



Huntington Beach Community Overview 2004

HUNTINGTON BEACH AT A GLANCE

Incorporated – February 17, 1909

City Motto – “City of Expanding Horizons”

Nickname – “Surf City”

Size – 28 square miles.

Location – Orange County, California

City Flower - Geranium

Civic Center – 2000 Main Street, CA 92648

Renowned as:

- Safest among the 100 largest cities in U.S.
- The “Best City to Live In”
- The number one place to raise children in Southern California
- The sixth best city in the nation for women (Ladies Home Journal Readers Survey)

Climate

A Mediterranean climate that is sunny and warm.

Population

2003 Estimate: 194,228

2008 Estimate: 202,788

Income

2003 Average Family Income: \$105,075

2003 Median Family Income: \$ 84,370

Government

Huntington Beach has a Council-Administrator form of government. A seven member City Council is its legislative body with members serving four-year terms.

Education

Both public and private schools offer elementary, middle, high school and adult education in Huntington Beach at over 50 school sites. Golden West and Coastline community colleges are located within city limits. Nearby are campuses of the University of California Irvine, the California State Universities of Long Beach and Fullerton, and a number of private colleges.

Library

The City has a world class Central Library in the 356-acre Central Park and four branch libraries.

Recreation & Culture

All can enjoy the diverse offerings of parks, beaches and recreational activities in Huntington Beach. Surfing, sailing, volleyball, fishing, tennis, golf, and a wide variety of city recreation programs are available for all ages. Community youth programs and sports opportunities add even more choices for enrichment. The Central Library & Cultural Center hosts the largest Children’s Library in the

state and a successful community theater group. The Art Center, five recreation centers (including a senior citizens center), the Surfing Museum, and Pier Plaza, and a new sports complex are popular places for cultural events. Two golf courses and an equestrian center are venues for community events and year round fun. The City’s nickname of “Surf City” focuses on its eight and a half miles of wide, sandy, pristine beaches that annually host professional and amateur surf and volleyball contests, plus a number of other nationally televised beach events. The beach and pier are popular with visitors. Fine dining is available at a full range of restaurants throughout the City, and the choices are getting better all the time!

Business & Industry

Nearly 50 bank and savings and loan association branches are conveniently located throughout the city. Annual taxable sales of about \$2.6 billion place Huntington Beach as one of the top retail sales communities in the County. Major types of business include tourism, space systems, automobile sales, public utilities, petroleum, data and computer research, precision instruments, and various manufacturing.

Newspapers

Orange County Register, Los Angeles Times, Huntington Beach Independent, and Huntington Beach Wave serve the community.

Transportation

There is easy freeway access to Los Angeles International Airport, John Wayne Orange County Airport, and Long Beach Airport, plus bus service, rail freight service, and the ports of Long Beach and Los Angeles.

Property Taxes

The California system uses base valuation to calculate market value. Property tax is one percent of base valuation, plus any previously voted bonded indebtedness.

Utilities

Utilities include: Southern California Edison Company, Southern California Gas Company, Municipal Water, Verizon Telephone, and Time Warner Cable.

Voting

All United States citizens 18 years or older who have established residency in the city for at least 30 days are eligible to register to vote. To be eligible to vote in a particular election, voters must be registered at least 30 days prior to election. Voters must re-register upon change of address.

HISTORY

Founded in the late 1880's, Huntington Beach was incorporated on February 17, 1909. From Orange County's early days, Huntington Beach began as a cluster of Spanish ranchos. The City experienced the oil boom of the 1920's, and is now California's 17th largest city. Through a series of annexations, Huntington Beach has grown to 28 square miles. The population has swelled from 11,000 in 1960 to an estimated 194,228 in 2003. The City of Huntington Beach has become a leading commercial, industrial, and recreational center of Orange County, with a diverse economic base and educated workforce.



1924 Beach Beauties

CLIMATE

Prevailing westerly and southwesterly winds off the Pacific Ocean help maintain pleasant, smog-free weather year round with temperatures ranging mostly from 65° to 80° Fahrenheit. The mean annual humidity is 64.7%. Annual rainfall is less than 12 inches, with a majority of the rain falling between December and March.

TRANSPORTATION

Highways – The major highways are: Pacific Coast Highway (Highway 1) on the coast connecting the beach cities, the San Diego Freeway (I-405) connecting with all other major freeways in Southern California, and Beach Boulevard (Highway 39) running directly through the heart of Huntington Beach.

Airports – John Wayne Airport (20 minutes), Long Beach Airport (30 minutes), and Los Angeles International Airport (45 minutes) serve Huntington Beach and the greater Orange County area.

Bus – Regional bus service is offered through the Orange County Transportation Authority (OCTA). There are nine routes currently in Huntington Beach. Major bus lines, such as Greyhound and Trailways, also provide transportation to the area.

Rail – For passenger service, Amtrak stations are located in Santa Ana and Anaheim, each approximately 20 minutes away. The Union Pacific Railroad serves the City's Gothard Street with freight transportation to this industrial corridor that forms the central spine of the community. This rail service permits direct line shipment to the Midwest and Northwest.

Seaport – The Ports of Long Beach and Los Angeles are located 18 miles northwest and provide worldwide access to the global marketplace. The Ports of Long Beach and Los Angeles are committed to promoting maritime commerce and international trade.

LOCATION

Huntington Beach is located on the shore of the Pacific Ocean in northwestern Orange County. Huntington Beach is bordered by Westminster to the northwest, Fountain Valley to the northeast, Costa Mesa to the east, Newport Beach to the southeast, and Seal Beach to the west. Los Angeles is located 35 miles to the northwest and San Diego is 95 miles to the southeast.

