



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

Commissioner Provided Items

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PSQ PRODUCTIONS

2026 EVENT EARNINGS			
	REVENUE	<i>less:</i> TOTAL EXPENSES	TOTAL NET EVENT EARNINGS
PRIOR YEAR (2025)	\$300,755.28	(\$273,568.47)	\$27,186.81
BUDGET 2026	\$333,630.00	(\$508,823.26)	(\$175,193.26)
ACTUAL	\$0.00	\$0.00	\$0.00

REVENUE SUMMARY								
EVENT	POINT OF SALE	DESCRIPTION	2025 ACTUALS	2026 BUDGET	ACTUAL	VARIANCE	PSQ COLLECTED	HB COLLECTED
FIREWORKS SHOW	TicketSpice	Fireworks Viewing	\$17,495.22	\$18,480.00	\$0.00	\$18,480.00	\$0.00	\$0.00
5K RUN	Run Sign-Up Website	Run Sign-Ups	\$179,707.10	\$180,000.00	\$0.00	\$180,000.00	\$0.00	\$0.00
4TH OF JULY PARADE	Square	Participation Fees	\$31,600.00	\$37,575.00	\$0.00	\$37,575.00	\$0.00	\$0.00
	TicketSpice	Parade Viewing	\$3,662.01	\$3,575.00	\$0.00	\$3,575.00	\$0.00	\$0.00
PIER PLAZA FESTIVAL	QBO	Retail Vendor Space Fees	\$21,750.00	\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00
	QBO	Equipment Rental	\$1,200.00	\$1,200.00	\$0.00	\$1,200.00	\$0.00	\$0.00
	QBO	Food Vendor Commissions	\$17,465.93	\$22,500.00	\$0.00	\$22,500.00	\$0.00	\$0.00
		Carnival Passes	\$0.00	\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00
SPONSORSHIPS & DONATIONS	Square	QR Code/Square Link	\$375.00	\$300.00	\$0.00	\$300.00	\$0.00	\$0.00
	Mailed Checks		\$27,500.00	\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$0.00
REVENUE TOTAL			\$300,755.28	\$333,630.00	\$0.00	\$313,630.00	\$0.00	\$0.00

EXPENSE SUMMARY								
CATEGORY			PRIOR YEAR	BUDGET	ACTUAL	VARIANCE	PSQ PAID	HB PAID

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FIREWORK SHOW	# of Tickets	Price	2025 ACTUALS	2026 BUDGET
Fireworks Early Entry	120	\$42.16	\$ 5,059.20	\$ 5,280.00
Fireworks GA	400	\$31.87	\$ 12,748.00	\$ 13,200.00

TOTAL FIREWORK SHOW

5K RUN	# of Participants	Average Price	2025 ACTUALS	2026 BUDGET
See 5K Run Sign Up tab	3769	\$ 47.68	\$ 179,707.10	\$ 180,000.00

TOTAL 5K RUN

PARADE ENTRIES	# of Participants	Price	2025 ACTUALS	2026 BUDGET
Participants 48 total; 1 @ \$1,500; 8 @ \$1,200; 1 @ \$1,000; 37 @ \$500			\$ 31,600.00	\$ 37,575.00

Parade Viewing Tickets; See Viewing Tickets Tab	137	\$ 26.73	\$ 3,662.01	\$ 3,575.00
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TOTAL PARADE ENTRIES

PIER PLAZA FESTIVAL	Space Fees	Equipment Rentals	2025 ACTUALS	2026 BUDGET
See Festival Retail vendors tab	\$ -	\$ -		
Vendor Space Fees (16 vendors; 1 @ \$1,000, 13 @ \$1,250, 1 @ \$2,000, 1 @ \$2,500)			\$ 21,750.00	\$ 25,000.00
Carnival Tickets Sold				\$ 25,000.00
Equipment Rentals (4 vendors @ \$300/ea; electricity)			\$ 1,200.00	\$ 1,200.00
See Block Party Food Vendors Tab	\$ -	\$ -		
Commissions (Fri - 10 vendors; Sat - 8 vendors; Sun - 7 vendors) 2 vendors had uncollectible balances totaling \$2,045.00; Total Net Sales = \$59,500			\$ 17,465.93	\$ 22,500.00
TOTAL PIER PLAZA FESTIVAL			\$ 40,415.93	\$ 73,700.00

DONATIONS & SPONSORSHIPS	Gross	<Fees>	2025 ACTUALS	2026 BUDGET
n			\$ 4,500.00	
Huntington Surf & Sport			\$ 16,000.00	
Tiodize			\$ 6,000.00	
Huntington Beach Internation Surf Museum			\$ 1,000.00	
Square Payment Link			\$ 375.00	
TOTAL DONATIONS & SPONSORSHIPS			\$ 27,875.00	\$ 20,300.00

