

HB DOWNTOWN

BUSINESS IMPROVEMENT DISTRICT



HB Downtown mission, to be the advocate for our coastal downtown community creating economic vitality and the premier entertainment destination.



ABOUT

The Downtown Business Improvement District (the "District") is a program established in 2004 by the City of Huntington Beach to fund activities and improvements benefiting all businesses within a specified boundary area. Huntington Beach Downtown Business Improvement District (HB Downtown), a private non-profit 501c6 business-based corporation that was established in 2008, is an all-inclusive collaborative advocate for the entire growing downtown region and acts as the Advisory Board to the District.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT

A Business Improvement District (BID) is a collective funding effort by business owners to support district improvements. In 2004, Huntington Beach City Council formed the Huntington Beach Downtown Business Improvement District (District) through ordinance No. 3661, aiming to enhance the visitor experience. To oversee these efforts, the City Council appointed the non-profit HB Downtown Business Improvement District (HB Downtown) in 2008. Comprising a volunteer Board of Directors and administrative staff, HB Downtown manages and coordinates activities outlined in the District's regulations and resolutions. There are approximately 255 businesses in the District. Depending on the business type, square footage, and location, individual business assessments range from \$80 to \$1,404 per year.



2023-2024 IMPROVEMENT & ACTIVITIES

The following are recommendations from the Advisory Board on the expenditure of revenues derived from the levy of assessments, estimated to total \$110,200 for FY 2023-2024:

- Ambassador Program (30%)
- District Management (20%)
- Enhanced Maintenance (15%)
- Holiday Beautification (15%)
- Marketing & Events (15%)
- CRM Software (5%)



AMBASSADOR PROGRAM

The Ambassador Program, led by HB Downtown in collaboration with HBPD, ensures safety and a warm welcome for residents and visitors. Identified by their yellow shirts, the ambassadors offer information, directions, and escorts, enhancing public safety during travels to and from businesses. They partner with HBPD for patrols, addressing issues, and aiding those in need. Funded by HB Downtown and Visit Huntington Beach, the program fosters a vibrant community, tourism, and local businesses.



CLEANING PROGRAM

HB Downtown manages a maintenance agreement with Huntington Beach Public Works, providing funding for cleaning services in the Downtown District. Daily porters and scheduled power washing, based on city-provided maps, are part of the services. HB Downtown designates funds to cover maintenance costs beyond the existing agreement and additional porters during significant events like the 4th of July, US Open of Surfing, and the Pacific Air Show.

MARKETING

Marketing and Events have played a vital role in promoting and shaping the story of the Downtown District. Our strategic approach to marketing, involving the use of various communication channels and the organization of community events, has effectively engaged stakeholders and established a strong brand identity.

HB Downtown further enhances its presence by implementing tactical marketing campaigns that encompass website, email campaigns, and social media.

The HB Downtown website serves as a comprehensive and user-friendly platform, showcasing unique offerings, events, and relevant information. Website: www.hbdowntownusa.com

Social Media is used to expand our reach and connect with a broader audience by establishing a strong presence that show an active and vibrant Downtown.

Social Media Channels:

Instagram: @hbdowntownusa and @hbdowntownevents

Facebook: @hbdowntownusa

Email campaigns amplify the message of activities in the Downtown area. Utilizing the HB Downtown email database, monthly emails are sent to over 5.5K subscribers to learn about Downtown business, activities and events. Our past email campaigns live on the HB Downtown Blog found on our website. Recent campaigns include Mai Tai's for Maui, Gameday in HB Downtown and Labor Day Specials.

COMMUNICATION

Staff works closely with our local partners at the City of Huntington Beach, Visit Huntington Beach and more to keep stakeholders in the know about logistics, marketing opportunities and events that impact the District. HB Downtown Newsletters are sent out monthly to our stakeholder database. Past Newsletters include: Quarterly HBPD updates, 4th of July and Pacific Airshow.

Additionally, HB Downtown hosts 2-3 stakeholder meetings a year with special topics or guest speakers. Past stakeholder meetings include: Mixer with the Mayor Tony Strickland, HBPD Critical Incident Training and Special Events update with Molly Uemura.

EVENTS

HB Downtown events increase exposure but also create memorable experiences, engage our community, and enhance the brand.

WEEKLY EVENTS

Surf City Nights – Tuesday Nights on Main Street
Surf City Artisan Fair – Fridays and Select Weekends at Pier Plaza

YEARLY EVENTS

Chili at The Beach – June
4th of July Block Party – July
Surf City Days – September
Surf City Spooktacular (Halloween) – October
Magic on Main Street (Tree Lighting) – November



BOARD OF DIRECTORS

President: Brett Barnes

Vice President: Sandy Taylor

Treasurer: Tony Duran

Secretary: Moe Kanoudi

Bob Bolen

Darrick Hearn

Nicole Llido

Susie Smith

Peter "PT" Townend

STAFF

Executive Director: Jaime Strong

Cell: 949-295-3851

Events & Social Media: Kim-Erin Justice

Administrative Assistant: Madeleine Gates

HB DOWNTOWN OFFICE

315 3rd Street, Suite E

Huntington Beach, Ca 92648

714-536-8300

HBPD

Emergency: 911

Non-Emergency 714-960-8825

CLEANING (MALCO)

Office Number: 714-630-0194 (8am-5pm)

After Hours: 800-879-1279