CITY GOVERNMENT

Since its incorporation in 1909, Huntington Beach has made a name for itself through open, responsive city government. The elected city council adopts laws, sets standards, levies taxes, directs expenditures, approves contracts, determines municipal policy, and appoints a city administrator to be responsible for the day-to-day operation of the city.

City council meetings are held on the first and third Mondays of each month. The meetings are open to the public and are broadcast "live" over the public access television on Channel 3.

Careful attention is paid to the many facets of municipal government. Streets, beaches, and parks are well kept. City



Fountains at Civic Center

lifeguards and patrol boats help ensure safe outings for the millions of visitors who stroll Huntington Beach beaches and the pier each year. The modern library system serves the community at five locations throughout Huntington Beach. Huntington Beach has a municipal government that seeks to involve the community and is committed to a high standard quality of life.

LIBRARY & CULTURAL CENTER

Conveniently located in the heart of Orange County, the Huntington Beach Central Library & Cultural Center offers over 10,000 square feet of flexible functional space to meet the needs for small or large meetings. Residents are finding the grounds a perfect location for wedding receptions, banquets, private parties and more. An experienced, courteous staff help make it the ideal location for special events. The library also offers state-of-the-art video conferencing equipment to accommodate every type of business need. Experience the delightfully relaxed atmosphere of pools, fountains, and spectacular park views—a gorgeous setting for any function. For more information, call the Facilities Coordinator at 960-8839 or visit www.hbpl.org.



Beach Police Patrol during an event

LAW ENFORCEMENT

Huntington Beach is fortunate to have state-of-art communications and operations equipment to support the City's law enforcement efforts. Each patrol vehicle is equipped with a mobile data computer. Modern, turbine-powered police helicopters patrol the City day and night. The Police Department is staffed with well-trained, well-educated officers, and has its own full-service crime laboratory that allows for quick processing and evidence analysis. Huntington Beach is regularly included among the 15 safest communities in the United States, according to FBI statistics.

FIRE PROTECTION

The Huntington Beach Fire Department is a modern, well-equipped force that specializes in fire fighting, emergency medical, ambulance transport, fire prevention, and environmental protection. Fire prevention is crucial in a city with major oil production facilities and ongoing commercial and industrial development. Professionally trained Fire Department firefighters and paramedics respond from all eight fire stations, helping make Huntington Beach a safer, more secure community. The voluntary FireMed Program, available to community residents, has over 26,000 households as members. FireMed provides part of the critical financial support for paramedic and ambulance services. The City sponsors a Community Emergency Response Team (CERT) and has classes for volunteers to help citizens provide aid in their own neighborhoods in the event of a disaster. The Fire Department also has a cadre of volunteers including a senior's home inspection program (SHIP) that provides fire safety education to senior citizens.

HOUSING

The City of Huntington Beach offers residents a diverse range of high-quality residential options. The City offers everything from one-of-a-kind waterfront homes with private boat slips to neighborhoods of single-family residences on tree-lined streets to multi-family rental units. According to a 2003 Claritas, Inc. report, more than 90 percent of the housing units are less than 40 years old, and over 63 percent are owner occupied. According to the Orange County Register in November 2003, the median value for an owner-occupied home was \$524,432 and the average rent is \$1,124. According to California Department of Finance estimates, as of 2003, the City has 76,410 housing units including 37,953 detached single-family dwellings; 9,587 attached single-family dwellings; 9,576 two to four-unit apartment and condominium complexes; 16,632 five or more unit apartments or condominium complexes; and 3,200 mobile homes. The State reports that 74,385 of the housing units were occupied, with an average of 2.65 persons



per household.

SHOPPING

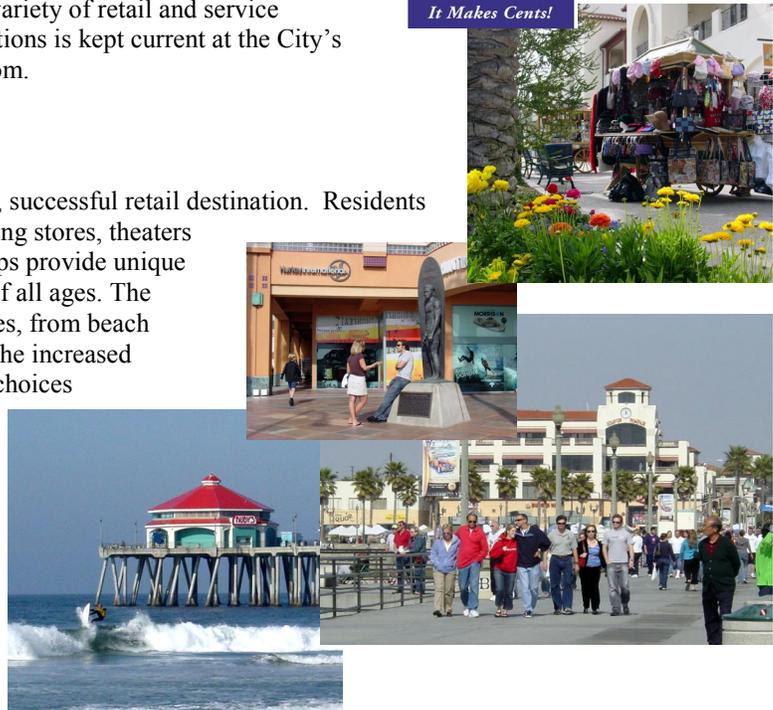
There are many unique shopping opportunities in Huntington Beach. The City has more than 30 neighborhood and regional shopping centers, with nearly eight million square feet of retail shopping space to satisfy all of your shopping needs. The “Shop, Play & Stay in Huntington Beach” campaign is a partnership of the Chamber of Commerce, the Conference and Visitors Bureau, the City and the community to encourage residents to shop in town to support the local economy.

