



# HBDBID ANNUAL REPORT



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HUNTINGTON BEACH  
DOWNTOWN  
BUSINESS  
IMPROVEMENT  
DISTRICT

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2021-2022



## 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

# 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. 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.

VHB and the BID co-fund the Ambassadors. For 2021-2022 VHB will contribute \$30,000 and the BID will contribute \$40,200 based on current budget allocations. A 4-man team working an 8-hour shift is scheduled Downtown every Friday, Saturday, and Sunday through the weekend of Oct. 3rd to coincide with the Air Show. After that, the Ambassadors will be scheduled as a 3-man team on specific holiday and event weekends through the fall and spring of 2022.

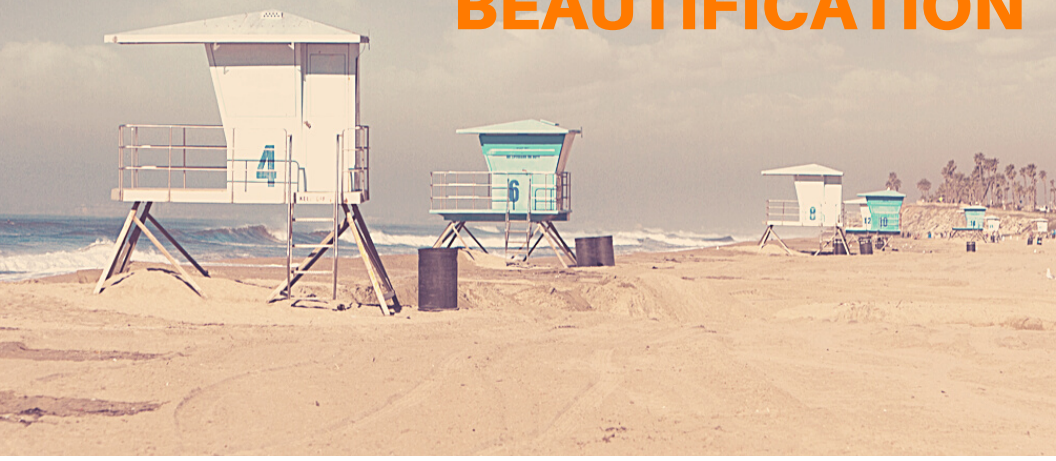
## **HBPD COMMUNICATIONS**

The BID communicates frequently and works in partnership with HBPD.

In June 2021, the BID, VHB, and HBPD created an informal Downtown Communications Workgroup to foster proactive collaboration and processes between the three organizations. The BID attends HBPD security briefings related to events planned for Downtown.