Total - Actual \$ 301,067.24

# of Tickets	Price	2026 BUDGET
120	\$ 44.00	\$ 5,280.00
400	\$ 33.00	\$ 13,200.00

# of Participants	Average Fee	2026 Budget
4000	\$ 45.00	\$ 180,000.00

# of Participants	Average Fee	2026 Budget
40	\$ 500.00	\$ 20,000.00
10	\$ 1,200.00	\$ 12,000.00
2	\$ 1,000.00	\$ 2,000.00
0	\$ 1,500.00	\$ -
130	\$ 27.50	\$ 3,575.00

# of Vendors	Average Fee	2026 Budget
20	\$ 1,250.00	\$ 25,000.00
4	\$ 300.00	\$ 1,200.00

# of Vendors Day 1	# of Vendors Day 2	# of Vendors Day 3	Ave Commission	2026 Budget
12	10	8	\$ 750.00	\$ 22,500.00

# of Sponsors	Average Sponsor/Donation	2026 BUDGET
4	\$ 5,000.00	\$ 20,000.00
4	\$ 75.00	\$ 300.00

Total Budget 2026 \$ 278,855.00

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PSQ PRODUCTIONS

CATEGORY	2025 ACTUALS	2026 BUDGET	ACTUAL	VARIANCE	SUPPLIER / VENDOR	DESCRIPTION	PAYMENT TERMS	APPROVED?	PAID?	NOTES
FIREWORKS SHOW TOTAL	\$ 10,881.05	\$103,496.58	\$9,294.93	\$94,201.65		\$93,450 (28 min show appr'vd by City)				
5K RUN TOTAL	\$ 93,346.05	\$98,716.43	\$31,065.00	\$67,651.43						
4TH OF JULY PARADE TOTAL	\$ 99,266.28	\$118,444.23	\$51,124.43	\$67,319.80						
PIER COURT FESTIVAL TOTAL	\$ 60,153.78	\$175,664.17	\$56,006.80	\$119,657.37						
GENERAL EXPENSES TOTAL	\$ 9,921.31	\$12,501.85	\$111.86	\$12,389.99						
GRAND TOTAL	\$ 273,568.47	\$508,823.26	\$147,603.02	\$361,220.24						

CATEGORY	PRIOR YEAR	BUDGET	EST/ACT	VARIANCE	SUPPLIER / VENDOR	DESCRIPTION	PAYMENT TERMS	APPROVED?	PAID?	NOTES
FIREWORKS SHOW										
American Flags	\$587.73	\$0.00	\$0.00	\$0.00	Amazon	City purchased				
Porto Potties	\$673.44	\$405.00	\$405.00	\$0.00	Platinum Pro				Yes - 50% deposit	
Chairs	\$2,020.31	\$2,020.31	\$2,020.31	\$0.00	AB Party Rental	Deposit is \$1010			Yes - 50% deposit	
Sound	\$4,406.92	\$4,393.00	\$4,393.42	-\$0.42	PCE		Due 7/2		No	Due 7/2/2026
Security	\$2,476.20	\$2,476.00	\$2,476.20	-\$0.20	Sire		Due 6/3		No	Need to make 50% deposit but no answer from client
Wristbands	\$44.91	\$47.16	\$0.00	\$47.16	Amazon	City purchased				
Merchant Fees	\$671.54	\$705.12	\$0.00	\$705.12	Ticket Spice					
Labor	\$0.00	\$0.00	\$0.00	\$0.00						
Permitting	\$0.00	\$0.00	\$0.00	\$0.00						
Bike Rack	\$0.00	\$0.00	\$0.00	\$0.00						
Tables	\$0.00	\$0.00	\$0.00	\$0.00						
Table Cloths	\$0.00	\$0.00	\$0.00	\$0.00		City provided				
Fencing	\$0.00	\$0.00	\$0.00	\$0.00		City provided				
Pyro - Zambelli	\$0.00	\$93,450.00	\$0.00	\$93,450.00		City provided				
FIREWORKS SHOW TOTAL	\$10,881.05	\$103,496.58	\$9,294.93	\$94,201.65						