Huntington Beach is known as “The Smart Choice for Retail.” There are many opportunities for retail businesses to thrive. With an array of new and established sites available, businesses can find locations to serve beach visitors, neighborhoods, and the regional population. Huntington Beach demographics represent impressive buying power for a wide variety of retail and service businesses. Information on available retail locations is kept current at the City’s Economic Development website www.hbbiz.com.



Downtown

Downtown Huntington Beach is a vibrant, successful retail destination. Residents and visitors alike enjoy trendy boutiques, clothing stores, theaters and restaurants. New, interesting specialty shops provide unique home accessories and gifts to please shoppers of all ages. The Downtown offers many unique and tasty eateries, from beach casual to waterfront dining experiences. With the increased conference and visitor activity year-round, the choices have become even better! Ruby’s Diner at the end of the pier is a unique experience of dining over the water, watching seabirds glide through the air and dolphins and surfers play in the sea.



Hyatt Regency Huntington Beach Resort & Spa and Waterfront Hilton Beach Resort

The Hyatt Regency Huntington Beach Resort & Spa has had a very successful first year of operation! This 517-room resort hotel and conference center is adjacent to the four-star Waterfront Hilton Beach Resort, located at Beach Boulevard and Pacific Coast Highway. This new, upscale resort includes a wide variety of shopping and delicious dining options, including access from a pedestrian bridge from the beach over Pacific Coast Highway. This is the only conference center on the West Coast that has a direct view of the ocean! Located within walking distance of the downtown, the award winning Waterfront Hilton Beach Resort and the Hyatt Regency Huntington Beach Resort & Spa are popular for lodging, dining, and special events such as weddings and business conferences.





Bella Terra

Bella Terra, formerly known as the Huntington Beach Mall, is located near the I-405 freeway, and has begun a major renovation with an entertainment and retail focus. Bella Terra is designed with garden areas, courtyards, and fountains; a beautiful setting for new shops, an all-stadium 5,000 seat 20 screen cinema complex and a wide selection of restaurants. There will be fine dining, a food court, and even a drive through Krispy Kreme. The new project will total almost 1 million square feet. During the transition, a wide variety of shopping is available at the mall, including: Kohl's, Mervyn's, Burlington Coat Factory, Barnes & Noble, Starbucks, Zany Brainy, Staples, and Circuit City.

Old World Shopping Center

Just north of the Bella Terra is Old World, a delightful shopping village with a personality all its own. The dream of a German developer, the 30 acres is a replica of a European town where many of the shopkeepers live directly above their stores. Its 60 stores and restaurants specialize in imported goods, unusual gifts, and gourmet delicacies.

5 Points Plaza

Located in the center of Huntington Beach and serving Surf City residents and visitors for over 40-years, 5 Points Plaza offers name brand as well as unique shops, restaurants and services. Stores include: Trader Joe's; The Gap; Gap Kids; Old Navy; Party America; Pier 1 Imports; Tilly's; Calico Corners; Loehmann's; Bed, Bath & Beyond; Mikasa; Pets Pets Pets; Mario's Mexican Seafood Restaurant and more. Visit them at Main Street and Beach Blvd. or at www.5pointsplaza.com.

Peter's Landing

Peter's Landing is modeled after Port Grimund on the Gulf of Saint Tropez in France. Located on Pacific Coast Highway in Huntington Harbor, Peter's Landing encompasses 97,200 square feet of waterfront dining, retail, service, galleries, and office space. A spacious new drive-through Starbucks Coffee is a popular meeting place and also enjoyed by commuters. Peter's Landing can be reached at (562) 592-6132.

Farmers Market and Craft Fair

A recent Los Angeles Times noted the Huntington Beach Farmers Market and Craft Fair "...enjoys the most beautiful location of any market in the Southland-right along the beach." Located at Pier Plaza at Main Street and Pacific Coast Highway, the Farmers Market and Craft Fair is open Friday afternoons from 1:00 to 6:00 PM (or sunset, depending on the season) and features a wide variety of freshly-picked fruits and vegetables, flowers and more. The Arts and Crafts feature over 60 booths of handmade items, ranging from candles and soaps to jewelry to art to clothing. Residents and visitors alike stroll through the Farmers Market and Craft Fair for the constantly-changing offerings.



Beach Boulevard of Cars

The Beach Boulevard of Cars has thirteen new-car dealerships and serves a regional market from its central Beach Boulevard location. The Beach Boulevard of Cars was voted “Best Auto Boulevard” four years in a row in the Best of Orange County Readers’ Choice consumer survey. The City’s largest retail segment contributing to the sales tax base is the sale and lease of new and used vehicles each year! Residents are encouraged to purchase their vehicles in Huntington Beach to help keep our local economy strong.

DOWNTOWN RETAIL DEVELOPMENTS ON THE HORIZON...

The Strand ~ Downtown Huntington Beach

The Strand ~ Downtown Huntington Beach is an exciting project featuring 102,000 square feet of retail, restaurant, entertainment, plus a 149 room hotel. This multi-use project is one block west of Main Street will have restaurants, from sidewalk eateries to fine dining overlooking the Pacific Ocean, and national retail tenants to bring new eating and shopping opportunities to the Downtown area. Expected to be enjoyed by residents and visitors alike, The Strand will bring to life the two-block area (3.5 acres) bounded by Main, Pacific Coast Highway, Sixth Street and Walnut. This project is under construction and is anticipated to be open in 2005.



Pacific City, 31 Acre Site

Pacific City is a key downtown property owned by Makar Properties. This prime 31-acre parcel fronting on Pacific Coast Highway between First Street and Huntington Street is scheduled to be an exciting visitor-serving mixed-use project. Pacific City is currently in the approval, pre-construction phase. Pacific City includes restaurants, entertainment, retail, hospitality, office, and residential with extensive landscaping and pedestrian walkways that link the residential neighborhood to the oceanfront. The first phases are expected to open in 2006.