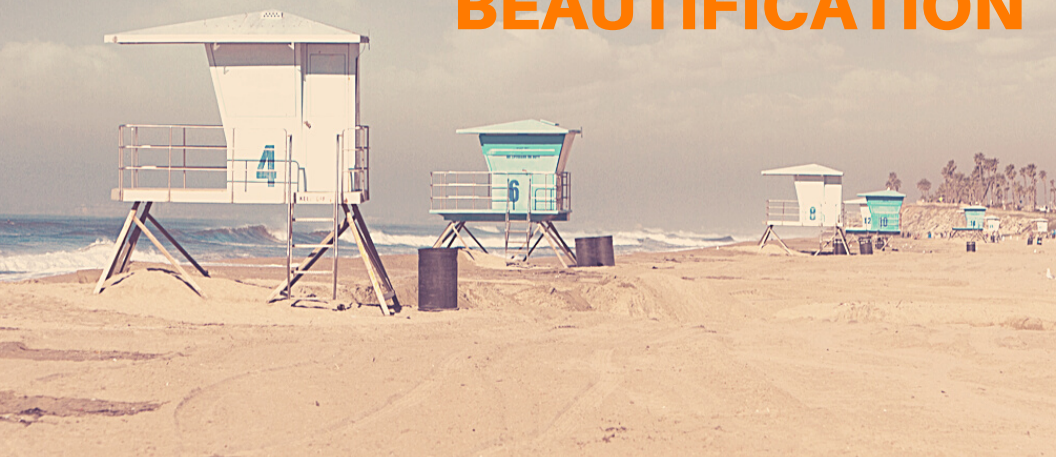
# MAINTENANCE & BEAUTIFICATION



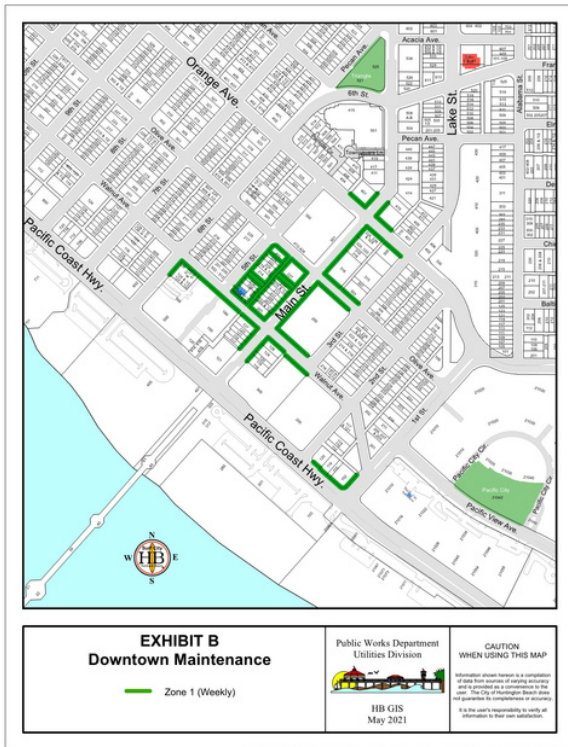
Downtown HB is a very active destination and requires frequent, thorough cleaning. MCS was awarded the cleaning and maintenance contract after the City distributed a new RFQ in June 2021.

The new contract provides increased frequency of power washing along heavily-trafficked areas of Downtown while also expanding the coverage area to reach more businesses. Daily porter service is the second component of the contract. The BID often increases porter staffing over holiday and event weekend.

