

# HBDBID ANNUAL REPORT



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HUNTINGTON BEACH  
DOWNTOWN  
BUSINESS  
IMPROVEMENT  
DISTRICT

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2020-2021

ALONE, WE CAN DO SO  
LITTLE; TOGETHER, WE  
CAN DO SO MUCH  
HELEN KELLER





## **EXECUTIVE BOARD:**

President:

Dave Shenkman, The Kite Connection

Vice President:

Stuart Goldberg, INNOCEAN USA

Secretary:

Kelly Miller, Visit Huntington Beach

Treasurer:

Mike Williams, The Longboard  
Restaurant & Pub

## **DIRECTORS:**

Danny Othman, 602 Coffee

Janice Tugaoen, Kimpton Shorebreak  
Resort

Jim Hall, Surf City Ale House

Mary Eikenbary, Sandy's Beach Shack

Sandra Schulz-Taylor, Model Citizen

## **STAFF:**

Executive Director: Sarah Kruer

Marketing Manager: Jaime Strong

Office Admin: Jaime Strong

## ABOUT:

Founded in 2004, the HBDBID is a 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.

## WHAT WE DO

Create a thriving Downtown business district that delivers on the Surf City USA brand and attracts a quality clientele year-round. In addition to consumer marketing, events, and member communications, the BID provides capital services to benefit Downtown in conjunction with the City:

Security

Cleanliness

Signage

Beautification





## **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 voice 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



The Huntington Beach Downtown Business Improvement District exists to contribute to the continued economic growth of Downtown Huntington Beach, as well as the quality of the overall experience for both visitors and locals. These objectives are achieved through a combination of stakeholder communications, business and civic collaboration, positive marketing and promotions, event programming, safety, cleanliness and member engagement.

The challenges brought on by COVID-19 continued through the end of 2020, spiking with an increase in cases and a second stay-at-home order during the holidays. Dining, previously limited to outdoor, was restricted to takeout only. Retail occupancy shrunk to 20%, posing a steep challenge during December. Offices continued with remote work plans for their employees. Rallies continued periodically at Pier Plaza, causing further disruption to businesses.

Despite all these factors, 2021 dawned with a sense of resilience and optimism as cases began to decline and restrictions were slowly lifted. Gorgeous weather compelled locals and regional visitors to enjoy Surf City's 10 miles of coastline, biking and jogging paths. Outdoor dining patios were full (as were the adjacent trash cans) as local residents patronized Downtown's vibrant retail and restaurant scene. Savvy operators had continued to pivot throughout the preceding months and many (though not all) found themselves well-positioned for recovery with an ample number of economic programs including EIDL and PPP loans providing essential support. While vacancies plagued other destinations, Downtown HB was fortunate to have very few businesses close during the pandemic. Overall BID membership declined from 272 to 263 between 2020 and 2021. However, Downtown has seen a positive trend towards new businesses entering the district including restaurants like Jay Bird's and Mahkin and retail like SMKFLWR. Surf City Nights returned with great fanfare on March 16, 2021 and has continued to safely attract hundreds of visitors Downtown every Tuesday night.

Looking ahead, there are significant opportunities to transform the positive lessons from COVID into lasting aspects of the Downtown experience including an emphasis on cleanliness and safety, an increase in outdoor dining and pedestrian areas, attracting locals and families throughout the year with signature events, and consistently providing an authentic, quality Surf City USA experience to visitors in collaboration with the hotels.

# SECURITY



## **AMBASSADORS**

The Ambassadors Security program through 12"0"27 Protective Services, aka Big Tony, officially started in 2017 after a pilot program in 2016 and continues to be vital to the weekend safety of Downtown HB. VHB and the BID continue to fund the Ambassadors though adjustments were made to accommodate reduced budgets including a 3-man team instead of the recommended 4-man team through the fall of 2020 and spring of 2021. A 4-man team will return Downtown every Friday, Saturday, and Sunday in 8-hour shifts from July 1st through the first weekend of October. After that they are projected to be on duty two weekends per month based on budgetary constraints.