RECREATION

Every year, millions of visitors and residents experience the finest of recreation in Huntington Beach. Perhaps nowhere else in the world can one experience such a multitude of diverse recreational activities within such a small geographical area: beach, harbor, wetlands, parks, equestrian center, public pier, nature center, a sports complex and more!

The crown jewel of the City’s recreational system is its 8.5 miles of spacious, sandy beaches. Excellent weather allows surfers, residents and visitors to enjoy the beach all year. Moderate swells provide outstanding swimming and surfing conditions. Breathtaking sunsets provide dramatic backdrops for beach parties, sandcastle building, kite flying, walking, jogging, bike riding, and photography. The Huntington Beach pier is the longest concrete municipal pier in Southern California. It is a memorable destination and frequent subject of art and photography. Strolling out to the end of the pier, over the ocean and next to the surfers, is a memorable experience at all times of day. Watch surfers challenge breaking waves, enjoy looking back to the shore and along the coastline, carefully watch the water for dolphins, whales, and swooping seabirds, and perhaps stop for a meal at Ruby’s Diner at the end of the pier. Pier



Plaza hosts many special musical, sports, and community events throughout the year. Check the calendar at www.hbvisit.com to find out which events are scheduled.

Huntington Central Park is the largest city-owned and operated regional park in Orange County. Central Park has 356 acres, with an equestrian center, modern Central Library, Adventure Playground, two lakes, a nature center, meandering trails, tot lots, large group and family picnic facilities, two restaurants, a natural amphitheater, a bandstand, a disc golf course, and a new sports complex. The City's park system has 67 public parks, three miles of equestrian trails, playgrounds, a city gym with indoor and outdoor pool facilities, three community recreation centers, a seniors' recreation center, and a golf course. There are opportunities for basketball, racquetball, tennis, baseball, softball, football, soccer, swimming, and biking. Miles of bike paths, a marina, four lakes, and the protected wildlife preserve at Bolsa Chica Wetlands, provide picturesque settings to enjoy the natural beauty of Huntington Beach.

A wide selection of programs, classes, sports leagues and tournaments, special events, and services are offered to everyone in the community through the Community Services Department. The City also has its own art center with shows and classes. The Huntington Beach Sands is published quarterly and mailed to Huntington Beach households with details of the many recreational programs offered. To obtain your copy of the *Sands*, call (714) 536-5486.

ENTERTAINMENT & CULTURE

There is so much to experience here in Huntington Beach, and the choices keep getting better! Among the offerings in Huntington Beach are: The Huntington Beach Playhouse at the Central Library; The Huntington Beach Art Center, with art exhibitions, jazz concerts and special events; Golden West College Theater, and the Huntington Beach High School of the Performing Arts, with several delightful performances during the school year in their beautiful and historic theater. The local Philharmonic Symphony Committee sponsors the "Cruise of Lights" during the holiday season in Huntington Harbor. Decorated homes and boats sparkle with thousands of lights reflect on the water during this traditional boat parade.

World-class surfing events highlight the endless summer of activities in Huntington Beach. The Main Street "Surfing Walk of Fame" and Huntington Beach International Surfing Museum showcase Huntington Beach as "Surf City, USA."

Huntington Beach is near many other major tourist attractions and entertainment facilities: Disneyland, Disney's California Adventure, Downtown Disney, Knott's Berry Farm, Knott's Soak City Water Park, Raging Waters, Edison Field (home of the World Champion Anaheim Angels), golf courses, and boats to Catalina Island. The newly expanded South Coast Repertory and Orange County Performing Arts Center are nearby.

Community Calendar

There is always something to do in Huntington Beach! The Huntington Beach Conference and Visitors Bureau continually updates a Community Calendar filled with music, sports, theater, art, sandcastle contests, Pier Plaza happenings and other special events. There are dozens of events and activities listed each month, from pro surfing contests to concerts to theatre productions. The calendar is kept current at the website www.hbvisit.com.

Cultural & Event Services

The Cultural & Event Services Division of the Community Services Department provides a variety of exciting year-round activities. The program provides access to the visual arts, performing arts, festivals, historic and museum activities, and special events. The programs are offered in cooperation with the Allied Arts Board, the Huntington Beach Art Center Foundation, the Huntington Beach Art League/Arts Associates, the Huntington Beach Concert Band, and the Huntington Beach Historical Society. For more information call (714) 536-5258.

Huntington Beach Art Center

Located in the downtown at 538 Main Street, the Huntington Beach Art Center is a community arts and cultural center serving Huntington Beach and the Southern California region. The Center presents the work of artists working in all media. Through exhibitions, performances, film/video screenings, lectures, children and adult educational programming, the HBAC serves to advance public awareness and understanding of cultural, historic and contemporary perspectives. The HBAC creates opportunities for local, regional and national artists and the community to share in a climate of experimentation, education and experience. For more information, call the Art Center at 374-1650.



International Surfing Museum of Huntington Beach

Located in picturesque downtown Huntington Beach, off Main Street at 411 Olive Avenue, this unique museum holds an extensive collection of surf memorabilia commemorating over 80 years of American surfing heritage. Summer hours are daily from 12 noon to 5:00 PM, Winter hours are Wednesday through Sunday from 12 noon to 5:00 PM. For more information call (714) 960-3483 or go to www.surfingmuseum.org.



Newland House Museum

The Newland House Museum, a historic 1898 Victorian farm house, is the oldest structure built on-site in Huntington Beach. It is located on a natural knoll at 19820 Beach Blvd, at the corner of Beach Boulevard and Adams Street. Hours are Wednesday through Thursday 2:00 to 4:30 PM; Saturday through Sunday 12 noon to 4:00 PM. For more information call (714) 962-5777.

