



**Huntington Beach Public Library**  
**&**  
**Huntington Beach International Surfing Museum**

***Vans Checkerboard Fund***

**Proposal:**

***Sustaining Surfer Pride in Huntington Beach***

This proposal contains the following:

- Executive Summary
- Community Assessment
- Target Audience
- SMART Goals
- Brandfit Matrix
- Budget
- Potential Outside Funding Opportunities and Support
- Initial Two-year Plan
- Risks
- Evaluation & Outcomes
- Memorandum of Understanding
- Appendix

**Proposal Amount Request: \$50,000**

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## Huntington Beach Public Library



# Executive Summary

## Huntington Beach Public Library

The Huntington Beach Public Libraries (HBPL) have three locations throughout the city. We serve all of Huntington Beach as well as many Orange County cities. Last year alone we circulated over 1 million items and had over 125,000 library card holders. Since 1909 the library has served the community with honesty and integrity by providing open communication, open access, and knowledge.

## Huntington Beach International Surfing Museum

Huntington Beach International Surfing Museum (HBISM) was founded by Natalie Kotsch with the purpose of sharing the splendor of surfing with residents and visitors from all around the world. HBIM's mission is to "Honor the history, culture of surfing and celebrate the future of surfing, protecting our surfing playgrounds—our oceans, and paying it forward to our next generation of surfers—our Groms!"

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### What Is the Project?

This project will bring surfing experts and local historians to the library to talk about the importance of surfing in our community. The library and the museum will provide various speakers as well as other programs to engage community members of all ages. We also plan to create a collection centered around Huntington Beach's history and the impact of surfing.



### Who is the library?

At HBPL, we take story time seriously. We promote literacy and encourage our young patrons to be creative and imaginative. We are proud to have received the 2022 award for Best Storytelling Time by Readers' Choice Awards from Parenting OC Magazine. We also hold a Makerspace for our patrons where they can use our 3D printers, Glowforge laser engrave, cricut makers, CNC Machining, and much more.

### What is the International Surfing Museum?

HBISM is home to Duke Kahanamoku's (aka "The Father of Surfing") surfboard. Duke was a 5 time Olympic medal winner. The museum houses unique art pieces such as a large replica of the Silver Surfer, original wooden boards, stones from Huntington Beach's Surfing Walk of Fame, and a small theater that plays surfing movies and documentaries.



## Huntington Beach Public Library

### A Sense of Community?

In 2023, Huntington Beach was recognized as one of the happiest cities in the U.S. Its recognition as surfer's paradise would not have been possible without Duke Kahanamoku, a swimming and surfing legend who brought surfing to the city in 1925. Soon after, we began to see the opening of surfing shops, the inauguration of the first U.S. Surfing Championship, and the USA Surf Team's adoption of Huntington Beach as their official home. Our beloved Huntington Beach International Museum would not have been possible without the dedication from its founder, Natalie Kotsch. Natalie was an inspiration for many and shared a love for surfing with her community. Natalie believed that "you don't have to surf to love watching the sport." Natalie "made the museum work by bringing people together, and she was good at doing that."  
—Peter "PT" Townend (World's First Surfing Champion).



### Risks

In every project you will always find the risks. One of the biggest risks is low attendance for these events. We plan to work with our partner to make sure these events are properly promoted. Another risk is if more conservative members of the community respond poorly to certain speakers who might raise the topic of oceanic environmentalism. We plan to inform the speakers before hand and let them know we support their freedom of expression.

### Outcomes

This project will allow community members to understand the importance of Huntington Beach in the history, development, and sustained significance of surfing on a global level. The library will look at circulation records for the new collection to help determine the success of the project.



## Why support our partnership?

The HBPL and HBISM are dedicated to enriching the lives of the community. Our program focuses on engaging the youth in our community and providing them the opportunity to learn and grow. Both the library and the museum have been staples in the Huntington Beach community for years. We will continue to inspire others and provide an environment where everyone is welcome to explore their creativity.