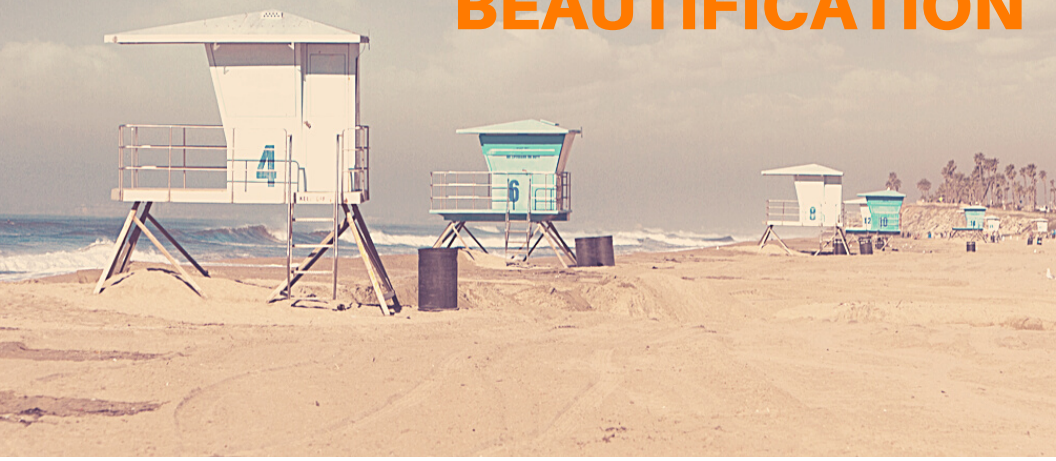
The purpose of the Ambassadors is to establish a rapport and presence with business owners, patrons, and residents of Huntington Beach in the Downtown area. The Ambassadors are not police officers. Their role is to observe and report situations concerning the well-being and safety within the surrounding area. They support the HBPD as needed and within their legal abilities under the law. Their goal is to ensure that all visitors to Downtown HB enjoy themselves and are provided with the safest environment possible.

## **HBPD COMMUNICATIONS**

The BID appreciates a positive, collaborative relationship with the HBPD. Challenges associated with COVID and weekend rallies only served to increase the value of open, direct communication between organizations to ensure the safety of Downtown HB.

In June 2021, the BID, VHB, and HBPD created an informal Downtown Communications Workgroup to foster proactive collaboration and processes between the three organizations.

# MAINTENANCE & BEAUTIFICATION



COVID placed a spotlight on the importance of cleanliness. Power washing and daily porter service are essential to the maintenance of Downtown HB, which is a very active destination throughout the year. MALCO continued to do an excellent job providing power washing and porter services during the pandemic.

During the mandate for restaurant takeout-only during the winter of COVID made trash collection and frequency even more vital to Downtown HB. While January is typically an off-peak month, mild weather and a dramatic increase in takeout trash prompted the BID and the City of HB to re-evaluate trash collection services, quickly shifting back to an on-peak collection schedule months ahead of time.

The BID and the City of HB collaborated on a new RFQ for power washing and porter services in May with the goal of awarding a new contract by August 2021. The objective of the RFQ is to expand the footprint of cleaning services across a larger space while also strategically increasing power washing in the most heavily trafficked areas.



# TOURISM VISIT HUNTINGTON BEACH

Tourism plays a key role in Huntington Beach's current and long-term economic prosperity and helps generate more business opportunities for Downtown. The decline in travel due to COVID-19 devastated the U.S. economy with a shocking impact of nearly \$500 billion lost in travel spending – a decrease of 36% domestically and 79% internationally since the beginning of March 2020\*. To encourage support for local HB businesses, the Downtown BID partnered with Visit Huntington Beach on local campaigns throughout 2020-2021 such as the OneHB Clean & Safe Pledge, "Masks Up, Surf City," 12 Blocks of Cheer and Show Your HB Love. As the vaccination rollout continues and infection rates are falling, Huntington Beach is well positioned to welcome visitors safely and has seen significant improvements in occupancy rates with weekends approaching pre-pandemic levels. The return of Huntington Beach's signature events and reopening of Southern California theme parks and attractions has brought strong visitation numbers to the destination. With travel momentum building and pent-up demand generating bookings, Visit Huntington Beach will continue to market and sell the Surf City USA brand experience to extend the length of overnight stays, rebuild workforce and increase visitor spending.

\* Source: U.S. Travel Association



# BID MEMBER OVERVIEW AND ZONE ANALYSIS



THERE ARE CURRENTLY 261 ACTIVE  
BUSINESSES IN THE  
DOWNTOWN BID IN ZONE 1 AND 2.