Bolsa Chica Ecological Reserve

Over 200 species of birds visit the Bolsa Chica Ecological Reserve, a 185-acre restored coastal salt marsh. It is the largest coastal salt marsh in Los Angeles and Orange Counties. The reserve is home to a wide variety of plants, birds, and animal species. Situated on the Pacific Flyway, the wetlands is known as one of the best birding spots in the United States, attracting flocks of birds migrating between North America and South America. Visitors may see the Elegant Tern and endangered species such as Beldings Savannah Sparrows, Peregrine Falcons, Brown Pelicans, Light-Footed Clapper Rails, Silver Legless Lizards, Wandering Skipper Butterflies, and Black Skimmers. Located off Pacific Coast Highway between Golden West Street and Warner Avenue directly across from the entrance to Bolsa State Beach, the reserve offers a popular walkbridge that traverses Inner Bolsa Bay. Parking is free, as is the use of the trail. Tours are offered the first Saturday of each month beginning at 9:00 AM. A trail guide can be obtained from the Huntington Beach Conference and Visitors Bureau by calling (714) 969-3492.

Houses of Worship

All of the major religious affiliations are represented in Huntington Beach in over 50 houses of worship.

COMMUNICATIONS

Four newspapers generally cover the Huntington Beach community: The Orange County Register, The Los Angeles Times, the weekly Huntington Beach Independent, and the weekly Huntington Beach Wave. The Huntington Beach Independent regularly publishes the official public notices for the City of Huntington Beach. Public broadcasting affiliate KOCE (Channel 50) and HBTB-3, the public access channel, broadcasts City Council and Planning Commission meetings. Commercial radio, television, telephone, and Internet connections are widely available.

HEALTH CARE

Several medical clinics and a full service hospital are located in Huntington Beach. The Huntington Beach Hospital is a 133-bed facility centrally located in the city on Beach Boulevard. Medical centers, doctor, and dental offices are located throughout the community and serve a wide variety of specialties. The Huntington Beach Community Clinic and Dental Offices help meet the medical and dental needs for uninsured or low-income residents.

EDUCATION

The school districts serving Huntington Beach provide excellent educational facilities for the community. There are thirty-nine elementary and middle schools, four public high schools, plus adult educational programs in Huntington Beach. Huntington Beach also has several private schools, from elementary through high school, to provide private education services. Higher learning is available through community colleges, including Golden West College in Huntington Beach and many nearby universities.

One of the strengths in our local economy is that of an educated workforce. Educators work with the community to provide necessary training to provide a successful future for students and employers.

Elementary and Middle Schools

Five districts educate Huntington Beach elementary and middle school students: Huntington Beach City School District, Ocean View School District, Fountain Valley School District, and Westminster School District.

Test scores and fine schools are the pride of the Huntington Beach community. The staff's high expectations for students and themselves are reflected in high performance levels. Our schools are the recipients of many state and national awards. In the last two years, a remarkable four Huntington Beach schools have received the prestigious National Blue Ribbon designation! For 2002-2003, Circle View Elementary and private Hebrew Academy in Huntington Beach earned the distinction. In 2001-2002, Isaac Sowers Middle School and Marine View Middle School were honored as National Blue Ribbon schools. The public school system has moved to a standards-based classroom where the yardstick for success is measured by test score results in reading, math, and language. SAT 9 scores are available at the California Department of Education website at <http://star.cde.ca.gov/>.

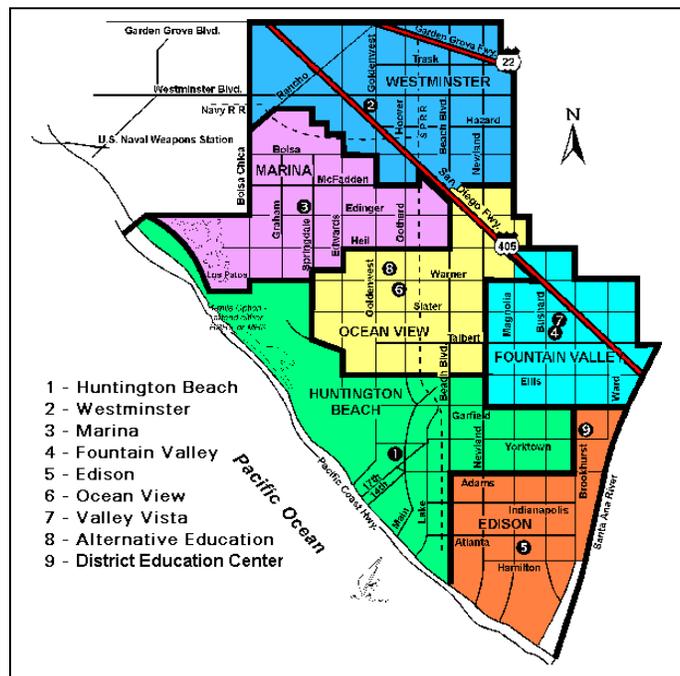
Huntington Beach schools foster community partnerships that bring school staff, parents, and other residents together with a shared goal of the very best for the community's youth. The schools are committed to teaching and nurturing the children toward responsible citizenship. For more comprehensive information about schools in each district, the contact phone numbers and website addresses are provided at the end of this booklet.

Secondary Schools

The Huntington Beach Union High School District oversees six high schools in the area, four located in Huntington Beach: Huntington Beach High School, Ocean View High School, Marina High School, and Edison High School. District wide, the Class of 2003 had over 3,000 graduates who experienced a rigorous level of preparation and were well prepared for future goals.

Huntington Beach Union High School District makes it a priority to increase student participation in college admission testing, giving more students the opportunity to attend college and successfully meet their professional goals. For the Class of 2003, 55% of the graduates took the Scholastic Aptitude Test (SAT) compared to 39% in 1989. SAT scores are soaring above California and national averages. A recent survey of graduating seniors indicated that 95% plan to earn a college degree. Recent graduates also earned scholarship offers of over seventeen million dollars.