BLOCK PARTY										
BLOCK PARTY TOTAL	\$27,122.53	\$84,754.51	\$52,888.80	\$31,865.71						

5K RUN										
Bike Rack / Barricade	\$1,854.24	\$2,927.00	\$0.00	\$2,927.00	PTC	Has this been confirmed?			No	No invoice received yet
Porto Potties	\$2,402.83	\$2,336.00	\$2,336.00	\$0.00	Platinum Pro		April 23rd		Yes - 50% deposit	
Tables, Chairs, Tents, Water Barrels, etc.	\$4,983.92	\$5,233.12	\$0.00	\$5,233.12	Big Top				No	No invoice received yet
Security	\$780.00	\$729.00	\$729.00	\$0.00	Sire				No	Need to make 50% deposit but no answer from client
Spectrum Management Fee	\$26,000.00	\$27,300.00	\$28,000.00	-\$700.00	Spectrum Sports Management				PARTIAL	PAID \$7k: 1 of 4 intallments were due as of 6/4/2026
Finisher Medals	\$8,062.00	\$8,465.10	\$0.00	\$8,465.10	Always Advancing				No	Usually purchased through Spectrum
Race Bibs	\$983.99	\$1,033.19	\$0.00	\$1,033.19	Spectrum coordinated					
Chip Timing	\$9,985.00	\$10,484.25	\$0.00	\$10,484.25	Spectrum coordinated					
Radios	\$170.50	\$179.03	\$0.00	\$179.03	Spectrum coordinated					
Entertainment - DJ Services	\$650.00	\$682.50	\$0.00	\$682.50	Spectrum coordinated					
Entertainment - Race Announcer	\$650.00	\$682.50	\$0.00	\$682.50	Spectrum coordinated					
Health Permit	\$623.00	\$654.15	\$0.00	\$654.15	Spectrum coordinated					
Runner Insurance	\$1,694.46	\$1,779.18	\$0.00	\$1,779.18	Spectrum coordinated					
Truck Rental	\$642.32	\$674.44	\$0.00	\$674.44	Spectrum coordinated					
Balloon Arch	\$1,713.22	\$1,798.88	\$0.00	\$1,798.88	Spectrum coordinated					
Hotels - Spectrum Staff	\$1,068.04	\$1,121.44	\$0.00	\$1,121.44	Spectrum coordinated					
Volunteer Food	\$237.93	\$249.83	\$0.00	\$249.83	Spectrum coordinated					
Post-Race Food	\$1,216.90	\$1,277.75	\$0.00	\$1,277.75	Spectrum coordinated					
Advertising - Race Grader	\$1,000.00	\$1,050.00	\$0.00	\$1,050.00	Spectrum coordinated					
Awards - Age Division	\$1,386.00	\$1,455.30	\$0.00	\$1,455.30	Spectrum coordinated					
Banners & Signage	\$135.70	\$142.49	\$0.00	\$142.49	Spectrum coordinated					
Graphic Design	\$297.50	\$312.38	\$0.00	\$312.38	Spectrum coordinated					
Medical	\$603.50	\$633.68	\$0.00	\$633.68	Spectrum coordinated	EMTs for First Aid Tent (HBFD not providing)				
Participation T-Shirts	\$26,205.00	\$27,515.25	\$0.00	\$27,515.25	Huntington Surf & Sport				No	Paid last year by Huntington Surf & Sport
Merchant Fees/Coupon Codes/Refunds	\$0.00	\$0.00	\$0.00	\$0.00	Run Sign Up					
Cones	\$0.00	\$0.00	\$0.00	\$0.00	JCL					
Trash Removal	\$0.00	\$0.00	\$0.00	\$0.00	Republic					
Advertising / Promotion	\$0.00	\$0.00	\$0.00	\$0.00	Rad8 Design Inc. (\$1,000?) / ZAW Designs					
Ice	\$0.00	\$0.00	\$0.00	\$0.00						
Water	\$0.00	\$0.00	\$0.00	\$0.00						
Power	\$0.00	\$0.00	\$0.00	\$0.00						
City of HB License	\$0.00	\$0.00	\$0.00	\$0.00						
Truck Gas	\$0.00	\$0.00	\$0.00	\$0.00						
Event Décor	\$0.00	\$0.00	\$0.00	\$0.00						
Advertising - Race Waves	\$0.00	\$0.00	\$0.00	\$0.00						
Printing & Mailing	\$0.00	\$0.00	\$0.00	\$0.00						
5K RUN TOTAL	\$93,346.05	\$98,716.43	\$31,065.00	\$67,651.43						

4TH OF JULY PARADE										
Bike Rack - TV Compound	\$1,762.00	\$1,873.00	\$1,872.70	\$0.30	Event Services, LLC	Inv. #070425CIHB-TV Compound-MW-Parade	COD - 1/12/2026		No	Will zelle on 7/1/2026
Bike Rack	\$3,719.00	\$3,945.00	\$3,944.45	\$0.55	Event Services, LLC		COD - 1/12/2027		No	Will zelle on 7/1/2026
Porto Potties	\$5,930.89	\$5,829.50	\$5,829.50	\$0.00	Platinum Pro	Porto-Potties for Parade Est. #10522	April 23rd		Yes - 50% deposit	
Grandstands / Bleachers	\$3,700.00	\$3,900.00	\$3,900.00	\$0.00	Mike Brown Grandstands	BG	Net 10 - Due 7/14		Paid in Full	
Traffic Control: Street Closure, Barricade Rentals	\$42,485.81	\$46,255.81	\$0.00	\$46,255.81	JCL Traffic	Traffic Control for Parade Inv. #129651			No	No invoice received yet
Sound	\$4,877.03	\$5,745.00	\$5,745.35	-\$0.35	PCE	Sound for Parade Inv. 1227321	Due 7/2		No	Due 7/2/2026
Parade Production	\$18,375.00	\$19,293.75	\$0.00	\$19,293.75	Pageantry Production	\$5000 - Due 5/15 - \$5000 6/1 - Balance due 7/4			No	Need bank info; reached out and no answer
Car Signs	\$724.22	\$760.43	\$0.00	\$760.43	HB Digital	134668	city paid		No	
Parade Awards	\$275.63	\$276.00	\$275.63	\$0.37	Sanchez Awards	#2612	Net 15 - 4/8		Paid in Full	
Merchant Fees	\$960.70	\$1,008.74	\$0.00	\$1,008.74	Square fees					
Shuttles	\$0.00	\$0.00	\$0.00	\$0.00						
Trash Removal	\$0.00	\$0.00	\$0.00	\$0.00	Republic	Stacey Secured Sponsor				
Security	\$16,456.00	\$27,170.00	\$27,170.00	\$0.00	Sire	Comp'd			No	Need to make 50% deposit but no answer from client

