, A Street Partners
Jen Williams, DJM Capital
Dave Shenkman, Kite Connection
Nicole Thompson, First Bank
Brett Barnes, Dukes

EVENTS

Chair: Susie Smith, Makin Waves Salon through 6/18-Patricia Rogers effective 7/01/18
Kevin Ashford, Enlarge Media
George Guerra, George's Tacos
Luanne Shoup, Artist
Pat Rogers, Roger's Marketing

SURF CITY NIGHTS (absorbed into Events Committee 7/01/18)

Susie Smith, Makin' Waves Salon-Chair
Mary Ann Senske, SCN Manager
Kevin Ashford, Enlarge Media
Dave Shenkman, Kite Connection

MARKETING

Lizzie Raudenbush, Kimpton Shorebreak-Chair
Pat Rogers, Roger's Consulting
Jen Williams, DJM Capital
Giovanni Prada, Pasea Hotel

BEAUTIFICATION

Bob Bolen, Huntington Beach Realty-Chair
Susie Smith, Makin Waves Salon
Steve Daniels, Rocky Mountain Chocolate Factory

VOLUNTEERS

Thank you to our volunteers who devoted their time to work for the HBDBID during the year.

The Boys & Girls Clubs of Huntington Valley
OCC Hospitality Program