## Community Assessment

Huntington Beach, CA is home to a population of 198,711 with an average household income of \$107,808. Our city has 79,930 households and an employment rate of 61.2%. Huntington's population consists of an almost equal amount of male(49.5%) and female(50.5%) persons with an average age of 44 years. Our community members are White(73%), African American(1%), American Indian(1%), Asian(15%), Pacific Islander(1%), Other(9%). Lastly, 16.2% of the population are foreign-born..<sup>1</sup> Our city website currently has a survey available to the public in hopes of obtaining feedback for our current programs.

In 2022, the Huntington Beach Library had 826,279 patrons come to the library, 124,113 downloads of electronic resources, 545,258 visits to the library website, and 1,024,329 materials checked out. The library hosted 2,269 programs with 96,271 attendees. Currently, 125,216 people have a library card for the Huntington Beach Library.

Our city staff have gone to popular areas of the community to talk to residents about their needs. We have spent days at the state and city beach, the sports park, and the main street. We plan to continue to reach all community members to better learn how we can meet their needs. So far, we have learned that community members want to be more engaged in community decisions and feel like a more united community.

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<sup>1</sup> United States Census Bureau. (2023). *Quickfacts Huntington Beach city, California*.  
<https://www.census.gov/quickfacts/huntingtonbeachcitycalifornia>

## Target Audience

Our goal is to inspire the next-generation Huntington Beach residents about the impact of surfing culture in Huntington Beach and sustain city pride and cultural preservation. This includes reaching residential youths, families, and English second learners. As mentioned in the *Community Assessment*, 27% of Huntington Beach residents are Black, Indigenous, or People of Color (BIPOC) and 16.2% of the population are foreign-born. In addition, 5.1% of the population was under 5 years of age, and 18.7% were 18 years old or younger.<sup>2</sup>

## Smart Goals

### Speaking with Surfing Experts

Collaborative partners will cultivate surfing culture knowledge within the Huntington Beach community by hosting at least six multilingual events with special guest speakers well-versed in Huntington Beach's surfing history (surfers and local historians) through resourceful networks by the end of August 2025.

### Walking Tour

Collaborative partners will boost Huntington Beach's economy by leading a one-time, multilingual-led walking tour highlighting the Surfer's Hall of Fame, HBISM, HBL, and Huntington Beach businesses that contribute to the city's surfing culture by the end of July 2025.

### Storytime

Collaborative partners will foster surfer pride among young minds through multilingual literacy by expanding a surfing history bookshelves section within the library and developing and leading surfing-themed storytimes once a week in July, August, and September 2023.

### Surfboard Keychain Contest

Collaborative partners will inspire Huntington Beach youth to think critically about the impact of surfing culture in Huntington Beach by hosting a *Design A Surfboard Keychain* contest that reflects Huntington Beach's surfing culture. The friendly competition will open in September 2024, the winner's announcement in October 2024, and copies of the winning design will be available to library and museum patrons by December 2024.

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<sup>2</sup> United States Census Bureau. (2023). *Quickfacts Huntington Beach city, California*. <https://www.census.gov/quickfacts/huntingtonbeachcitycalifornia>

## ~~BrandFit Matrix~~ Potential Funders

In order to identify potential funders for this proposal we will turn to the BrandFit Matrix. The BrandFit Matrix<sup>3</sup> (BFM) is a model used to determine partnerships for collaboration with other companies or organizations. It also may be used to determine potential funders. Per the BFM below, the closest matching partner, and thus the first we will pursue, is The Vans Checkerboard Fund, followed by the Boardriders Foundation (formerly the Quicksilver Foundation), and then the Wallace Foundation. Aside from the synchrony in the missions of the HBPL, the HBISM and the Checkerboard Fund, Vans is the main sponsor of the U.S. Open of Surfing, so there is a natural connection for this partnership.

