



SURF CITY USA[®]

FOODIE AWARDS

PRESENTED BY



VISIT
HUNTINGTON BEACH
SURF CITY USA[®]



Speakers



Heather Saez

Director of Partner &
Visitor Services



Hannah Sutton

Marketing Coordinator

Agenda

1. About VHB
2. Surf City USA® Foodie Awards Program Overview
3. How It Works
4. Award Categories
5. Benefits of Participation & Prizes
6. How to Participate
7. Partner Toolkit
8. Q&A
9. Next Steps

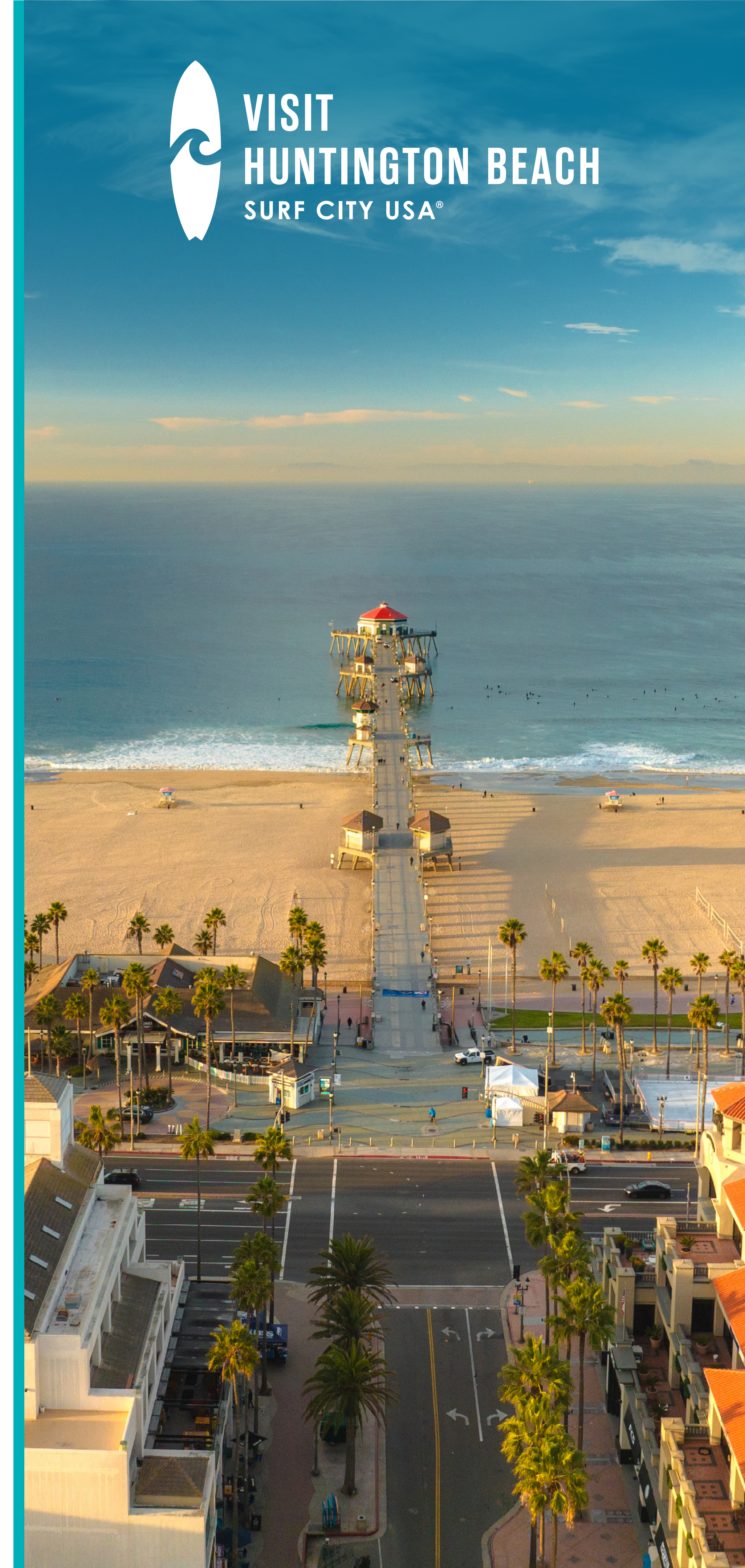
★ About Visit Huntington Beach

Who Are We?