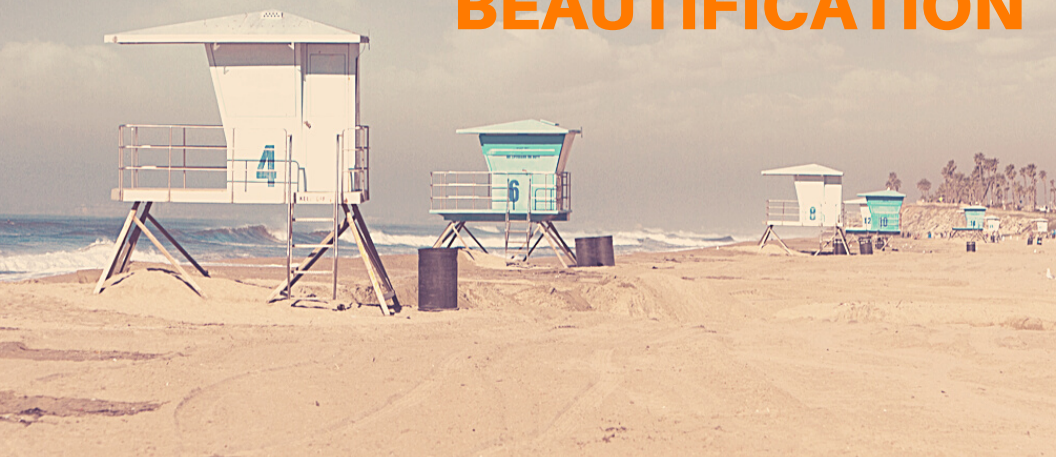
# MAINTENANCE & BEAUTIFICATION



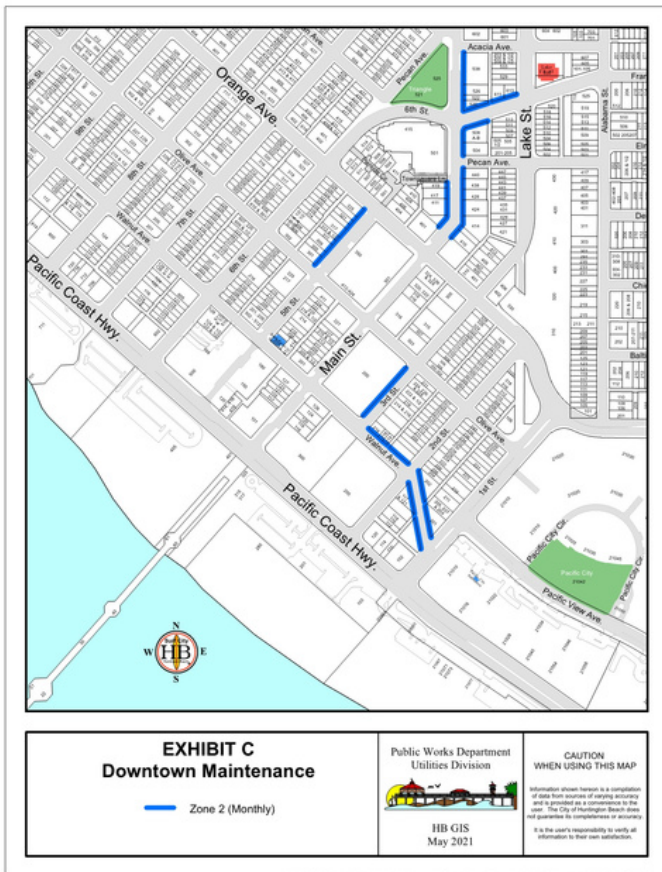
Zone 1 Power Washing: On Peak = 2 x week, Off Peak = 1 x week