# BID ASSESSMENT CHART

Assessment Chart	Oct. 1, 2021 - Sept. 30, 2022	
Category	Benefit Zone 1	Benefit Zone 2
<b>Retail</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$800
<b>Restaurants</b>		
1,000 sq. ft. or less	\$351	\$200
1,001 - 2,500 sq. ft.	\$702	\$400
2,501 - 4,999 sq. ft.	\$1,053	\$600
5,000+ sq. ft.	\$1,404	\$900
<b>Hotels</b>		
20 rooms or less	\$468	\$400
21 - 50 rooms	\$936	\$800
51 rooms or more	\$1,404	\$1,200
<b>Services/ Office</b>		
1st Floor	\$281	\$160
Basement, 2nd Floor or Higher		
1,000 sq. ft. or less	\$120	\$90
1,001 - 2,500 sq. ft.	\$150	\$120
2,501 - 4,999 sq. ft.	\$300	\$150
5,000+ sq. ft.	\$700	\$350
<b>Cart/ Kiosk</b>	\$100	\$80
<b>Banks/ ATM</b>	\$600	\$400
<b>Seasonal, 9 mos or less</b>	\$500	\$300

# ZONE 1 ANALYSIS

Of the 162 businesses in Zone 1, 103 - or 64% - are either a restaurant or retail establishment and they are almost evenly represented. Together, restaurants and retailers generate 86% of BID assessment fees in Zone 1. At 44, Offices/ Services represent the third largest category of business in Zone 1, indicating a vibrant mix of social and professional operations within the area. Employees returning to their offices after COVID will have a positive impact on Downtown as this audience contributes to meaningful dining and shopping revenue during the week.

Zone 1			
Carts	13	\$100	<b>\$1,300</b>
Hotel			
20/ less			
21-50			
50+	1	\$1,404	<b>\$1,404</b>
Banks	1	\$600	<b>\$600</b>
<b>Restaurants</b>			
\$351.00	12	\$4,212	
\$702.00	18	\$12,636	
\$1,053.00	17	\$17,901	
\$1,404.00	6	\$8,424	
	<b>53</b>	<b>\$43,173</b>	<b>\$43,173</b>
<b>Retail</b>			
\$351.00	21	\$7,371	
\$702.00	20	\$14,040	
\$1,053.00	5	\$5,265	
\$1,404.00	4	\$5,616	
	<b>50</b>	<b>\$32,292</b>	<b>\$32,292</b>
<b>Service/ Office</b>			
\$281.00	11	\$3,091	
\$120.00	27	\$3,240	
\$150.00	0	\$0	
\$300.00	3	\$900	
\$700.00	3	\$2,100	
	<b>44</b>	<b>\$9,331</b>	<b>\$9,331</b>
			<b>\$88,100</b>

Zone 1		
Carts	13	\$1,300
Hotels	1	\$1,404
Restaurants	53	\$43,173
Retail	50	\$32,292
Service/ Office	44	\$9,331
Bank	1	\$600
	<b>162</b>	<b>\$88,100</b>

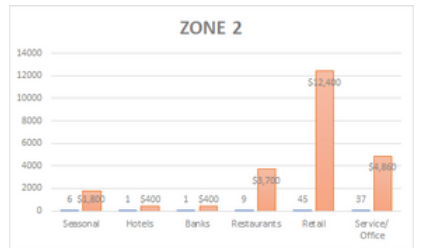


# ZONE 2 ANALYSIS

Of the 99 businesses in Zone 2, 54 - or 55% - are either a restaurant or retail establishment with the majority being retail at 45. Together, restaurants and retailers generate 68% of BID assessment fees in Zone 2. At 37, Offices/ Services represent the second largest category of businesses in Zone 2, indicating a shift to retail and professional operations within the area which is in easy walking distance from all areas of Downtown.

Zone 2			
Seasonal	6	\$300	<b>\$1,800</b>
Hotel			
20/ less	1	\$400	<b>\$400</b>
21-50			
50+			
Banks	1	\$400	<b>\$400</b>
Restaurants			
\$200.00	3	\$600.00	
\$400.00	4	\$1,600.00	
\$600.00	1	\$600.00	
\$900.00	1	\$900.00	
	<b>9</b>	<b>\$3,700.00</b>	<b>\$3,700</b>
Retail			
\$200.00	33	\$6,600.00	
\$400.00	9	\$3,600.00	
\$600.00	1	\$600.00	
\$800.00	2	\$1,600.00	
	<b>45</b>	<b>\$12,400.00</b>	<b>\$12,400</b>
Service/ Office			
\$160.00	21	\$3,360.00	
\$90.00	14	\$1,260.00	
\$120.00	2	\$240.00	
\$150.00	0	\$0.00	
\$350.00	0	\$0.00	
	<b>37</b>	<b>\$4,860.00</b>	<b>\$4,860</b>
			<b>\$23,560</b>