- Visit Huntington Beach (VHB) is the official Destination Marketing Organization (DMO) for Huntington Beach, California. A non-profit 501(c)(6) organization, VHB promotes tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels.
- We are a private, self-contained, non-member, non-profit organization, separate from the City, Downtown BID, and Chamber of Commerce.

Our Mission

- Support and advocate for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.



★ Surf City USA[®] Foodie Awards Overview

Program Objective

- Highlight HB's local dining scene by celebrating outstanding restaurants in the community

Program Dates

- Nomination Period: February 3 - February 10
- Voting Period: February 14 - February 24
- Winners Announced: February 28

Program Websites

- www.surfcityusa.com/surf-city-usa-foodie-awards/
- SurfCityUSAFoodieAwards.com





How It Works

ROUND 1

Nomination Round

- The public nominates their favorite restaurant in each category (allowed once per day)
- The top 3 restaurants in each category move into the voting round

ROUND 2

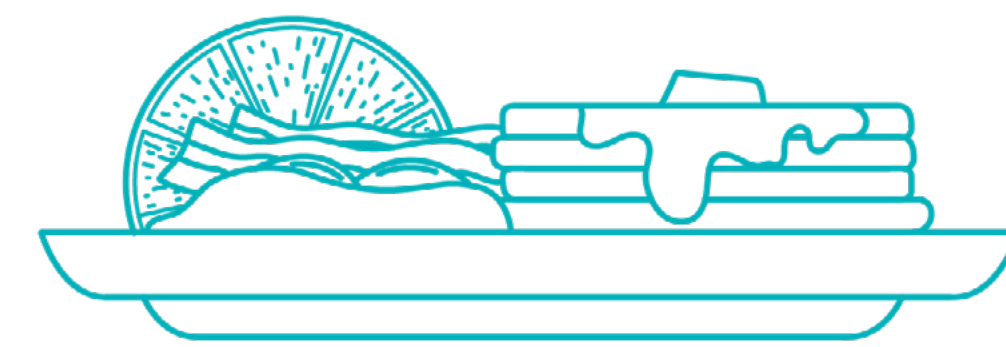
Voting Round

- The public votes for their favorite restaurant in each category (allowed once per day)
- The top restaurant in each category wins