# MAINTENANCE & BEAUTIFICATION

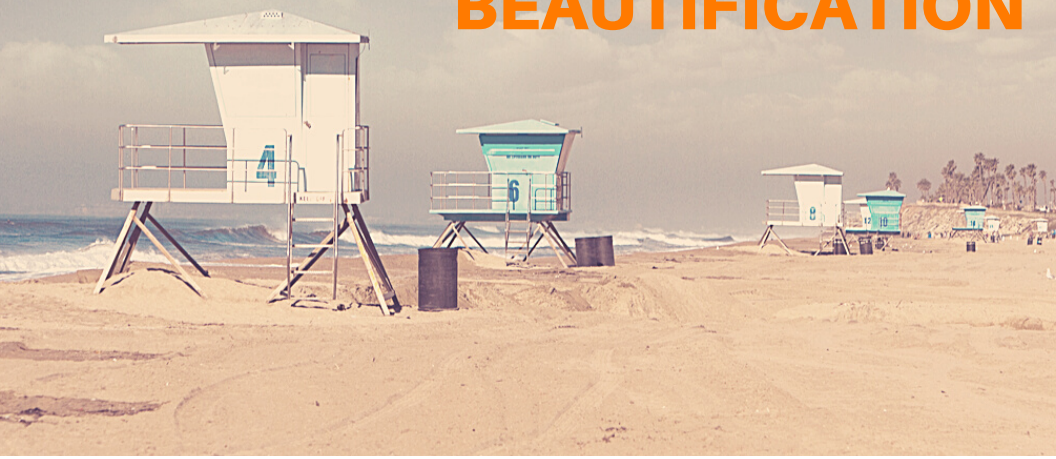


Zone 2 Power Washing: On Peak = 2 x month, Off Peak = 1 x month

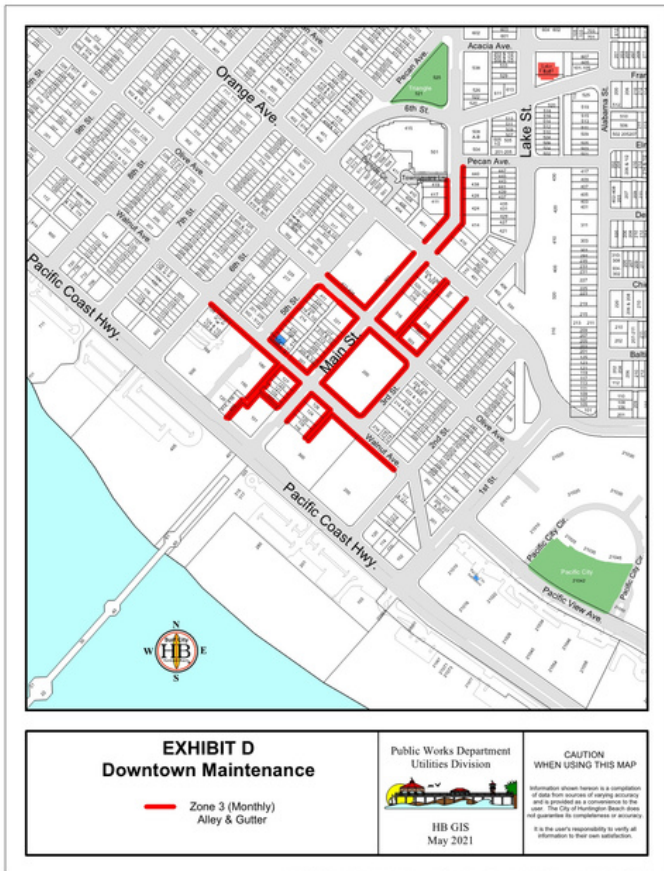




# MAINTENANCE & BEAUTIFICATION



## Zone 3 Power Washing: Monthly Alley and Gutters





# 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>



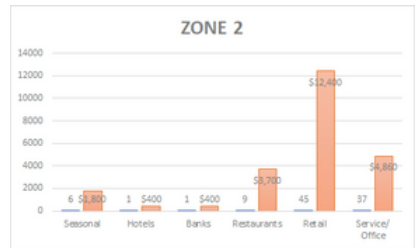


# ZONE 2 ANALYSIS

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	\$4.00	BUSINESS NAME									
Assessment Fee	\$0.00	BUSINESS LICENSE NUMBER									
Business License Renewal	\$0.00	BUSINESS LICENSE EXPIRATION									
Business License Tax	\$70.00	AMOUNT DUE	DUE DATE								
State & Medication	\$20.00	PENALTY DATE									
<b>TOTAL DUE</b>	<b>\$45.50</b>										
REVIEW BUSINESS INFORMATION below and update if necessary. Return with payment if changes are made. Keep a copy for your records.											
OWNERSHIP 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 _____										
<small>Please detach and return to us with your payment. Please make sure the return address below shows through the return envelope window.</small>											
 CITY OF HUNTINGTON BEACH BUSINESS LICENSE P.O. Box 717 Huntington Beach, CA 92648-0717 (714) 538-4267		<table border="1"><thead><tr><th colspan="2">BUSINESS NAME (EXPRESS CHECKS)</th></tr></thead><tbody><tr><td>BUSINESS LICENSE NUMBER</td><td>BUSINESS ADDRESS</td></tr><tr><td>EXPIRATION AFTER RENEWAL</td><td>NAICS CODE</td></tr><tr><td>AMOUNT DUE</td><td>DUE DATE</td></tr></tbody></table>		BUSINESS NAME (EXPRESS CHECKS)		BUSINESS LICENSE NUMBER	BUSINESS ADDRESS	EXPIRATION AFTER RENEWAL	NAICS CODE	AMOUNT DUE	DUE DATE
BUSINESS NAME (EXPRESS CHECKS)											
BUSINESS LICENSE NUMBER	BUSINESS ADDRESS										
EXPIRATION AFTER RENEWAL	NAICS CODE										
AMOUNT DUE	DUE DATE										
RENEWAL NOTICE <input type="checkbox"/> NO LONGER DOING BUSINESS - Signature required on back		YOU CAN NOW RENEW ONLINE. SEE BACK FOR DETAILS. <small>ISSUANCE OF LICENSES SUBJECT TO ADEQUATE FEE COLLECTION.</small>									