Zone 2		
Seasonal	6	\$1,800
Hotels	1	\$400
Banks	1	\$400
Restaurants	9	\$3,700
Retail	45	\$12,400
Service/ Office	37	\$4,860
	<b>99</b>	<b>\$23,560</b>



# BID MEMBERSHIP

Outside of Zones 1 and 2, two hotels, the Hyatt Regency Huntington Beach Resort & Spa and The Waterfront Beach Resort, a Hilton Hotel, both elected to voluntarily rejoin the BID in January 2021.

- There are no changes from the 2018-2019 Assessment Formula.
- Assessments are paid annually as a mandatory requirement to receive and/or renew a business license for organizations operating within the Business Improvement District.
- Assessment excluded for apartments, real estate agents, non-profits, home-based businesses and temporary vendors.
- Business 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.

## NEW BID MEMBERS:

Jay Bird's: Nashville Hot Chicken, Mahkin (Opening Date July 2021), Diane's Bikinis (New Owners), Aloha Grill (New Owners), Haus of Bunnies (Opening 2021), Hidden Beauty OC, SMKFLWR

# FINANCIALS

## ASSESSMENTS

As of June 30th, the BID had collected 55% of projected annual assessments. The City completed a much-anticipated integration of the annual business license fee and BID assessment fees into one invoice in May 2021. The BID anticipates this will help with monthly assessment collections bringing the total closer to the annual projected amount.

CITY OF HUNTINGTON BEACH BUSINESS LICENSE RENEWAL NOTICE			
AG 1070 Fee	\$40.00	BUSINESS NAME	
Assessment Fee	\$0.00	BUSINESS LICENSE NUMBER	
Business License Renewal	\$0.00	BUSINESS LICENSE EXPIRATION	
Business License Tax	\$75.00	AMOUNT DUE	DUE DATE
State & Medication	\$00.00	PENALTY DATE	
<b>TOTAL DUE</b>	<b>\$45.00</b>		

**REVIEW BUSINESS INFORMATION** below and update if necessary. Return with payment if changes are made. Keep a copy for your records.

OWNER SHIP TYPE	SOCIAL SECURITY	FEIN	NAICS CODE
OWNER / ENTITY NAME			
DBA / BUSINESS NAME			
BUSINESS ADDRESS (if located in Huntington Beach)			
MAILING ADDRESS			
BUSINESS PHONE		FAX	
BUSINESS EMAIL		WEBSITE	
VEHICLES USED FOR BUSINESS? <input type="checkbox"/> Yes <input type="checkbox"/> No if yes, see reverse side.			
COIN OPERATED MACHINE ON PREMISES? <input type="checkbox"/> Yes <input type="checkbox"/> No if yes, see reverse side.			
DO OTHER BUSINESSES PROVIDE A SERVICE TO YOU ON A REGULAR BASIS? <input type="checkbox"/> Yes <input type="checkbox"/> No if yes, see reverse side.			
NUMBER OF PERSONS EMPLOYED AT LOCATION (including yourself)	SELLER'S PERMIT #	CALIFORNIA CONTRACTOR'S LICENSE #	
PROFESSIONAL LICENSE NUMBER (Issued by the State of California, Consumer Affairs, medical, cosmetology, pest control, attorney, BRE, etc.)			
I hereby declare under penalty of perjury the above statements to be true and correct to the best of my knowledge.			
Signature _____	Date _____	Print _____	
Name _____	Title _____		

Please detach and return to us with your payment. Please make sure the return address below shows through the return envelope window.

CITY OF HUNTINGTON BEACH BUSINESS LICENSE P.O. Box 717 Huntington Beach, CA 92648-0717 (714) 538-4267		BUSINESS NAME (EXPRESS CHECKS)	
RENEWAL NOTICE <input type="checkbox"/> NO LONGER DOING BUSINESS - Signature required on back		BUSINESS LICENSE NUMBER	BUSINESS ADDRESS
		EXPIRATION AFTER RENEWAL	NAICS CODE
		AMOUNT DUE	DUE DATE

YOU CAN NOW RENEW ONLINE. SEE BACK FOR DETAILS.