<b>Huntington Beach Public Library &amp; Cultural Center</b>	Community	Enrichment	Empowerment	Innovation	Traditional Library Services
<b>Huntington Beach International Surfing Museum</b>	Culture of Surfing	Honoring History	Oceanic Environmentalism	Future of Surfing	Care for Next Generation
<b>Vans Checkerboard Fund</b>	Creative Movers and Thinkers	Equality	Empowerment	Risk Taking	Youth Culture
<b>Boardriders Foundation</b> (Formerly Quicksilver Foundation)	Global and Local	Improving Quality of Life	Environment	Wellness	Sustainability
<b>Wallace Foundation</b>	Global Arts	Equity	Improvements in learning		Young People

<sup>3</sup> Developed by Gary Shaffer (2003) the BrandFit Matrix was first used to identify cross-promotional partners in retail. Here we are using it to determine the best match in potential funders.

## Budget

The budget consists of the \$50,000 fund from Vans Checkerboard Foundation. Below you will find how the money has been allocated for the two year period. We have added in the cost of extra library staff to help plan and implement programs as well as help with the processing of our new collection and resources.

Item	International Surfing Museum	Huntington Beach Library	Vans Checkerboard Foundation
Extra library staff (300 hours for 2 years)			\$7,500
Surfing books/surf history books (1,000 books)			\$20,000
Keychain design contest prizes and supplies			\$500
Promotional keychain (2,000)			\$2,500
Event speakers (12 guests)			\$12,000
12 themed storytimes (books, props, flannel boards)			\$3,000
Walking tour printed guides			\$500
Walking tour refreshments			\$2,000
Walking tour gift: Huntington Beach history book (100 books)			\$2,000
<b>Total: \$50,000</b>			<b>\$50,000</b>

## **Potential Outside Funding and Support**

The companies listed below are all local to the city of Huntington Beach and have shown in the past a commitment to serving many of the needs of the local community.

### **Billabong Foundation**

Mission Statement: Inspire the youth and progress as the world around us evolves.

We believe that partnering with Billabong would be a great fit. Since its inception in 1969, they have worked to become one of the world's most sought after clothing brands for "mountain and ocean lovers." The Billabong Foundation is a nonprofit organization founded in 2004. Not only are their headquarters located in Huntington Beach, but they also work to "enhance the quality of life for communities of boardriders across the world by supporting environmental, educational, health, and youth-related projects."

### ***T S Restaurants- Duke's***

Duke's restaurant is one of the several dining establishments built by T S Restaurants. Their mission is to "create timeless memories and lifelong friendships with sunsets and Aloha."

T S Restaurants values the ability to serve one's community. This sense of community has extended to all their restaurants, including Duke's.

Duke's was established in honor of surfing legend Duke Kahanamoku. Throughout the years, Duke's has been recognized for their excellent food and contributions to the Huntington Beach community. In 2018, they were awarded Volunteer of the Year for the 26th Annual Duck-A-Thon, a rubber duck racing event created to raise funds for the AltaMed Medical and Dental Group. We would like to partner with Duke's as they are active members of their community. We would like to graciously ask them to supply light refreshments for our post-walking tour. We would also be developing a social media marketing plan for them.

### ***BJ's Restaurant***

BJ's in Huntington Beach is a staple in the community. With only a short distance from the library, we would like to ask BJ's for their assistance with the walking tour. Not only would we love for them to cater our event, we could perhaps enter a fundraiser with them as well. They pride themselves in working with schools, sports teams, and non-profit organizations.

## Plan of Implementation (Initial Two Year Plan)

In order to properly execute this initiative we will execute the following steps on the following timeline.