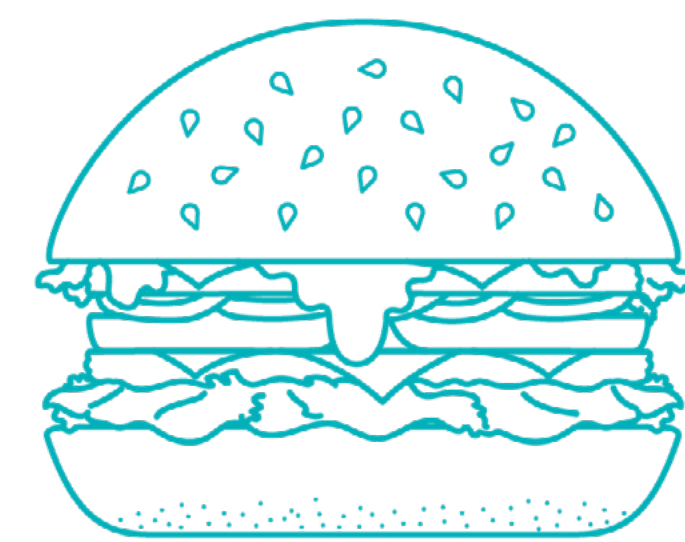
Award Categories



Best HB Beer



Best Brunch



Best Burger



Best Coffee



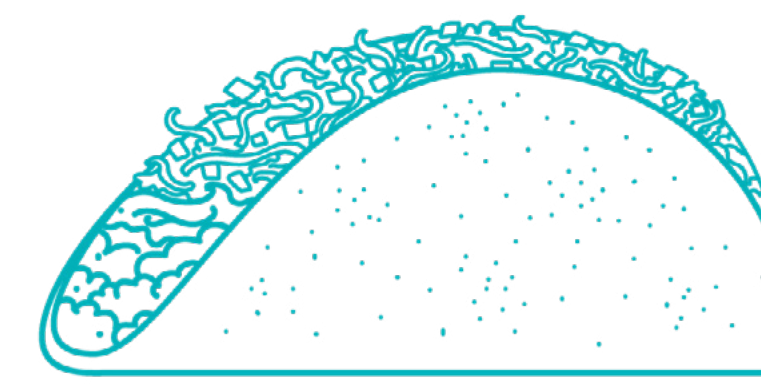
Best Family-Friendly



Best Happy Hour



Best Pizza



Best Taco



Best Treat



Best View

Benefits of Participating

1. Increase exposure via promotions done on VHB's highly-engaged marketing channels

Marketing Stats

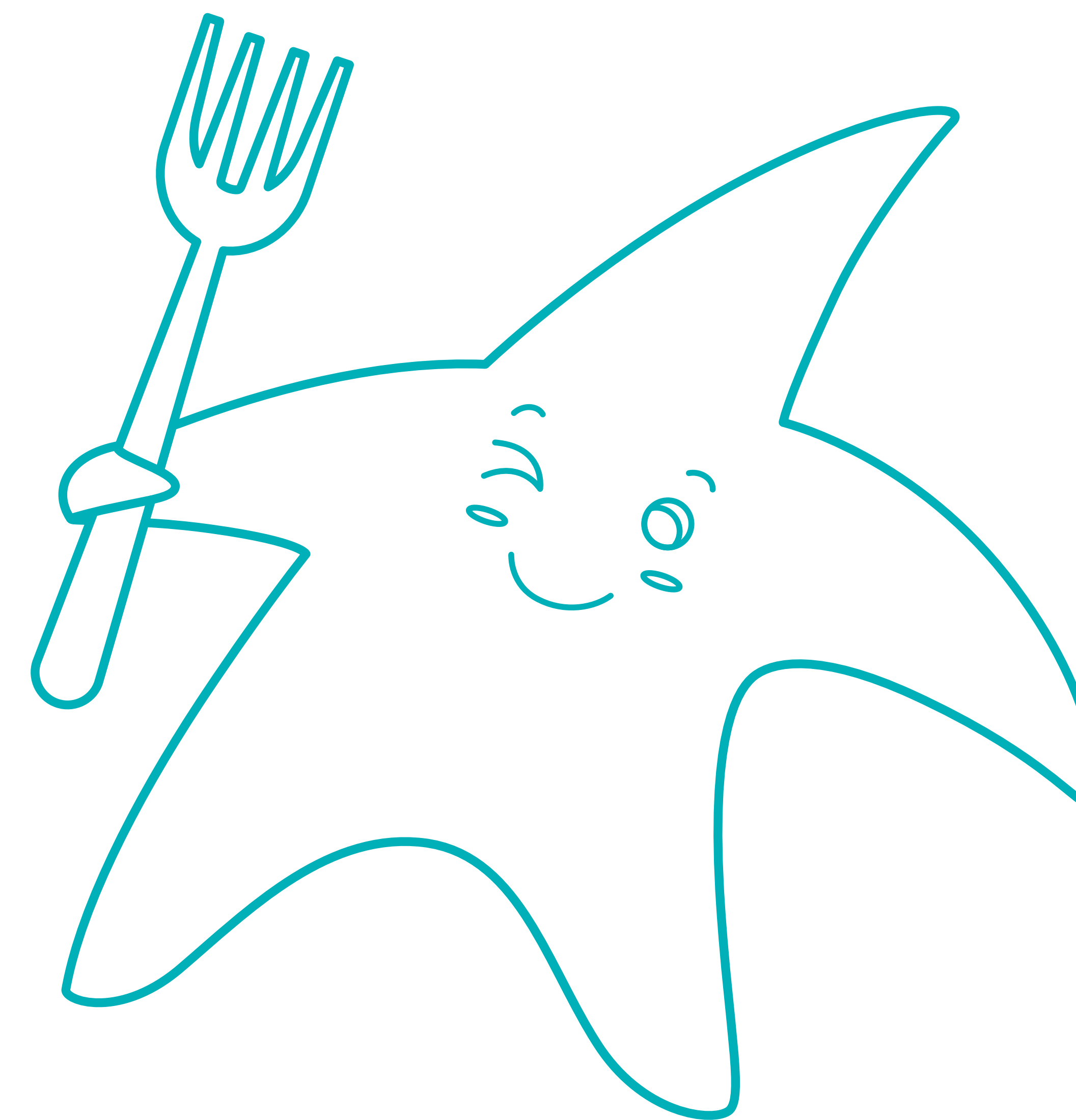
- Website hits: 3.1 million (FY 23-24)
- Social media following: 225k+
- E-newsletter database: 26k+

2. Consumer engagement

- Inspire dialogue and generate excitement about HB's culinary scene.

3. Community recognition

- Showcase your restaurant to new members of the community.