## EIDL LOAN

In late October 2020, the BID applied for an EIDL loan, which was awarded in the amount of \$150,000 on Dec. 31, 2020. \$50,000 was placed in the BID's Main Account for use as operating capital. \$100,000 was placed in the Reserve account to meet min. funding requirements. On June 19th, the BID began the process of requesting approx. \$45,300 in additional EIDL funds.

## CITY OF HB COVID GRANT

On May 24th, the BID applied for a COVID-19 Relief Grant through the City of Huntington Beach. The BID received confirmation that it would receive an award of \$10,000 on June 14th. The funds will be placed in the BID's Main account to use for marketing and operating expenses for the 2021-2022 fiscal year.

# Huntington Beach Downtown Business Improvement District

## Statement of Financial Position

As of June 30, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1020 First Bank - Main Acct	1,274.11
1030 First Bank - MM	160,733.80
1040 First Bank - Malco	25,692.16
<b>Total Bank Accounts</b>	<b>\$187,700.07</b>
Other Current Assets	
1330 Prepaid Rent	500.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$500.00</b>
<b>Total Current Assets</b>	<b>\$188,200.07</b>
Fixed Assets	
1640 Machinery & Equipment	11,651.68
1660 Office Equipment	538.74
1670 Computers	1,306.31
1700 Accumulated Depreciation	-13,496.73
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$188,200.07</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2080 Payroll Clearing	-185.08
2100 Payroll Tax Payable	-853.29
<b>Total Other Current Liabilities</b>	<b>\$ -1,038.37</b>
<b>Total Current Liabilities</b>	<b>\$ -1,038.37</b>
Long-Term Liabilities	
2400 Notes Payable - SBA EIDL	150,000.00
<b>Total Long-Term Liabilities</b>	<b>\$150,000.00</b>
<b>Total Liabilities</b>	<b>\$148,961.63</b>
Equity	
3100 Unrestricted Net Assets	122,544.38
Retained Earnings	0.00
Net Revenue	-83,305.94
<b>Total Equity</b>	<b>\$39,238.44</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$188,200.07</b>

# Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2020-2021 Budget - FY21 P&L

October 2020 - June 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Revenue</b>				
4050 BID Assessments	53,757.00	98,000.00	-44,243.00	54.85 %
4100 Chili at the Beach		25,000.00	-25,000.00	
4300 Surf City Nights	92,177.40	87,500.00	4,677.40	105.35 %
4400 Surf City Days	-10,000.00		-10,000.00	
4500 Miracle on Main		5,000.00	-5,000.00	
4600 Main St. Outdoors		3,000.00	-3,000.00	
4650 Families Forward		11,000.00	-11,000.00	
4800 City of HB Maintenance	128,276.00	133,578.00	-5,302.00	96.03 %
Unapplied Cash Payment Revenue	0.00		0.00	
<b>Total Revenue</b>	<b>\$264,210.40</b>	<b>\$363,078.00</b>	<b>\$ -98,867.60</b>	<b>72.77 %</b>
<b>Cost of Goods Sold</b>				
5100 Rental & Setup	7,583.00	15,000.00	-7,417.00	50.55 %
5150 Parking	561.00	4,500.00	-3,939.00	12.47 %
5200 Street Cleaning		1,600.00	-1,600.00	
5250 Street Closure		2,400.00	-2,400.00	
5300 Event Expenses	1,853.30	20,150.00	-18,296.70	9.20 %
5330 Entertainment	143.12		143.12	
<b>Total 5300 Event Expenses</b>	<b>1,996.42</b>	<b>20,150.00</b>	<b>-18,153.58</b>	<b>9.91 %</b>
5500 Miscellaneous		3,000.00	-3,000.00	
5600 Holiday Beautification	15,105.00	35,000.00	-19,895.00	43.16 %
5800 Malco Maintenance	107,169.00	124,578.00	-17,409.00	86.03 %
<b>Total Cost of Goods Sold</b>	<b>\$132,414.42</b>	<b>\$206,228.00</b>	<b>\$ -73,813.58</b>	<b>64.21 %</b>
<b>GROSS PROFIT</b>	<b>\$131,795.98</b>	<b>\$156,850.00</b>	<b>\$ -25,054.02</b>	<b>84.03 %</b>
<b>Expenditures</b>				
7010 Advertising & Marketing	2,321.75	12,000.00	-9,678.25	19.35 %
7050 Bank Charges & Fees	462.81	6,900.00	-6,437.19	6.71 %
7070 Consultants	119,516.00	110,997.00	8,519.00	107.67 %
7100 Dues & subscriptions	290.00	2,250.00	-1,960.00	12.89 %
7150 Insurance	3,115.56	1,900.00	1,215.56	163.98 %
7155 Workers Comp Insurance	201.00	1,100.00	-899.00	18.27 %
<b>Total 7150 Insurance</b>	<b>3,316.56</b>	<b>3,000.00</b>	<b>316.56</b>	<b>110.55 %</b>
7170 Legal & Accounting Services	4,955.00	5,450.00	-495.00	90.92 %
7190 Meeting & Training	477.61	1,200.00	-722.39	39.80 %
7191 Election	1,726.44		1,726.44	
7200 Miscellaneous Expense	8.38		8.38	
7210 Office Supplies	1,874.43	2,250.00	-375.57	83.31 %
7240 Payroll Expenses				
7242 Wages - Administrative Assistant	6,984.67	11,700.00	-4,715.33	59.70 %
7250 Payroll Taxes	578.89	1,490.00	-911.11	38.85 %
7255 Payroll Processing Fees	968.91	1,250.00	-281.09	77.51 %
<b>Total 7240 Payroll Expenses</b>	<b>8,532.47</b>	<b>14,440.00</b>	<b>-5,907.53</b>	<b>59.09 %</b>