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PSQ PRODUCTIONS

CATEGORY	2025 ACTUALS	2026 BUDGET	ACTUAL	VARIANCE	SUPPLIER / VENDOR	DESCRIPTION	PAYMENT TERMS	APPROVED?	PAID?	NOTES
Tables	\$0.00	\$0.00	\$0.00	\$0.00						
Chairs	\$0.00	\$0.00	\$0.00	\$0.00	AB Party Rentals	incl' in Firework Quote				
Announcer Stands	\$0.00	\$2,387.00	\$2,386.80	\$0.20	All Access	#LA240251 Inv. #LA15587	Net 10 - Due 4/18		Paid in Full	
Parade Script	\$0.00	\$0.00	\$0.00	\$0.00	City to Print					
Hotel	\$0.00	\$0.00	\$0.00	\$0.00						
Street Banners	\$0.00	\$0.00	\$0.00	\$0.00	using last year's banners					
Wristbands	\$0.00	\$0.00	\$0.00	\$0.00		City purchased				
T-Shirts	\$0.00	\$0.00	\$0.00	\$0.00						
Water (CERT Booth)	\$0.00	\$0.00	\$0.00	\$0.00	Sponsor					
VIP Food and Drinks	\$0.00	\$0.00	\$0.00	\$0.00		Donations				
Parking (Council, VIPs, Volunteers) - Shorebreak	\$0.00	\$0.00	\$0.00	\$0.00						
Application_WUFOO	\$0.00	\$0.00	\$0.00	\$0.00						
Labor	\$0.00	\$0.00	\$0.00	\$0.00						
4TH OF JULY PARADE TOTAL	\$99,266.28	\$118,444.23	\$51,124.43	\$67,319.80						
FESTIVAL										
Carnival	\$0.00	\$50,000.00	\$0.00	\$50,000.00	Carnival & Rides				No	Not invoiced yet
State Ride Inspector	\$0.00	\$3,500.00	\$0.00	\$3,500.00	Carnival & Rides				No	Not invoiced yet
Security	\$17,149.50	\$18,006.98	\$0.00	\$18,006.98	Festival / Block Party	for \$50,502 is correct				
Day Porters	\$5,465.00	\$9,125.00	\$0.00	\$9,125.00	Spectrum Facility Maintenance	Has this been confirmed? Yes			No	Not invoiced yet
Porta Potties (Festival)	\$1,799.00	\$1,814.00	\$1,814.00	\$0.00	Platinum Pro		April 23rd		Yes - 50% deposit	
Porta Potties (Carnival)	\$1,799.00	\$1,304.00	\$1,304.00	\$0.00	Platinum Pro		May 29th		No	Received later; still in Ramp for approval
Sponsor Commission	\$6,818.75	\$7,159.69	\$0.00	\$7,159.69	Payable to PSQ					
Band	\$3,500.00	\$3,675.00	\$0.00	\$3,675.00	Sponsor to Cover (upt o \$3k, rest up to City)					
Stage	\$2,236.80	\$2,386.80	\$2,386.80	\$0.00	All Access Staging				Yes	
Sound Festival	\$8,346.96	\$14,500.00	\$0.00	\$14,500.00	RAWHIDE				No	Not invoiced yet
Security	\$0.00	\$50,502.00	\$50,502.00	\$0.00	Sire		Due 6/3		No	Need to make 50% deposit but no answer from client
Vendor Commission	\$12,558.58	\$13,186.51	\$0.00	\$13,186.51	Payable to PSQ					
Merchant Fees	\$480.19	\$504.20	\$0.00	\$504.20	QBO payments				N/A	Not using QBO for payments
Barricade	\$0.00	\$0.00	\$0.00	\$0.00						
Tents, Tables, Chairs	\$0.00	\$0.00	\$0.00	\$0.00						
Parking Security	\$0.00	\$0.00	\$0.00	\$0.00						
FESTIVAL	\$60,153.78	\$175,664.17	\$56,006.80	\$119,657.37						
GENERAL EXPENSES										
Marketing & PR	\$3,250.00	\$3,412.50	\$0.00	\$3,412.50						
Radios	\$1,012.86	\$1,043.25	\$0.00	\$1,043.25	Bearcom					
Permits & License	\$457.12	\$479.98	\$111.86	\$368.12	City of HB Business License (already covered in PSQ Agreement)				Yes	
Golf Carts	\$2,132.64	\$4,344.00	\$0.00	\$4,344.00	PowerTrip	(7) Golf Carts				
Supplies	\$68.69	\$72.12	\$0.00	\$72.12	Amazon					
Print & Signage	\$0.00	\$0.00	\$0.00	\$0.00						
Meals - Staff	\$0.00	\$0.00	\$0.00	\$0.00	Stacey / City Provided	Donations				
Photographer / Video Crew	\$3,000.00	\$3,150.00	\$0.00	\$0.00	Zaw	Need to Confirm it's a go?				
Outside Agency	\$0.00	\$0.00	\$0.00	\$0.00						
GENERAL EXPENSES TOTAL	\$9,921.31	\$12,501.85	\$111.86	\$9,239.99						