Our high quality schools are a major factor in preparing our youth for the workforce of the future.



Community Colleges

The community colleges have a significant impact upon the local economy by further preparing Huntington Beach residents for higher education and the job market. The Coast Community College District (CCCD) serves the broader Huntington Beach area on three campuses. Golden West College was founded in 1966, and is proud to house the only nursing and police training programs in the District. Located in the northern part of Huntington Beach near the 405 Freeway, its innovative architecture and attractive landscaping define the 122-acre Golden West College campus. The college offers a wide range of career, transfer, certificate programs, and community service events. Services include counseling, financial aid, childcare, health center, and a nationally recognized disabled students program. A 350-seat theater, an art gallery, and a science museum provide cultural opportunities for students and the community.

Community college students often complete Associate Arts Degrees, choose from a wide choice of training certificates, or fulfill their lower division credits before transferring to four-year universities. The Huntington Beach community is proud of its educational system that provides learning opportunities for students of all ages.

BUSINESS FRIENDLY COMMUNITY

The City of Huntington Beach is one of the leading commercial and industrial centers in Southern California. The City works diligently to maintain its business friendly atmosphere, working closely with the Huntington Beach Chamber of Commerce and local business associations. The City also supports business through its Development Assistance Team (DAT), an inter-departmental committee formed to review projects at their earliest stages to guide development through the approval process.

As the third largest city in Orange County, more than 60,000 people are currently employed by over 12,800 businesses in the city. Huntington Beach residents represent nearly 10% of the entire Orange County working population.

Huntington Beach businesses include aerospace and high technology; petroleum and petroleum support; manufacturing; computer hardware and software; financial and business services; automobile services; machine shop services, precision instruments, retailers and surf apparel, and several other successful business clusters.

Business Development Division

The City Economic Development Department's Business Development Division seeks to attract new businesses and support existing business through retention and expansion efforts. The Business Development Division works on one of the City's primary goals of maintaining a viable business environment throughout the community. The City works closely with commercial brokers, retail and industrial businesses, the Huntington Beach Chamber of Commerce, and other business organizations. For business assistance in Huntington Beach, call (714) 536-5582 or visit the comprehensive Economic Development Department website at www.hbbiz.com.

Huntington Beach Chamber of Commerce

The Huntington Beach Chamber of Commerce is a strong business leader in the community. The Huntington Beach Chamber is intrinsically involved in the plans, strategies, programs, and services that promote a favorable business climate, improve the quality of life, and support orderly growth and development. The Chamber has over 1,000 members and promotes these businesses through ribbon cuttings, networking events, community events, marketing, and other services. For more information call (714) 536-8888 or visit their website at www.hbchamber.org.

The Huntington Beach Chamber of Commerce assists new or existing businesses to learn more about basic business principles through seminars and resource materials. For more information or for a schedule of seminars, call (714) 536-8888

Huntington Beach Small Business Assistance Center

The Huntington Beach Small Business Assistance Center (HBSBAC) goal is to provide entrepreneurs with an overview of management, marketing, and financial information and resources necessary to compete in today's challenging business environment. The Huntington Beach SBAC assists new or existing businesses to learn more about basic business principles through seminars, one-on-one counseling, and resource materials. For more information or to schedule a free appointment with the SBAC counselor, call (714) 536-8888.

Huntington Beach Conference and Visitors Bureau

Huntington Beach is increasingly becoming a visitor destination! There are eighteen hotels and motels in the City, including the new 517-room Hyatt Regency Resort and Spa, with accommodations in a wide budget range. The Huntington Beach Conference and Visitors Bureau plays a vital role in promoting the City. The Bureau operates a Visitors Center that handles thousand of call-in, walk-in and email inquiries every year. It publishes and distributes an annual 68-page Visitor Guide, a Meeting Planners Guide, and a four-color rack brochure available in major cities across the western U.S. The Bureau is responsible for www.hbvisit.com, the official travel, lifestyle and entertainment website for the City, including the most comprehensive Calendar of Events listing of HB special events available anywhere in the world. The Bureau also is responsible for advertising and public relations programs aimed at generating overnight guests coming to Huntington Beach, funded entirely by a special Business Improvement District assessment. For more information call (714) 969-3492.

ECONOMICS

Huntington Beach is the Smart Choice for Business! It has been noted as the safest big city, the best big city for business, and one of the best places in America to raise children. Located on the Southern California coast in Orange County, Huntington Beach is 18 miles southeast of the nearest seaport terminal at Long Beach, 35 miles southeast of Los Angeles, and 95 miles northwest of San Diego.

Huntington Beach has a healthy, diversified employment base and a highly educated work force. From a business perspective, Huntington Beach statistics equal business success. The high quality of life encourages entrepreneurs to bring their businesses to Huntington Beach.

The Beach ~ Major Economic Asset and Tourism Draw

Over 14.5 million visitors enjoy the 8.5 miles of Huntington Beach shoreline. Visitors add significantly to the local economy.

Huntington Beach is emerging from a daytime destination to an overnight destination. The City has eighteen hotels and motels to serve visitors at all price points. The Hyatt Regency Resort and Spa, with its 80,000 square foot conference facility, brings conference attendees to the downtown area for several days. These visitors shop, dine, and hold special events in the downtown. Many come for conferences and stay in the adjacent Hilton Waterfront Beach Resort and other Huntington Beach lodging venues. The opening of the resort and conference facilities corresponds with new beach improvements, including landscaping, enhanced paving, upgraded concession stands and restrooms, and a pedestrian bridge over Pacific Coast Highway.