# Huntington Beach Downtown Business Improvement District

Budget vs. Actuals: 2020-2021 Budget - FY21 P&L

October 2020 - June 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
7280 Postage	93.50		93.50	
7290 Rent & Lease	11,700.00	12,200.00	-500.00	95.90 %
7300 Repairs & Maintenance	50.00	360.00	-310.00	13.89 %
7310 Security				
7315 Ambassador Program	55,323.47	24,000.00	31,323.47	230.51 %
<b>Total 7310 Security</b>	<b>55,323.47</b>	<b>24,000.00</b>	<b>31,323.47</b>	<b>230.51 %</b>
7320 Taxes & Licenses	869.00	1,400.00	-531.00	62.07 %
7330 Telephone	1,707.32	1,645.00	62.32	103.79 %
QuickBooks Payments Fees	1,891.43		1,891.43	
<b>Total Expenditures</b>	<b>\$215,116.17</b>	<b>\$198,092.00</b>	<b>\$17,024.17</b>	<b>108.59 %</b>
NET OPERATING REVENUE	<b>\$ -83,320.19</b>	<b>\$ -41,242.00</b>	<b>\$ -42,078.19</b>	<b>202.03 %</b>
Other Revenue				
8000 Interest Earned	14.25		14.25	
<b>Total Other Revenue</b>	<b>\$14.25</b>	<b>\$0.00</b>	<b>\$14.25</b>	<b>0.00%</b>
NET OTHER REVENUE	<b>\$14.25</b>	<b>\$0.00</b>	<b>\$14.25</b>	<b>0.00%</b>
NET REVENUE	<b>\$ -83,305.94</b>	<b>\$ -41,242.00</b>	<b>\$ -42,063.94</b>	<b>201.99 %</b>