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Carnival Ride Tickets

Row Labels	Volume	Price	
Unlimited Ride Pass	600	\$25	\$15,000
Individual Ride Passes	2000	\$5	\$10,000
Grand Total	2600		\$25,000

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TICKET SPICE EXPORT

Row Labels		Count of Ticket Type	Sum of Ticket Price (\$ Amount)			
Fireworks over the Ocean - Early Entry		120	\$	5,059.20		
	42.16	120	\$	5,059.20	\$	5,059.20
Fireworks over the Ocean - General Admission Entry		400	\$	12,748.00		
	31.87	400	\$	12,748.00	\$	12,748.00
Parade Viewing		137	\$	3,662.01		
	26.73	137	\$	3,662.01	\$	3,662.01
Grand Total		657	\$	21,469.21		
					\$	21,157.23 Deposits to GL
					\$	311.98 Variance, reduced fireworks total

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BLOCK PARTY			
Total Net Sales		\$	-
Total Commissions:		\$	-

Date	Event Name	Time	Vendor Name	Net sales	%	Commission	Payment Option	Inv #	Inv Date	Status	Notes
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					
Friday, July 4, 2025	HB Block Party	10am-10pm			25%	\$ -					
Saturday, July 5, 2025	HB Block Party	10am-10pm			25%	\$ -					
Sunday, July 6, 2025	HB Block Party	10am-6pm			25%	\$ -					
					Total :	\$ -					

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2025 5K Run

NET 5K Run Collections\$179,707.10

Bank Deposits

Surf City 5K Family Fun Run Registrations	\$386.00
Surf City 5K Family Fun Run Registrations	\$9,916.00
Surf City 5K Family Fun Run Registrations	\$7,884.00
Surf City 5K Family Fun Run Registrations	\$2,270.00
Surf City 5K Family Fun Run Registrations	\$3,984.00
Surf City 5K Family Fun Run Registrations	\$13,921.00
Surf City 5K Family Fun Run Registrations	\$6,310.00
Surf City 5K Family Fun Run Registrations	\$4,066.00
Surf City 5K Family Fun Run Registrations	\$14,868.00
Surf City 5K Family Fun Run Registrations	\$9,379.00
Surf City 5K Family Fun Run Registrations	\$12,156.00
Surf City 5K Family Fun Run Registrations	\$14,985.00
Surf City 5K Family Fun Run Registrations	\$33,516.00
Surf City 5K Family Fun Run Registrations	\$608.00
Surf City 5K Family Fun Run Registrations	\$50,256.00
Surf City 5K Family Fun Run adjustments	\$96.73
Surf City Registration	\$17.50

Adjustments/Coupon Redemptions/Refunds

Surf City 5K Family Fun Run coupon codes	\$(994.15)
Surf City 5K Family Fun Run coupon codes	\$(1,138.80)
Surf City 5K Family Fun Run coupons redeemed	\$(51.30)
Surf City 5K Family Fun Run coupons redeemed	\$(39.45)
Surf City 5K Family Fun Run coupons redeemed	\$(6.75)
Surf City 5K Family Fun Run refunds	\$(45.00)
Surf City 5K Family Fun Run refunds	\$(130.13)
Surf City 5K Family Fun Run refunds	\$(230.75)
Surf City 5K Family Fun Run refunds/coupon codes	\$(28.50)
Surf City 5K Family Fun Run refunds/coupon codes	\$(185.25)
Surf City 5K Family Fun Run refunds/coupon codes	\$(851.70)
Surf City 5K Family Fun Run refunds/coupon codes	\$(234.60)
Surf City 5K Family Fun Run refunds/coupon codes	\$(389.40)
Surf City 5K Family Fun Run refunds/coupon codes	\$(586.35)