Action	Timing
Contact HBISM and funders	Q1 (Jul '23)
Select staff from each partner to run and manage program	Q1 (Jul '23)
Apply for grant funding and presumably secure grant.	Q2 (Oct '23)
Write MOU with partner detailing expectations and rules for workflow	Q2 (Oct '23)
Establish a timeline along with roles/responsibilities for partners	Q3 (Jan '24)
Develop program agenda for use during the period of the project	Q3 (Jan '24)
Receive grant funding	Q4 (Apr '24)
Begin planning events, social media engagement, online strategy, marketing including, paper-media advertising, emails, newsletters, etc.	Q1 (Jul '24)
Create marketing materials for Children's Keychain Design Contest	Q1 (Jul '24)
Begin Children's Keychain Design Contest	Q2 (Oct '24)
Reach out to potential speakers for scheduling	Q2 (Oct '24)
Meet to assess program planning and ongoing needs	Q2 (Oct '24)
Choose winner of Children's Keychain Design Contest	Q3 (Jan '25)
Book travel for speakers, if necessary	Q3 (Jan '25)
Order keychains with winner's design	Q3 (Jan '25)
HBISM to complete updating the <i>Huntington Beach Surfing History</i> factsheet	Q4 (Apr '25)
Final check-in meeting to manage last-minute needs	Q4 (Apr '25)
Finalize marketing plan and send to contractors	Q4 (Apr '25)
First speaker event begins	Q4 (Jun '25)
Speaker event runs two times per month in June, July, August	Q4-Q1 (Jun-Aug '25)
Surfing/ocean-themed storytime events run once a week in June, July, August	Q4-Q1 (Jun-Aug '25)
Walking Tour event	Q1 (Jul '25)

## Risks

There are always potential risks when leading a collaborative partnership program.. Therefore, it is important to mitigate or eliminate as many of those risks as possible. From a preliminary position, one of the highest risks is low attendance for these costly events. If our community does not show up for events, it will be hard to consider the program a true success. Planning can also be a sticky situation, especially involving booking the surfers and speakers for the interviews and panel discussions.

One rather complicated risk is if conservative members of the community respond poorly to guest speakers who might raise the topic of oceanic environmentalism. While the library makes no specific mention of this in its mission statement or strategic plan, the Surfing Museum does; the community of Huntington Beach could be considered more politically conservative, and individuals might be upset by such discourse.

Regarding the attendance risk, the HBPL must work diligently with the HBISM and our financial sponsor to promote our series extensively. We must have a strong presence advertising on regional social media in Orange County and other areas in Southern California and organize as much traditional media as possible. In other words, most of the budget should go to marketing than other events might require.

There might be a risk of straying from the project's guest speaking events timeline because potential guest speakers may not respond quickly enough when HBPL and HBISM reach out. Therefore, it is important that HBPL and HBISM work together and keep each other up-to-date on whom they have approached and how those people have responded. If they are slow to respond, the potential guest speakers next in line shall speak in the event series.

Finally, due to a majority conservative culture within Huntington Beach, there is a risk that political controversies might contribute to program difficulties. Guest speakers could potentially share their bias in acknowledging oceanic environmentalism. HBPL and HBISM can let any speakers know about Huntington Beach's political proclivities and share support for the guest speakers' free expression about environmentalism, even if some in the community might not agree. This way, a speaker could be ready if certain community members respond negatively to different ideas they raise.

## Outcomes and Evaluation

Outcomes are a key measurable factor that any library or nonprofit organization seeks to ensure its programming is impactful and relevant to its users. In the case of this series, one meaningful outcome would be for community members to understand the importance of Huntington Beach in the history, development, and sustained significance of surfing on a global level. To track this outcome, we will need to find out from event attendees their feelings and understandings of Huntington Beach in this context.

A significant element of this partnership is purchasing new books and materials on the history of surfing, local history, and books about oceanic environmentalism. Therefore, the library will track those new materials' purposefulness in the years following the event. If library patrons regularly borrowed these books, then it is a positive sign that the purchases strongly impacted the library patrons. Such information cannot show a direct correlation; however, it is a promising sign that the new materials are valuable to patrons.

All programs should ask attendees to sign up for free tickets so organizers can track their interest in different events and promote less popular ones. A simple accounting of the number of tickets the community requests for each event should be a good indicator of success down the line. In general, it is important to keep in mind that across all public events in America, most promoters shoot for about 50% of people who sign up for an event to attend. Because these events will be available for non-ticketed visitors, as space allows, a simple attendance count would subsequently suffice for calculating the total attendance in the event.

Furthermore, each event will have a welcome table where HBPL and HBISM staff or volunteers offer information to visitors. At this table, visitors will leave their email addresses for information on future events and connect with our organizations on major social media platforms. Following the event, HBPL and HBISM will email a simple survey asking attendees their thoughts on their event experience. Following this, there will be utilization of less-formal social media posts on standard sites, including Facebook, Twitter, and TikTok, that could ask for feedback on the events. These would be less targeted, but they could result in certain information and ideas from the community.

