



CITY OF HUNTINGTON BEACH

To: Honorable Chair and Finance Commissioners
From: Zack Zithisakthanakul, Chief Financial Officer
Date: October 13, 2026
Subject: **Supplemental Communication for the October 13, 2026, Finance Commission Meeting**

Attached is a Supplemental Communication to the Finance Commissioners (Received after distribution of the Agenda):

FINANCE COMMISSIONER ITEMS

- #1. (26-882) - (1) email received from a Commissioner regarding the 4th of July Subcommittee – One Attachment
- Attachment #1 - RFP Recommendations 10-13-26 Cc input

Commissioner Provided Items

Disclaimer: The following information is provided by an individual Finance Commissioner for discussion purposes only. The content has not been reviewed, verified, or endorsed by City finance staff and does not represent official City data, analysis, or policy.

4th of July
RFP Recommendations
Finance Commission Sub
Committee

Draft

10/13/26

Recommendations

- Define Revenue Goals for Parade/4th
 - Breakeven (Status Quo with enhancements) or Top Tier Profit-based?
 - If Profit - Define Target Profit Range
- Define Scope
 - Parade
 - Fireworks
 - Bike Ride
 - Merchandise and Auxiliary Monetization
 - Fan Experience
 - VIP Options
 - Branding
 - Food Options Beverage Options Near Pier and In Sports Complex
 - Major Event in Sports Complex including Concert, Virtual Tournament or Family friendly
 - Other events – Request Options including Drone Displays
- Define Role of Contractor(s)
- Contractor to work with city to secure array of sponsorships
 - Revenue from sponsorships shared with the contractor per negotiations

Recommendations continued

- All participants must have their own insurance and proper city permits
 - No “covered by city policy” allowed - Indemnify city against claims
 - Why? - Any amount under \$1 million that is under “city policy” must be paid out of general fund per city attorney
- All businesses operating during event must have city business license
- Review Parade Route Options
 - Look at alternative routes and options to utilize the Sports Complex, Equestrian Center, and/or Pacific City as part of the parade route
 - Include areas that allow additional premier seating options
- Route the bike ride to END at the sports complex/central park so the city can host events at these facilities and capture the revenue while offering more alternatives that are family oriented
- All merchandise for all events should be sold through city run booths and online city run concessions (could be done with contractors)
 - Tight controls on merchandise
 - Tight enforcement of licensing

Recommendations continued

- Put 4th of July Subcommittee on RFP evaluation group
- Make 4th of July Subcommittee evergreen to oversee the financial aspects of the 4th of July and report to public to improve transparency
 - Quarterly public meetings to ensure input and transparency
- Financial Controls allowing 24 x 7 access for city and subcommittee to all accounts holding donations, sponsorships, revenue, cash
- Comprehensive cost reporting by city staff for all city costs including public safety, public works, and one-time expenses like barriers
- Comprehensive cost reporting by contractor for all costs
- Include explicit ability for city or third-party to conduct audit of all operational and financial aspects at least annually