HUNTINGTON BEACH IS THE SMART CHOICE FOR INDUSTRY

As the third largest city in Orange County, with a highly skilled labor force, Huntington Beach promotes industry as it provides jobs and adds to the local economy. The City is positioned for the global market at 18 miles southeast of the Port of Long Beach and Los Angeles Harbor. Huntington Beach is home to 650 industrial businesses, including Boeing, Quiksilver, Dynamic Cooking Systems, and C & D Aerospace. As one of the safest cities, and as one of the best large cities for business in California, Huntington Beach is the Smart Choice for Industry!

Major Office Locations

There are many office options throughout Huntington Beach, from waterfront suites to high-rises to beach casual. The Huntington Beach Economic Development Department keeps a current list of office buildings and leasing contacts. It can be found at the Economic Development website www.hbbiz.com or call the Economic Development office at 536-5542.

Major Corporate Employers

The following list of the top employers is based on number of employees per the City of Huntington Beach Business License data as of April 1, 2004, and other sources. The Central Library maintains the most recent and complete Business License list and other research materials. Reference Services can be reached by phone at (714) 375-5109.

Huntington Beach

The Smart Choice for Employers

Company	Employees	Company	Employees
The Boeing Company	4,800	Coopervision	151
Quiksilver	1,600	J E Pistons	149
Cambro Manufacturing	886	Nuvision Federal Credit Union	134
Dynamic Cooking Systems	700	Pyro Communications	130
C & D Aerospace	665	Huntington Beach Dodge	128
Triad Financial	637	Classic Industries	125
E-Trade Mortgage	561	Target Stores	125
Huntington Beach Hospital	513	Aranda Tooling	120
Rainbow Disposal	420	Reliance Steel	119
Verizon	352	Tri Models	111
Hyatt Regency Resort	350	Power Ford	106
Home Depot USA	266	Creative Press Inc.	105
B S H Home Appliance	231	Konica Minolta Business Solutions	105
Hilton Waterfront Beach Resort	200	AirTech International	104
Wal*mart	180	Sharp Electronics	98
Sun Bridge Care Center	167	McKenna Motors	96
Cost Care/Unicare	164	Toyota of H.B.	94
Ricoh Business Systems	161	Norm Reeves Honda	93



Labor Force

	Labor Force	Employment	Unemployed	Rate
Huntington Beach	128,950	125,080	3,870	3.0%
Orange County	1,570,800	1,490,900	61,900	4.0%
California	17,573,900	16,503,500	1,070,400	6.1 %

**Data is not Seasonally Adjusted.-California Employment Development Department ,March 2003*



Orange County One-Stop Career Centers

There are two Orange County Regional One-Stop Centers that serve Huntington Beach, responding to the needs of business employers, job seekers, and students through an integrated workforce investment system. The One-Stop Centers represent a consolidation of formerly fragmented employment and training programs into a single resource for both companies seeking employees and individuals seeking employment. The Centers provide a forum for participation of employers, business associations, and economic development organizations. This results in greater access to services such as: recruitment, outplacement assistance, financial incentives, workforce development/training, employer information, economic development, and labor market information.

Coastal OC Regional One-Stop Center

1675 Scenic Avenue
 Costa Mesa, CA 92626
 (714) 241-4900, (714) 241-4977
www.coastalonestop.cccd.edu

West OC Regional One-Stop Center

11277 Garden Grove Blvd., Suite 101-C
 Garden Grove, CA 92840
 (714) 741-5020

LAND USE

The City has a mix of land uses serving residents, regional populations, and recreational visitors. How a city balances its land uses assists in the local economy by allowing for enough space for industry and other businesses to provide products and jobs. One of the primary goals of the City land use policy is to “Achieve development that maintains or improves the City’s fiscal viability and reflects economic demands while maintaining and improving the quality of life for the current and future residents of Huntington Beach.” The land use designations are: 65% residential, 7% commercial, 9% industrial, 1% mixed use, 10% open space, and 8% other.

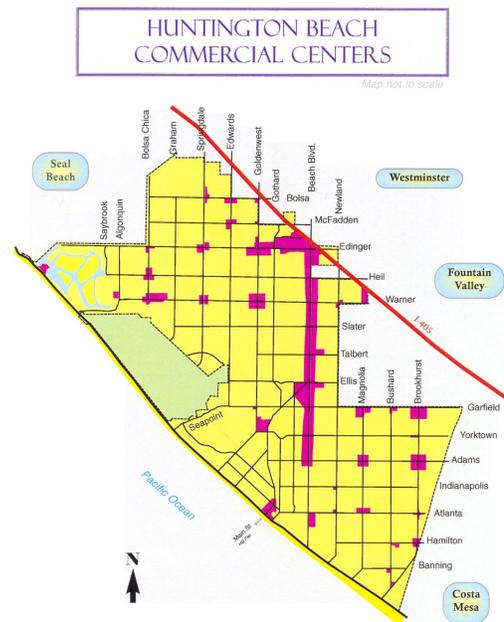


Industrial

With a strong commitment to industrial activities, the City has 1,762 acres of land zoned for industrial use. There are three general industrial areas: the Northwest Industrial Area, the Gothard Industrial Corridor, and the Southeast Industrial Area. Major industrial development continues in the Northwest Area with the upcoming sale of 28 acres of McDonnell Centre Business Park Phase II. The Gothard Industrial Corridor represents unique opportunities for “incubator” industries (first generation businesses).

Commercial

Huntington Beach contains approximately 1,300 acres zoned for commercial use. The major concentrations of commercial uses in Huntington Beach are located along Beach Boulevard, Brookhurst Street, Edinger and Warner Avenues and at many major intersections.



POPULATION PROFILE

The city ranks as Orange County's third largest city and is 17th in the state according to its population size. It is anticipated that the population will increase to 198,263 by 2007 according to Claritas Inc., a demographic research firm. The population of Orange County is estimated at 2,833,190, making the Orange County the third largest county in the state.