Dynamic Pricing Dates					
	3/28-4/14	4/15-5/12	5/13-6/9	6/10-6/27	6/28-7/4
2025 PRICING	1	2	3	4	5
Resident 7:00 AM	\$38.00	\$45.00	\$50.00	\$55.00	\$60.00
Open 8:00 AM	\$38.00	\$45.00	\$50.00	\$55.00	\$60.00
Stroller 8:15 AM	\$38.00	\$45.00	\$50.00	\$55.00	\$60.00
Kid Run 9:00 AM	\$22.00	\$27.00	\$32.00		

Row Labels	Count of Bib
Kids Fun Run - 9:00AM	104
\$22.00	50
\$27.00	54
Open 5K - 8:00AM	1605
\$38.00	159
\$45.00	198
\$50.00	341
\$55.00	452
\$60.00	455
Resident 5K - 7:00AM	1353
\$38.00	211
\$45.00	173
\$50.00	282
\$55.00	293
\$60.00	394
Stroller 5K - 8:15AM	151
\$38.00	9
\$45.00	15
\$50.00	27
\$55.00	50
\$60.00	50
Grand Total	3213
Registrant pad full price	85%

2025 Shirt Giveaway

GIVEAWAY OPTION	ADDITIONAL PRICE	QUANTITY	TOTAL
Small	\$0.00	790	\$0.00
Youth Small	\$0.00	160	\$0.00
Medium	\$0.00	982	\$0.00
Youth Medium	\$0.00	115	\$0.00
Large	\$0.00	1,001	\$0.00
Youth Large	\$0.00	80	\$0.00
XLarge	\$0.00	606	\$0.00
Total		3,734	\$0.00

Dashboard

Registrations		Transaction \$	
Past Year		Past Year	
3,769	3,813	\$196,281	\$162,632
This Year	Last Year	This Year	Last Year

Events on Tuesday July 4, 2023

Includes Financial Data from Tuesday March 14, 2023 to Friday March 22, 2024

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your race.	+\$157,401.91
Transaction Processing Fees	Processing fees paid to RunSignup for your race.	-\$13,117.47
Sales tax remitted by RunSignup, Inc.	Sales tax paid by RunSignup, Inc. for your race.	-\$1,068.39
Refunds	This includes any refunds made for your race (e.g. registration refunds, store purchase refunds, etc.)	-\$0.00
Refund Processing Fees	RunSignup fee for processing refunds.	-\$0.00
Holdbacks	Funds being held for your race, primarily for refunds and chargebacks. Details about your Race Reserve can be found here .	+\$0.00
Owed to Race	Net Owed to Race	+\$143,216.05

Events on Thursday July 4, 2024

Includes Financial Data from Friday March 22, 2024 to Sunday March 16, 2025

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your race.	+\$162,632.84
Transaction Processing Fees	Processing fees paid to RunSignup for your race.	-\$14,042.31
Sales tax remitted by RunSignup, Inc.	Sales tax paid by RunSignup, Inc. for your race.	-\$30.28
Refunds	This includes any refunds made for your race (e.g. registration refunds, store purchase refunds, etc.)	-\$270.00
Refund Processing Fees	RunSignup fee for processing refunds.	-\$0.00
Holdbacks	Funds being held for your race, primarily for refunds and chargebacks. Details about your Race Reserve can be found here .	+\$0.00
Owed to Race	Net Owed to Race	+\$148,290.25

Events on Friday July 4, 2025

Includes Financial Data from Sunday March 16, 2025 to Friday January 2, 2026

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your race.	+\$196,281.20
Transaction Processing Fees	Processing fees paid to RunSignup for your race.	-\$16,188.96
Sales tax remitted by RunSignup, Inc.	Sales tax paid by RunSignup, Inc. for your race.	-\$60.99
Refunds	This includes any refunds made for your race (e.g. registration refunds, store purchase refunds, etc.)	-\$413.38
Refund Processing Fees	RunSignup fee for processing refunds.	-\$0.00
Holdbacks	Funds being held for your race, primarily for refunds and chargebacks. Details about your Race Reserve can be found here .	+\$0.00
Adjustments	See the description on each adjustment for more details.	+\$34.98
Owed to Race	Net Owed to Race	+\$179,652.85