# Assessment of Technical, Policy, Financial, or Other Challenges

## *Financial*

To ensure the success of our program, we need to evaluate any challenges that may arise. We started by assessing our finances. Our total budget is \$50,000. If any emergencies arise, we will shift the funds where they need to be. Any additional funds remaining, we would like to allocate them towards our collection development and staffing. The library will take on the financial responsibility of staffing if needed.

## *Overcrowding*

We want to ensure the safety of our patrons. We understand that a tour or any event could be overwhelming when there is not enough room to walk. It could also be frustrating for participants if they cannot see the piece the guide is discussing and referring to. The HBISM is a marvelous building, but it is not large enough to accommodate large crowds. We suggest a solution to this possible problem.

Although anyone can join the tour, we highly recommend that people sign up ahead of time. They could do this by signing up on our website, or they can do it in person at the library or HBISM. From the sign-up results, we will know how to plan the tour thoughtfully. If many people sign up, we might need to divide the tour in two. To make this possible and on time for the light refreshments, the second tour would be held 15-30 minutes after the first tour. We will also follow the Risk Management Policy for Huntington Beach. We will also maintain close contact with the City of Huntington Beach Human Resources Director, Therese St. Peter, and City Manager, Al Zelinka.



## Memorandum of Understanding

### Parties

The parties involved in this Internship Memorandum of Understanding (hereinafter “MOU”) are Huntington Beach Public Library (hereinafter “HBPL”) and Huntington Beach International Surfing Museum (hereinafter “HBISM”). HBPL and HBISM have come together to collaborate and to make an application for Vans Checkerboard Fund; and

WHEREAS, <sup>HBPL - own it</sup> ~~[applicant x]~~ will be the lead agency and named applicant, and the other agencies will be partners in this application; and

WHEREAS, the partners herein desire to enter into an MOU setting forth the services to be provided by the collaborative; and

WHEREAS, the application, prepared and approved by the collaboration through its partners, be submitted to the Office Tides Foundation for Organizations on or before July 18th, 2023.

### Description of Partner Agencies

#### *HBPL History*

From the beginning the HBPL has been an illustration of citizen concern for the community and its future generations. Shortly before the city was incorporated in February 1909, the possibility of opening a library was brought to the attention of the Board of Trade by two citizens, R.W. Blodgett and Mrs. R.H. Lindgren. Efforts of these two citizens aroused the interest of some local organizations and the Woman's Club of Huntington Beach called a mass meeting on February 15, 1909, to form a library association.<sup>4</sup>

#### *HBPL Mission and Values*

The HBPL and Cultural Center welcomes, empowers and enriches our community by providing innovative and traditional library services that inspire and encourage transformation and growth.

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<sup>4</sup> City of Huntington Beach California. (2023). *History of Huntington Beach Public Library*.  
[https://www.huntingtonbeachca.gov/government/departments/library/contact\\_us\\_about/hbpl\\_library\\_history.cfm](https://www.huntingtonbeachca.gov/government/departments/library/contact_us_about/hbpl_library_history.cfm)

The Huntington Beach Public Library as an organization is dedicated to these core values: *Quality Customer Service, Honesty and Integrity, Communication, Open Access and Intellectual Freedom, and Knowledge.*<sup>5</sup>

### *HBISM History*

in 1987

HBISM was founded ~~several decades ago~~ by a woman who's never surfed. In fact, Natalie Kotsch ~~(pictured with a rare electric surfboard) came from a spot in Canada where there really wasn't any surfing. She recognized this incredible beach vibe and a welcoming spirit that made her feel happy in Huntington Beach, and she got caught in a fever that snags many who live in beach areas around the globe. You don't have to surf to love watching the sport, said Kotsch. And over 90% of residents who do not surf agree.~~ Thanks to her efforts, many of the great surfboards and local history have an opportunity to be preserved in a huge, cataloged collection that rotates in the museum. Tourists and locals can visit this surfing museum for a very small fee. Especially popular with surfers from around the globe, they visit the museum to share stories and find out where some of their favorite local surfers are surfing these days.<sup>6</sup>