## 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. On Jan. 5, 2021 \$50,000 was placed in the BID's Main Account for use as operating capital to cover expenses such as rent and staff costs. \$100,000 was placed in the Reserve account to meet min. funding requirements. On June 19, 2021, the BID began the process of requesting approx. \$45,300 in additional EIDL funds.

## CITY OF HB COVID GRANT

On May 24, 2021, 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>

## BUSINESS IMPROVEMENT DISTRICT

2021-2022 Budget

INCOME:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
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	\$8,000.00	\$8,000.00	\$8,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$8,000.00	\$8,000.00	\$106,000.00
Surf City Nights	\$15,200.00	\$10,200.00	\$10,200.00	\$10,200.00	\$10,200.00	\$12,200.00	\$15,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$20,200.00	\$18,200.00	\$182,400.00
Surf City Days	\$15,000.00												\$15,000.00
Summer Kickoff Event									\$10,000.00				\$10,000.00
Chili at the Beach	\$10,000.00												\$10,000.00
Surf City Movie Nights									\$2,500.00	\$5,000.00	\$5,000.00	\$5,000.00	\$17,500.00
Halloween	\$5,000.00												\$5,000.00
City of HB Grant	\$10,000.00												\$10,000.00
Miracle on Main		\$5,000.00											\$5,000.00
<b>Monthly Totals</b>	<b>\$79,834.00</b>	<b>\$35,064.00</b>	<b>\$30,064.00</b>	<b>\$29,240.00</b>	<b>\$29,890.00</b>	<b>\$39,484.00</b>	<b>\$43,834.00</b>	<b>\$47,484.00</b>	<b>\$59,984.00</b>	<b>\$53,834.00</b>	<b>\$51,309.00</b>	<b>\$49,309.00</b>	<b>549,330.00</b>
\$18,200.00													
EXPENSE:	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YEARLY TOTALS
City of HB 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
Marketing/Advertising	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00	\$10,900.00
Ambassadors Security	\$5,000.00	\$1,000.00	\$3,000.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,000.00	\$5,200.00	\$5,200.00	\$5,200.00	\$5,200.00	\$40,200.00
Office Expense	\$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
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	\$0.00	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$0.00	\$1,300.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,900.00
Accounting	\$540.00	\$540.00	\$540.00	\$540.00	\$850.00	\$1,100.00	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$7,350.00
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
Board of Directors Election	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00
Meeting/Training	\$100.00	\$100.00	\$50.00	\$100.00	\$100.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$800.00
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	\$8,337.00	\$100,000.00
Events Manager	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00	\$63,600.00
Payroll Expenses	\$75.00	\$75.00	\$75.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$225.00
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	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$5,800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$14,600.00
Telephone/Internet	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$2,220.00
EIDL Repayment	\$0.00	\$0.00	\$0.00	\$852.00	\$852.00	\$852.00	\$852.00	\$852.00	\$852.00	\$852.00	\$852.00	\$852.00	\$7,668.00
<b>BID EVENTS</b>													
SCN Rental & Set up	\$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	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
SCN Street Cleaning	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
SCN Street Closure	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
SCN Parking	\$600.00	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$600.00	\$0.00	\$0.00	\$2,400.00
SCN Marketing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
SCN Quickbooks	\$304.00	\$204.00	\$204.00	\$204.00	\$204.00	\$244.00	\$304.00	\$404.00	\$404.00	\$404.00	\$404.00	\$364.00	\$3,648.00
BID Event Misc	\$833.00	\$633.00	\$633.00	\$433.00	\$433.00	\$633.00	\$633.00	\$633.00	\$833.00	\$833.00	\$833.00	\$626.00	\$7,989.00
Summer Kickoff Event									\$10,000.00				\$10,000.00
Chili at the Beach		\$10,000.00											\$10,000.00
Surf City Days	\$5,000.00												\$5,000.00
Surf City Movie Nights										\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
Air Show	\$0.00												\$0.00
Halloween		\$10,000.00											\$10,000.00
Miracle on Main		\$10,000.00											\$10,000.00
Holiday Beautification		\$20,000.00											\$20,000.00
<b>MONTHLY TOTALS</b>	<b>\$49,044.00</b>	<b>\$82,374.00</b>	<b>\$34,324.00</b>	<b>\$34,427.00</b>	<b>\$32,187.00</b>	<b>\$44,721.00</b>	<b>\$41,171.00</b>	<b>\$40,521.00</b>	<b>\$52,671.00</b>	<b>\$46,121.00</b>	<b>\$45,006.00</b>	<b>\$46,763.00</b>	<b>\$549,330.00</b>