TYPE	PARTICIPANT NAME	\$	31,600.00
			2025 AMOUNT
Individual	Parade Entry: 5 Points Plaza Program	\$	500.00
Individual	Parade Entry: Alzheimer's Family Center	\$	500.00
Individual	Parade Entry: Amanda Villa, Mario Villa, Beau Villa, Memphis Villa, Robert Warlick, Lauren Warlick, Angela Sanchez	\$	500.00
Individual	Parade Entry: Assemblyman Tri Ta 70TH District	\$	500.00
Individual	Parade Entry: Assistance League Huntington Beach	\$	500.00
Individual	Parade Entry: Beach City Sports	\$	500.00
Individual	Parade Entry: Benjamin Quintero	\$	500.00
Individual	Parade Entry: CORE Kidney Program	\$	500.00
Individual	Parade Entry: Cameron Dumas	\$	500.00
Individual	Parade Entry: City of Fountain Valley	\$	500.00
Individual	Parade Entry: Compass Bible Church Huntington Beach	\$	500.00
Individual	Parade Entry: Dad Jokes Float , Who's Your Daddy: Red, White and Groan	\$	500.00
Individual	Parade Entry: Democratic Party of Orange County	\$	500.00
Individual	Parade Entry: Falun Dafa Marching Unit	\$	500.00
Individual	Parade Entry: Girl Scouts of Orange County	\$	500.00
Individual	Parade Entry: Golden West College	\$	500.00
Individual	Parade Entry: Greater Huntington Beach Interfaith Council	\$	500.00
Individual	Parade Entry: HB Chamber	\$	500.00
Individual	Parade Entry: HHPC	\$	500.00
Individual	Parade Entry: Happening now with Hammer	\$	500.00
Individual	Parade Entry: Huntington Beach Elks Lodge #1959	\$	500.00
Individual	Parade Entry: Just Serve.org	\$	500.00
Individual	Parade Entry: Ken Smith	\$	500.00
Individual	Parade Entry: Marissa Jackson	\$	500.00
Individual	Parade Entry: Mel Craig, Don Ramsey, Rick Brown, Alejandro Martinez	\$	500.00
Individual	Parade Entry: Military Vehicle Owners of Orange County	\$	500.00
Individual	Parade Entry: Miss Huntington Beach	\$	500.00
Individual	Parade Entry: NHB FUTBOL CLUB	\$	500.00
Individual	Parade Entry: Robyne's Nest	\$	500.00
Individual	Parade Entry: SCATS Gymnastics	\$	500.00
Individual	Parade Entry: Steve Garvey hosting HB Sports Hall of Fame entry sponsored by HB Auto Dealers	\$	500.00
Individual	Parade Entry: Steve Hilton	\$	500.00
Individual	Parade Entry: TRCHB	\$	500.00
Individual	Parade Entry: Tracy Burns, Candace Vega Tracie McCullough, Jill Ann Aguirre, Cynthia Van Sant, Ndala Schee	\$	500.00
Individual	Parade Entry: Unstoppable Dogs	\$	500.00

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Individual	Parade Entry: Veronica Mosqueda, Kinetic Academy, Vanessa Giliar	\$	500.00
Individual	Parade Entry: Victor Cahua	\$	500.00
Commerical	Parade Entry: Dellilo Chevrolet	\$	1,000.00
Commerical	Parade Entry: Victory taekwondo	\$	1,000.00
Commerical	Parade Entry: Darren Peterson	\$	1,200.00
Commerical	Parade Entry: EXPERTEC Automotive	\$	1,200.00
Commerical	Parade Entry: HG Castropub (Commercial)	\$	1,200.00
Commerical	Parade Entry: Jacks Surfboards (Commercial)	\$	1,200.00
Commerical	Parade Entry: PROBALLER Energy Drinks (Commercial)	\$	1,200.00
Commerical	Parade Entry: Susan G Komen (Commercial)	\$	1,200.00
Commerical	Parade Entry: The Road Life (Commercial)	\$	1,200.00
Commerical	Parade Entry: Transworld Business Advisors (Commercial)	\$	1,200.00
Commerical	Parade Entry: Ocean View School District	\$	1,500.00

Individual	Parade Entry: BSA	500.00
Individual	Parade Entry: BSA (Refund)	-500.00
Individual	Parade Entry: Falun Dafa/Marching Unit	500.00
Individual	Parade Entry: Falun Dafa (refund)	-500.00
Individual	Parade Entry: OC DA Todd Spitzer	500.00
Individual	Parade Entry: OC DA Todd Spitzer (refund)	-500.00
Individual	Parade Entry: Falun Dafa, Marching Unit	500.00
Individual	Parade Entry: Falun Dafa, Marching Unit (refund)	-500.00

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PSQ PRODUCTIONS

Scope	Year 1_2024 Management Fee	Year 2_2025 Management Fee	Year 3_2026 Management Fee	Year 4_2027 Management Fee	Year 5_2028 Management Fee
Parade Coordination					
Fireworks Show Coordination					
Run Coordination	-	-	-	-	-
TOTAL	\$150,000	\$160,500	\$171,735	\$183,756	\$196,619
Revenue Share:					
1. Sponsorships & Vendor Booths:					
New Vendors:					
	25% of total revenue generated during the event				
Returning Vendors from 2023:					
	10% of revenues from 2023				
	25% of new revenues over 2023 revenues				
(This comprises a team of 1-2 personnel who will be working closely with the City of Huntington Beach					