**BUSINESS IMPROVEMENT DISTRICT**

2020 - 2021 BUDGET

<b>INCOME:</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>YEARLY TOTALS</b>
City of HB Maintenance	\$18,634.00	\$11,864.00	\$11,864.00	\$11,040.00	\$9,690.00	\$17,284.00	\$18,634.00	\$17,284.00	\$17,284.00	\$18,634.00	\$18,109.00	\$18,109.00	\$188,430.00
BID Assessments	\$6,000.00	\$15,000.00	\$9,000.00	\$11,000.00	\$10,000.00	\$12,000.00	\$10,000.00	\$13,000.00	\$12,000.00	\$10,000.00	\$8,000.00	\$8,000.00	\$124,000.00
Surf City Nights				\$12,000.00	\$12,000.00	\$13,500.00	\$14,000.00	\$14,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$21,000.00	\$152,500.00
Surf City Days													\$0.00
Chili at the Beach									\$25,000.00				\$25,000.00
Families Forward Program	\$2,500.00	\$2,500.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,000.00
Main St. Outdoor Program	\$1,000.00	\$1,000.00	\$1,000.00										\$3,000.00
Destination Downtown													\$0.00
Halloween													\$0.00
Miracle on Main		\$5,000.00											\$5,000.00
Transfer From Reserves	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$30,000.00
<b>Monthly Totals</b>	<b>\$30,634.00</b>	<b>\$37,864.00</b>	<b>\$25,364.00</b>	<b>\$37,540.00</b>	<b>\$35,190.00</b>	<b>\$46,284.00</b>	<b>\$46,134.00</b>	<b>\$47,784.00</b>	<b>\$78,784.00</b>	<b>\$53,134.00</b>	<b>\$50,609.00</b>	<b>\$49,609.00</b>	<b>538,930.00</b>
<b>\$23,000.00</b>													
<b>EXPENSE:</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>YEARLY TOTALS</b>
Malco Maintenance	\$17,634.00	\$10,864.00	\$10,864.00	\$10,040.00	\$8,690.00	\$16,284.00	\$17,634.00	\$16,284.00	\$16,284.00	\$17,634.00	\$17,109.00	\$17,109.00	\$176,430.00
Market/Advertising	\$1,000.00	\$1,000.00	\$1,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$16,500.00
Ambassador	\$0.00	\$0.00	\$0.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$36,000.00
Office Expense	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Bank Charges	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Dues & Subscriptions	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Insurance				\$600.00				\$1,300.00					\$1,900.00
Accounting	\$500.00	\$500.00	\$500.00	\$500.00	\$850.00	\$1,100.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,950.00
License & Fees	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,000.00
Meeting/Training	\$100.00	\$100.00	\$100.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,650.00
Exec. Dir.	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$8,333.00	\$100,000.00
Events Manager	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$48,000.00
Admin Asst	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00	\$15,600.00
Payroll Taxes	\$160.00	\$160.00	\$160.00	\$160.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00	\$2,000.00
Workers Comp	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$70.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$1,250.00
Payroll Expenses	\$125.00	\$125.00	\$125.00	\$125.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,700.00
Security	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Repairs/Maintenance	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$50.00	\$50.00	\$500.00
Rent & Storage	\$900.00	\$900.00	\$900.00	\$900.00	\$5,000.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$14,900.00
Telephone/Internet	\$165.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$2,200.00
<b>BID EVENTS</b>													
SCN Rental & Set up	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$22,500.00
SCN Street Cleaning	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$200.00	\$2,400.00
SCN Street Closure	\$0.00	\$0.00	\$0.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$500.00	\$3,700.00
SCN Parking	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00	\$700.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$6,900.00
SCN Miscellaneous	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00
SCN Quickbooks	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$9,000.00
Chili at the Beach									\$15,000.00				\$15,000.00
Air Show	\$0.00												\$0.00
Halloween		\$5,150.00											\$5,150.00
Miracle on Main		\$10,000.00											\$10,000.00
Holiday Beautification		\$25,000.00											\$25,000.00
Destination Downtown													\$0.00
<b>MONTHLY TOTALS</b>	<b>\$35,057.00</b>	<b>\$68,457.00</b>	<b>\$28,307.00</b>	<b>\$37,933.00</b>	<b>\$40,468.00</b>	<b>\$44,312.00</b>	<b>\$45,812.00</b>	<b>\$45,112.00</b>	<b>\$58,862.00</b>	<b>\$45,212.00</b>	<b>\$44,697.00</b>	<b>\$44,701.00</b>	<b>\$538,930.00</b>

VARIANCE: INCOME VS EXPENSE

0.00

# MARKETING

## SOCIAL MEDIA

### INSTAGRAM:

- Started: July 2020
- Followers: 3,413
- Growth: 333 new followers per month
- Advertising spend: \$120.00, \$.04 cent acquisition cost

### FACEBOOK

- Relaunched: October 2020
- Followers: 3,025
- Growth: 336 new followers per month
- 100% organic growth



## DOWNTOWN, DID YOU KNOW?

Huntington Beach Downtown Business Improvement District  
June 30, 2021



### HBPD 4TH OF JULY SAFETY

The HBPD anticipates this upcoming 4th of July weekend to be a busy one in Huntington Beach. The HBPD has taken preventative measures to prepare for the potential increase in crowds in the downtown. You will see an increased police presence in the downtown and festival area throughout the weekend.

Friendly reminder, if you see something suspicious or worrisome, call the HBPD non-emergency line at (714) 960-8825. For emergencies, please call 911. As always, the HBPD appreciates your ongoing cooperation and partnership. We look forward to an eventful and safe 4th of July holiday weekend.