	1990	2003
Huntington Beach	181,519	194,228
Orange County	2,417,552	2,833,190
California	29,942,397	34,653,395

Sources:

*State of California, Department of Finance, *County Population Projections with Race/Ethnic Detail*. January 1, 2003, and Claritas Report November 17, 2003.

Huntington Beach Population Growth:

1950	5,237
1960	11,492
1970	115,960
1980	170,905
1990	181,519
2000	189,594
2003	194,228

U.S. Census Bureau

INCOME

In Huntington Beach, Claritas, Inc. estimates the 2003 average household income to be \$96,350. Average household income levels are expected to grow by 15.9% over the next five years, from \$96,350 to \$111,712. Huntington Beach income levels grew by 63.8% between 1990 and 2003 from \$61,545 to \$96,350. Claritas Inc. reports the estimated per capita income figure for Huntington Beach in 2003 at \$37,990, compared to an estimate of \$24,636 for the United States as a whole. This translates into buying power!

CITY FINANCES

The total city budget for 2003-2004 was approved by City Council at \$291,969,190. The general fund makes up 47.4% of this budget figure. Other funds include: water, capital projects, redevelopment, internal service, transportation, debt service, refuse, and other enterprises. Projects and services are budgeted from these resources. The largest source of revenue for the general fund is property tax at \$30.9 million, making up 22% of the general fund. The next two highest resources are sales tax at \$26.6 million, 19% of the city's general fund, and utility tax at \$19.1 million, 14% of the general fund.

Sales Tax

The City receives 1% of the taxable sales collected on retail purchases. Sales tax is one measurement of the City's economic vitality. For the 2003-2004 fiscal year, Huntington Beach is expected to collect about \$26 million, ranking as one of the top cities in the county - approximately 5% of the county's taxable sales. Car sales and the sale of auto supplies comprise the City's largest retail segment contributing to the City's sales tax base. The City



of Huntington Beach and the Huntington Beach Chamber of Commerce encourage residents to Shop, Play and Stay in Huntington Beach – It Makes Cents!

Transient Occupancy Tax

Transient Occupancy Tax (TOT) is the tax paid by guests staying in hotels. Huntington Beach is fast becoming a destination resort area. The 10% TOT amounts has increased as additional hotel and motel rooms have been added. This revenue source is expected to increase further as proposed downtown hotels and conference facilities are completed and operational.



Hyatt Regency Huntington Beach overlooking the Pacific Ocean views

KEY CONTACTS (ALL AREA CODES ARE 714 UNLESS OTHERWISE NOTED)

Emergency

911

(Use only when human life or valuable property is in jeopardy.) At other times call:

City of Huntington Beach

Administration 536-5202
 Building & Safety 536-5241
 Business License (City Treasurer) 536-5267
 City Clerk 536-5227
 City Council 536-5553
 City Finance 536-5228
 City Treasurer 536-5200
 Community Services Department 536-5486
 Economic Development Department 536-5582

www.surfcity-hb.org

www.hb-building.org

www.hbbiz.com

Fire Department 536-5411
 HB Jobs Available 374-1570
 Library 842-4481

www.hbpl.org

Life Guards 536-5281
 Planning Department 536-5271
 Police Department 960-8843
 Public Works Department 536-5431

www.hbpd.org



General Information

HB INFOLINE (Pre-recorded Information)
 Chamber of Commerce
 Conference & Visitor Bureau
 Calendar of Events
 Orange County Registrar of Voters

374-4800
 536-8888 www.hbchamber.org
 969-3492 www.hbvisit.com
www.hbvisit.com/calendar
 567-7600 www.oc.ca.gov/election

Beaches, Boating, Surfing

Huntington Beach Lifeguard Headquarters
 Huntington State Beach

536-5281
 536-1454 www.parks.ca.gov

Department of Motor Vehicles:

Costa Mesa, 650 West 19th Street
 Westminster, 13700 Hoover

www.dmv.ca.gov
 (949) 631-8150
 891-2159

Education, Colleges

Golden West College
 Coastline Community College
 California State University Fullerton
 California State University Long Beach
 Chapman University
 Concordia University
 Vanguard University
 University of California Irvine

892-7711 www.gwc.cccd.edu, www.gwc.info
 546-7600 www.coastline.cccd.edu
www.fullerton.edu
www.csulb.edu
www.chapman.edu
www.cui.edu
www.vanguard.edu
www.uci.edu

Education, Secondary & Elementary

Huntington Beach Union High School District
 • Marina High School
 • Ocean View High School
 • Edison High School
 • Huntington Beach High School
 Huntington Beach City School District
 Ocean View Elementary School District
 Westminster Elementary School District

964-3339 www.hbuhsd.k12.ca.us
 893-6571 www.hbuhsd.k12.ca.us/mhs
 848-0656 www.hbuhsd.k12.ca.us/ovhs
 962-1356 www.edisonchargers.com
 536-2514 www.hbuhsd.k12.ca.us/hbhs
 964-8888 www.hbcasd.k12.ca.us
 847-2551 www.ovsd.org
 894-7311 www.wsd.k12.ca.us

Fountain Valley Elementary School District

843-3200

www.fvsd.k12.ca.us

Libraries, Art Center, Museums

Huntington Beach Central Library 842-4481
7111 Talbert Avenue

www.hbpl.org

Branches:

Graham Branch (15882 Graham) 375-5006
Banning Branch (9281 Banning) 375-5005
Main Street Branch (525 Main) 375-5071
Oak View Branch (17251 Oak Lane) 375-5068

Huntington Beach Art Center

538 Main Street 374-1650

Huntington Beach Playhouse 375-0696

www.hbph.com

Huntington Beach Restaurant Association

www.hbrestaurants.com

Huntington Beach Surf Museum 960-3483

www.surfingmuseum.org

Newland House Museum 962-5777