VARIANCE: INCOME VS EXPENSE

0.00

# MARKETING

## SOCIAL MEDIA

### INSTAGRAM:

- Started: July 2020
- Followers: 3,413
- Growth: 333 new followers per month
- Target: 6,000 followers by June 2022.

### FACEBOOK

- Relaunched: October 2020
- Followers: 3,025
- Growth: 336 new followers per month
- 100% organic growth
- Target: 6,000 followers by June 2022



## COMMUNICATIONS

- Rebrand the HBDBID to create clearer identity and increase brand equity
- BID Blogs and Member Emails like Downtown, Did You Know? and Member Newsletter
- Enhanced Website with Sections for Businesses and Visitors and Event Calendar
- Event Promotions



## 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



## MEDIA OUTREACH

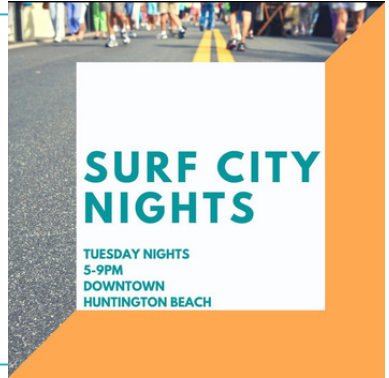
- Press Releases
- Media Alerts
- FAM Tours
- Media Event Invitations





# SURF CITY NIGHTS

Surf City Nights successfully returned to Downtown HB on Tuesday, March 16th, 2021 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; it's a 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

In October 2021, Surf City Days 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

The spirit of the season returns Downtown in 2021. Activities are being planned for both nights of Halloween weekend with the traditional trick-or-treating Downtown on the 31st. Enhanced decorations and the return of Miracle on Main Street is planned for Holiday 2021.



# LOOKING AHEAD

## CHALLENGES

### REVENUE

Projected Annual BID Assessment Revenue is just 18% of the budget. Recurring event revenue with Surf City Nights has proven to be very robust, but the total footprint is still about 50% of what it was pre-COVID. Surf City Nights revenue is projected to be 31% of the annual budget. Individual Signature Events like Surf City Days and Chili at the Beach are expected to be profitable, but frequent one-off events are not supportable with current BID staffing.

## IMPROVEMENTS

- Rebrand BID with a user-friendly name, i.e. Explore Downtown HB, DTHB, or Experience Downtown HB
- New Seasonal Events: examples include a Summer Kick-off event and possible monthly lifestyle events
- Annualized Calendar of Events to Increase Shoulder Season Programming
- Double Social Media Followers and Engagement
- Redesign and Expand Website Content to Feature Different Sections for Businesses and Visitors
- Increase Clarity and Value of BID Membership through Marketing, Member Communications, Services, and Programming