★ Prizes (one per category)

Includes:

- Featured listing on SurfCityUSA.com for 30 days
- Plaque, certificate, and window cling for display in your business
- Digital badge for display on your website and/or social media channels
- Feature in the 2025-2026 Visit Huntington Beach Visitor Guide
- Promotion of your restaurant on VHB's social media channels, e-newsletters, & website



How to Participate

Eligibility Requirements: You must be a permitted business within the City of Huntington Beach to participate.

**NOW & Throughout
Foodie Awards**

Spread the word!

**Dates: February 3–10,
2025**

Encourage customers
to nominate you in the
appropriate category

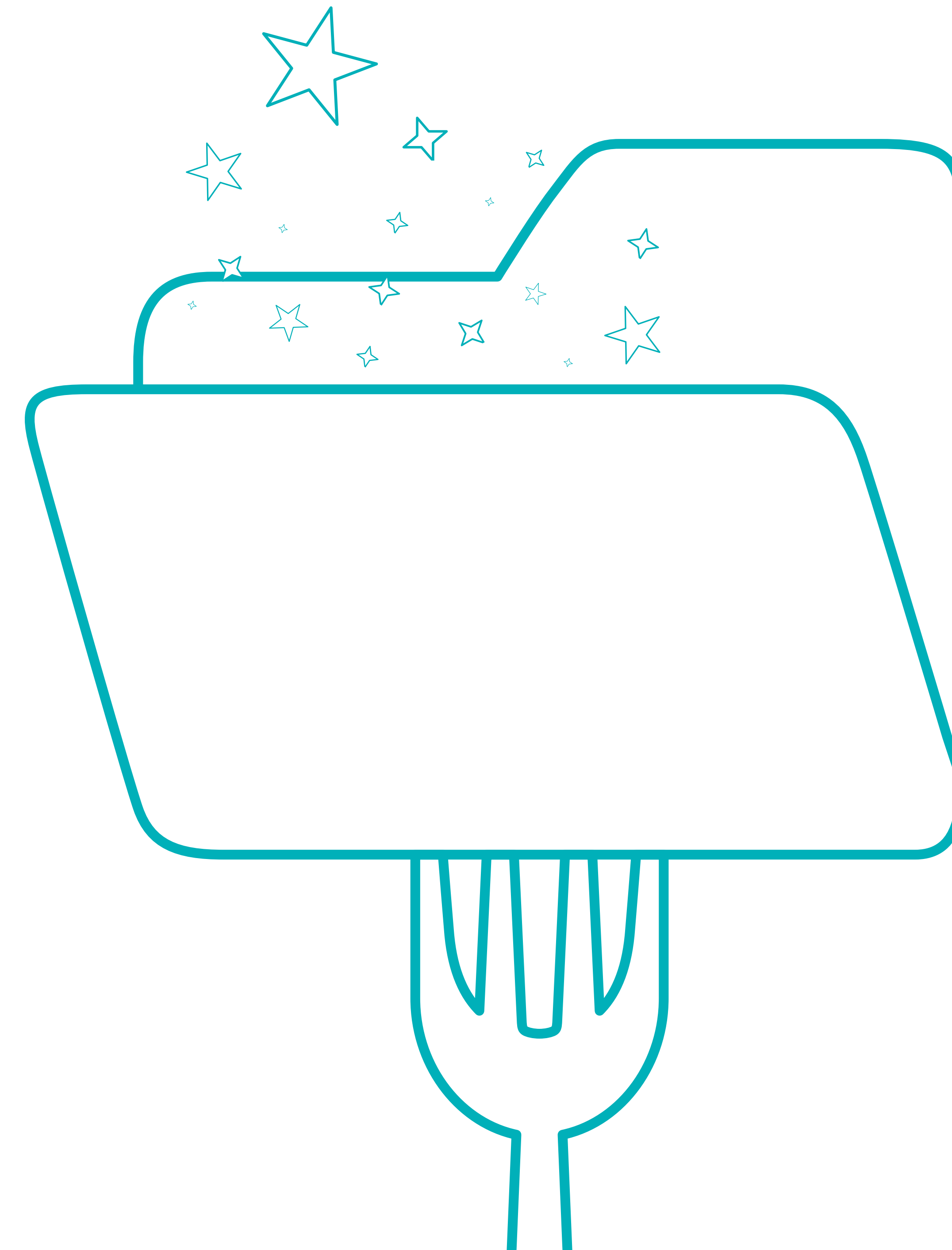
**Dates: February 14–24,
2025**

Encourage customers
to vote for you!
(if you make it to the
voting round)

Surf City USA[®] Foodie Awards Partner Toolkit

Includes:

- Official Surf City USA[®] Foodie Awards logo
- Nominations flyer
- Voting flyer (if applicable)
- 11" x 17" event poster & coloring table placemat
- Social media graphics
- Social media tips sheet

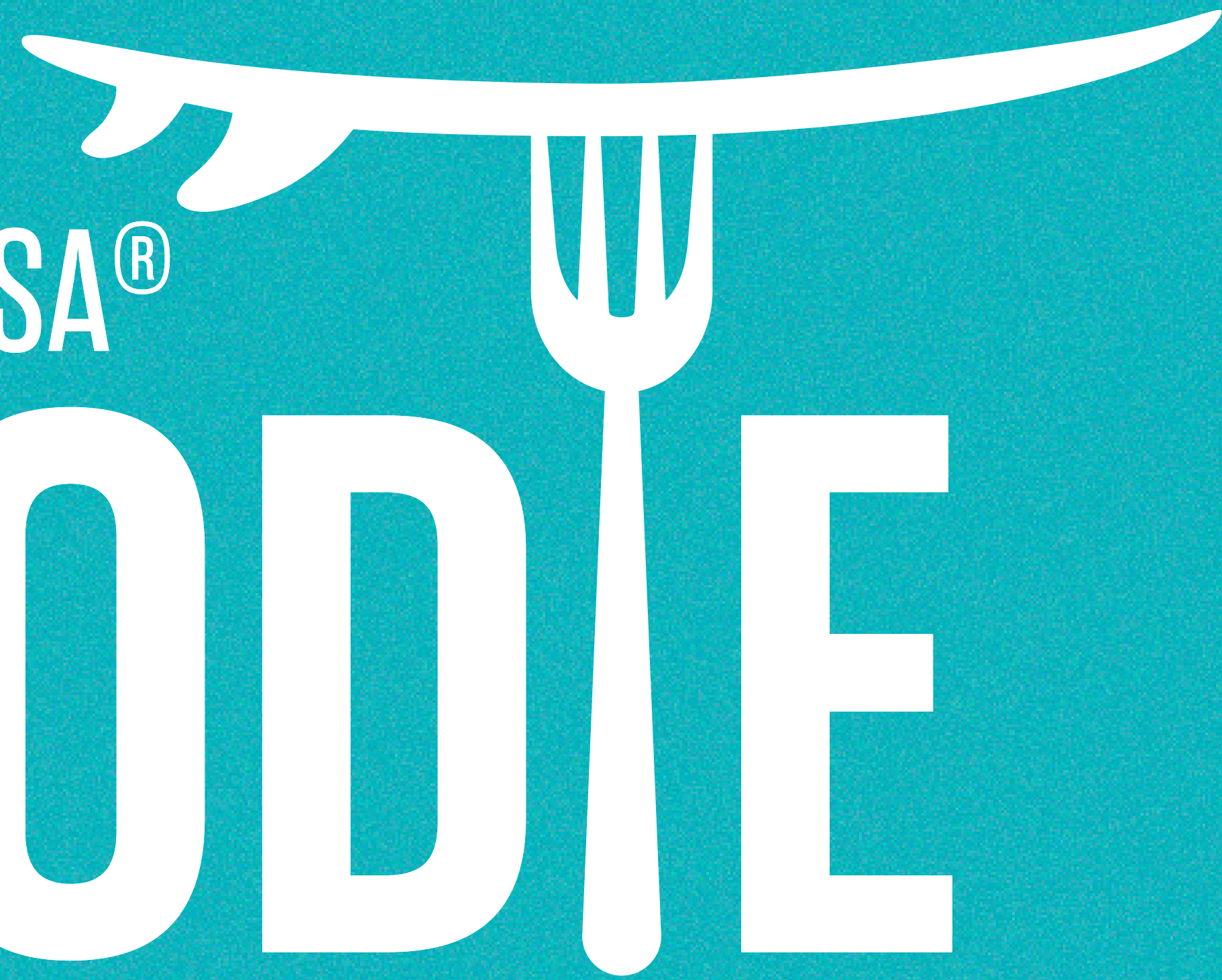


Q&A

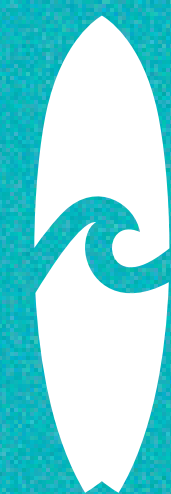


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**Thank you for
your time!**

★ For questions, please contact Heather Saez
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