### TAKEOUT ALCOHOL POLICY

Beer, wine, or distilled spirits (as applicable) may be sold in containers filled by the retailer as long as the container is sealed with a secure lid or cap and in a manner designed to prevent consumption without the removal of the lid or cap. such alcoholic beverages



## COMMUNICATIONS

- Downtown Blogs
- Press Release: Surf City Stroll, Surfer's Special and Surf Festival and Rockin Fig Bowl
- BID Member Emails like Downtown, Did You Know? and Member Newsletter
- Consumer Messaging

## MEDIA COVERAGE

### Rockin Fig Surf Festival

- OC Register, Daily Pilot, Spectrum News and KTLA Channel 5

### Surf City Nights

- OC Register and Daily Pilot



# SOCIAL HIGHLIGHTS

## DINE



## SHOP



## PLAY



## COMMUNITY



# HBDBID EVENTS

## SURF CITY FARMERS' MARKET

The Surf City Farmers' Market was opened in September of 2020 to provide essential needs for our community. Operating in a smaller footprint, Main Street and Olive Ave, 10-12 vendors supported the market through the re-opening of Surf City Nights in March 2021.



## SURF CITY MARKET PLACE

The Surf City Marketplace was a new open-air boutique retail destination of 4-6 vendors from October - December. The Marketplace was located at the base of the 3rd block of Main Street during its closure adjacent to the Post Office.

## KEEP ON CRUISIN

Based on the success of the Rockin Fig event, the BID collaborated with HBBC.easyrider to produce a safe, family-friendly outdoor event that celebrated cruising culture and the joys of two wheels. While November 14, 2020 was admittedly a challenging date to navigate because of increasing COVID restrictions, the open air activation complied with all health and safety guidelines and was considered a success.



# ROCKIN' FIG

VINTAGE SURF FESTIVAL

OCTOBER 17, 2020



A celebration of one of Surf City's great personalities, Rockin Fig, and the "local's block" of Main Street, the Rockin Fig Vintage Surf Festival was a block-wide activation that safely brought several hundred people to the 3rd block to enjoy entertainment, exhibits, shopping, and dining on Oct. 17, 2020.

The event garnered lots of positive press coverage including the LA Times, OC Register and Spectrum News. All business on the 3rd block participated in the event by offering special and unique activities that demonstrated the creative collaboration businesses embraced during COVID.

In 2021, the 2nd Annual Rockin Fig Vintage Surf Festival will be incorporated into Surf City Days.

# SURF CITY NIGHTS

Surf City Nights successfully returned to Downtown HB on Tuesday, March 16th with a new footprint and reimagined vendor mix. At approximately 50 vendors, the street fair is half the original size in terms of vendors, but occupies the same footprint creating a wonderful flow up Main Street from PCH to Orange. The outdoor dining patios on the 2nd block entice visitors to linger over dinner and the expanded vendor spacing has improved sightlines between vendors and businesses.



Surf City Nights has three distinct zones: Surf City Farmers' Market, "Restaurant Row" on the 2nd Block of Main Street, and the Surf City Collective which features unique retail and lifestyle merchants that complement the 3rd block businesses. A commission structure was added to selected vendor categories which helped increase profitability of the event even at a reduced footprint.



Local businesses embraced the return of Surf City Nights. The most notable being Avila's El Ranchito's introduction of the Mercado Margarita, a weekly flavor inspired by shopping the market each week. Available only on Tuesday nights, the Mercado Margarita often sells out. Another great example of creative collaboration to showcase Downtown HB in a fresh way.



# UPCOMING EVENTS

## SURF CITY MOVIE NIGHTS

In partnership with the International Surfing Museum, Surf City Movie Nights is scheduled for Fall of 2021. Through the help of sponsorships, we will be able to bring classic surf cinema to Downtown Huntington Beach.



## SURF CITY DAYS

Surf City Days were on hiatus in Fall 2020. In October 2021, the event will return to Main Street and Pier Plaza. Local's favorite, HSS Demo Days, will return to the first block of Main Street. The 2nd Annual Rockin Fig Vintage Surf Festival will be added to the event this year for more exposure to all of Downtown.

## HOLIDAYS 2021

Halloween and Miracle on Main Street, were on hiatus in Fall 2020. We are excited bring the spirit of the season back to Downtown in 2021. Locals and guests will enjoy the annual Trick or Treating with our businesses and the return of Miracle on Main Street.