PSQ PRODUCTIONS

CATEGORY	PRODUCT / SERVICE	BUDGET	ACTUAL	VARIANCE	SUPPLIER / VENDOR	DESCRIPTION	PAYMENT TERMS	APPROVED?	PAID?	NOTES
PSQ PRODUCTIONS TOTAL		\$160,500.00	\$179,878.00	\$19,378.00						
GENERAL EXPENSES TOTAL		\$44,115.36	\$42,114.12	\$2,001.24						
GRAND TOTAL		\$116,384.64	\$137,763.88							
CATEGORY	PRODUCT / SERVICE	BUDGET	ACTUAL	VARIANCE	SUPPLIER / VENDOR	DESCRIPTION	PAYMENT TERMS	APPROVED?	PAID?	NOTES
PSQ PRODUCTIONS										
	Management Fee	\$160,500.00	\$160,500.00	\$0.00	City of Huntington Beach	event budget (separate \$\$ bucket)				
	Sponsorship Commission	\$0.00	\$6,819.00	-\$6,819.00	Sponsors					
	Vendor Commission	\$0.00	\$12,559.00	-\$12,559.00	Vendors					
PSQ PRODUCTIONS TOTAL		\$160,500.00	\$179,878.00	-\$19,378.00						
GENERAL EXPENSES										
	Square Charges	\$0.00	\$0.00	\$0.00	Square fees					
	Square Charges	\$0.00	\$0.00	\$0.00	Square fees					
	Paypal Charges	\$0.00	\$0.00	\$0.00	Paypal charges					
	Ticket Spice Charges	\$0.00	\$0.00	\$0.00	Ticket Spice					
	Ticket Stripe Charges	\$0.00	\$0.00	\$0.00						
	Run Merchant Fees & Refunds	\$0.00	\$0.00	\$0.00						
	Marketing & PR	\$0.00	\$0.00	\$0.00						
	Print & Signage	\$0.00	\$0.00	\$0.00						
	Meals - Staff	\$0.00	\$0.00	\$0.00	Stacey / City Provided					
	Radios	\$1,012.86	\$0.00	\$1,012.86	Bearcom	Quote #686697 Contract				Bills after rental
	Outside Agency	\$42,000.00	\$42,000.00	\$0.00	Stacey					
	Permits & License	\$0.00	\$114.12	-\$114.12	City of HB Business License (already covered in PSQ Agreement)					
	Golf Carts & Fuel	\$1,102.50	\$0.00	\$1,102.50	PowerTrip	Locations Quote #q16297 Contract				
	Supplies	\$0.00	\$0.00	\$0.00	Stacy's admin needs	pricing out options				
GENERAL EXPENSES TOTAL		\$44,115.36	\$42,114.12	\$2,001.24						

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	Carryforward	2024	15,984.50
		2025	54,921.70
			70,906.20
Collected	Total	HB Mgmt Fee	Net Collected
PSQ BoFA	195,818.00	(128,801.50)	67,016.50
PSQ Tixs	50,174.00	-	50,174.00
			117,190.50
			188,096.70

PSQ Productions
PSQ Income Statement
As of December 31, 2026

As of Date:
Project:

HB 4th of July
12/31/2026

HB 4th of July
Year To Date
12/31/2026
Actual

Revenue			PSQ Settlement
Ticket Revenue			
40105 - Admission & Passes	\$161,153.10		\$161,153.10
Total Ticket Revenue	\$161,153.10		\$161,153.10
Management Revenue			
40015 - Management Fees	\$128,801.25	(\$128,801.25)	\$0.00
Total Management Revenue	\$128,801.25		\$0.00
Other Revenue			
40125 - Sponsorships	\$10,500.00		\$10,500.00
Total Other Revenue	\$10,500.00		\$10,500.00
TOTAL REVENUE:	\$300,454.35	(\$128,801.25)	\$171,653.10
COGS:			
Event Services			
50355 - Security Services	\$80,877.20		\$80,877.20
Total Event Services	\$80,877.20		\$80,877.20
Construction Costs			
50155 - Production Services	\$57,375.00		\$57,375.00
Total Construction Costs	\$57,375.00		\$57,375.00
Merchant Fees			
50565 - Merchant Processing & Ticket Fees	\$2,522.57		\$2,522.57
Total Merchant Fees	\$2,522.57		\$2,522.57
Rental Costs			
50530 - Rental Equipment	\$34,289.37		\$34,289.37
Total Rental Costs	\$34,289.37		\$34,289.37
Supplies			
50555 - Event Supplies	\$275.63		\$275.63
Total Supplies	\$275.63		\$275.63
Venue Rent			
50515 - Parking Services	\$2,927.50		\$2,927.50
Total Venue Rent	\$2,927.50		\$2,927.50
TOTAL COGS:	\$178,267.27		\$178,267.27
GROSS PROFIT:	\$122,187.08		\$122,187.08
SG&A:			
Professional Costs			
60115 - Professional Fees	\$25,000.00	-25000	\$0.00
60400 - Licenses & Permits	111.86		111.86
Total Professional Costs	\$25,111.86		\$111.86
TOTAL SG&A:	\$25,111.86		\$111.86
TOTAL NET OP INC:	\$97,075.22		\$49,354.16
TOTAL NET INCOME:	\$97,075.22		\$49,354.16

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