



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) - (2) emails received from a Commissioner regarding the 4th of July Subcommittee –Six Attachments

- Attachment #1 - 2026 City of HB_ Independence Day Celebration
- Attachment #2 - Questions for PSQ - v2
- Attachment #3 - RFP-Independence Day-Events DRAFT
- Attachment #4 - KABC Television, LLC (Licensee of KABC-TV) - 2026-03-12
- Attachment #5 - HB_Performance_Report - 2024-2026
- Attachment #6 - JCL_Traffic_Invoice_2024-2026

PSQ Productions, LLC
Profit and Loss
HB 2024

	4th of July Celebration
Income	
Ticket Revenue	
40105 Admission & Passes	207,000.25
Total for Ticket Revenue	\$207,000.25
Vendor Commissions & Fees Revenue	
40130 Earned Food Commission	5,811.27
Total for Vendor Commissions & Fees Revenue	\$5,811.27
Venue Fees & Sponsorships Revenue	
40125 Sponsorships	26,113.80
Total for Venue Fees & Sponsorships Revenue	\$26,113.80
Total for Income	\$238,925.32
Cost of Goods Sold	
Entertainment Costs	
50195 Entertainers / Performers Service Fees	3,000.00
Total for Entertainment Costs	\$3,000.00
Event Services Costs	
50331 Event Services Management	51,400.50
50355 Event Services Security	17,141.00
50555 Event Supplies	22,154.83
Total for Event Services Costs	\$90,696.33
Operations Costs	
50520 Rental Tents	4,375.58
50530 Rental Equipment	77,424.50
Total for Operations Costs	\$81,800.08
Ticketing Costs	
50565 Merchant Processing & Ticket Fees	1,933.28
Total for Ticketing Costs	\$1,933.28
Total for Cost of Goods Sold	\$177,429.69
Gross Profit	\$61,495.63
Expenses	
Business Expenses	
60400 Business Licenses & Permits	140.44
Total for Business Expenses	\$140.44
Commission & Fees Expenses	
60020 Commission & Fees	11,553.72
Total for Commission & Fees Expenses	\$11,553.72
Marketing Expenses	
60040 Marketing Content & Graphic Design	2,200.00
60062 Marketing Print Advertising	4,233.49
Total for Marketing Expenses	\$6,433.49
Total for Expenses	\$18,127.65
Net Operating Income	\$43,367.98
Net Income	\$43,367.98

PSQ Productions, LLC
Profit and Loss
HB 2025

	4th of July Celebraton
Income	
Equipment Revenue	
40005 Equipment Revenue Rental	1,200.00
Total for Equipment Revenue	\$1,200.00
Ticket Revenue	
40105 Admission & Passes	232,464.33
Total for Ticket Revenue	\$232,464.33
Vendor Commissions & Fees Revenue	
40045 Permit Fees	21,750.00
40130 Earned Food Commission	17,465.95
Total for Vendor Commissions & Fees Revenue	\$39,215.95
Venue Fees & Sponsorships Revenue	
40125 Sponsorships	27,875.00
Total for Venue Fees & Sponsorships Revenue	\$27,875.00
Total for Income	\$300,755.28
Cost of Goods Sold	
Entertainment Costs	
50195 Entertainers / Performers Service Fees	3,500.00
Total for Entertainment Costs	\$3,500.00
Event Services Costs	
50330 Event Services Venue Cleaning	5,465.00
50331 Event Services Management	54,359.50
50355 Event Services Security	36,861.70
50555 Event Supplies	48,317.41
Total for Event Services Costs	\$145,003.61
Operations Costs	
50450 Fuel & Maintenance for Equipment & Rentals	798.48
50520 Rental Tents	4,983.92
50530 Rental Equipment	88,562.64
Total for Operations Costs	\$94,345.04
Ticketing Costs	
50565 Merchant Processing & Ticket Fees	2,113.46
Total for Ticketing Costs	\$2,113.46
Total for Cost of Goods Sold	\$244,962.11
Gross Profit	\$55,793.17
Expenses	
Business Expenses	
60400 Business Licenses & Permits	457.12
Total for Business Expenses	\$457.12
Commission & Fees Expenses	
60020 Commission & Fees	19,377.33
Total for Commission & Fees Expenses	\$19,377.33
Marketing Expenses	
60040 Marketing Content & Graphic Design	3,250.00
60062 Marketing Print Advertising	724.22
Total for Marketing Expenses	\$3,974.22
Total for Expenses	\$23,808.67
Net Operating Income	\$31,984.50
Net Income	\$31,984.50

PSQ Productions, LLC
Profit and Loss
HB 2026

	4th of July Celebration
Income	
Reimbursable Revenue	
40040 Reimbursables Revenue	3,500.00
Total for Reimbursable Revenue	\$3,500.00
Ticket Revenue	
40105 Admission & Passes	309,313.83
Total for Ticket Revenue	\$309,313.83
Vendor Commissions & Fees Revenue	
40035 Merchandise Sales & Commissions	10,000.00
40045 Permit Fees	3,500.00
40130 Earned Food Commission	36,060.99
Total for Vendor Commissions & Fees Revenue	\$49,560.99
Venue Fees & Sponsorships Revenue	
40125 Sponsorships	10,500.00
Total for Venue Fees & Sponsorships Revenue	\$10,500.00
Total for Income	\$372,874.82
Cost of Goods Sold	
Entertainment Costs	
50195 Entertainers / Performers Service Fees	5,000.00
Total for Entertainment Costs	\$5,000.00
Event Services Costs	
50330 Event Services Venue Cleaning	9,765.00
50331 Event Services Management	57,154.50
50355 Event Services Security	80,877.20
50555 Event Supplies	49,318.99
Total for Event Services Costs	\$197,115.69
Operations Costs	
50530 Rental Equipment	104,303.15
Total for Operations Costs	\$104,303.15
Ticketing Costs	
50565 Merchant Processing & Ticket Fees	1,750.51
Total for Ticketing Costs	\$1,750.51
Total for Cost of Goods Sold	\$308,169.35
Gross Profit	\$64,705.47
Expenses	
Business Expenses	
60115 Business Professional Fees	3,500.00
60400 Business Licenses & Permits	1,188.86
Total for Business Expenses	\$4,688.86
Commission & Fees Expenses	
60020 Commission & Fees	27,836.44
Total for Commission & Fees Expenses	\$27,836.44
Marketing Expenses	
60045 Marketing Video Production	3,000.00
Total for Marketing Expenses	\$3,000.00
Total for Expenses	\$35,525.30
Net Operating Income	\$29,180.17
Net Income	\$29,180.17