### *HBPL Mission and Values*

The mission of HBPL is to honor the history, culture of surfing and celebrate the future of surfing, protecting our surfing playgrounds - our oceans, and paying it forward to our next generation of surfers - our Groms!<sup>7</sup>

## **History of Collaborative Relationship**

The proposed project will be HBPL and HBISM's first collaborative partnership. Because each organization is within city range, frequent communication (whether in-person or online) should be manageable. The long-term goals are to lead sustainable programming that invigorates residential excitement and engagement in Huntington Beach's surfing history and culture, thus contributing to cultural preservation.

## **Development of Action**

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<sup>5</sup> City of Huntington Beach California. (2013). *Mission statement & strategic plan*.  
<https://www.huntingtonbeachca.gov/files/users/library/updates/strategicplan.pdf>

<sup>6</sup> Huntington Beach International Surfing Museum. (2023). *The history of HBISM*.  
<https://www.huntingtonbeachsurfingmuseum.org/#History>

<sup>7</sup> Huntington Beach International Surfing Museum. (2023). *Past events & exhibits*.  
<https://www.huntingtonbeachsurfingmuseum.org/past-exhibits#:~:text=The%20mission%20of%20the%20International,generation%20of%20surfers%20%2D%20our%20Groms!>

wishes  
The library ~~wanted~~ to develop a service that facilitates and cultivates their ESL patrons' interest in Huntington Beach's surfing culture so they can have a chance to participate in it. HBPL approached HBISM because their connections, surfing knowledge, and resources could aid the library's vision to provide inclusive programming. The museum is happy to collaborate as the project promotes the sustainability of Huntington Beach's surfing legacy through the new minds of the next generation of residents.

In developing this application, HBPL and HBISM staff have come together to share relevant resources each partner can offer to implement the program and discussed what lacking resources are needed to ensure the success and sustainability of the program. Both parties drafted this MOU to communicate their resources, capacities, and responsibilities. This MOU between HBPL and HBISM aims to outline community program goals, objectives, and responsibilities that each collaborative partner will agree to and fulfill.

## **Roles and Responsibilities**

NOW, THEREFORE, it is hereby agreed by and between the partners as follows:

- Collaborative partners are to interview and/or host a panel of expert guest speakers and local historians to come and share how surfing culture came about in Huntington Beach.
  - HBPL to host and promote the talks/events and pay the guest speakers, historians, and volunteers with honorariums.
  - HBISM to gather or provide guest speakers and local historians and facilitate the interviews and panels.
- Collaborative partners are to lead a one-time walking tour (starting from the library and ending at the museum) and highlight Surfer's Hall of Fame, local surfing businesses, HBPL, and HBISM.
  - HBPL to promote the walking tour within local networks, social media, and newsletters.
  - In preparation for the walking tour, HBPL will distribute HBISM'S *Huntington Beach Surfing History* factsheet (refer to appendix A), create and distribute a tour map guide, provide light refreshments, and purchase and distribute free surfing books for attendees.
  - HBISM to promote the walking tour within local networks, social media, and newsletters.
  - HBISM to update their *Huntington Beach Surfing History* factsheet and share the digital copy with HBPL.

- Collaborative partners are to develop surfing-related-themed (surfing, ocean, etc.) storytimes once a week from July to September of each funding year.
  - HBPL to lead multilingual storytimes and purchase additional surfing books to expand their surfing bookshelves.
  - HBISM will recommend books for HBPL’s storytime and surfing books to be purchased for the library’s expanding shelves.
  
- Collaborative partners are to design and promote a surfboard keychain contest for youths.
  - HBPL will design promotional flyers for the contest.
  - During Fall 2024 to October 2024, HBPL and HBISM will share contest flyers through social media and local communication channels.
  - HBPL and HBISM will review submissions and announce 1st, 2nd, and 3rd place winners in late October 2024.
  - HBPL will work with a local keychain company, share the winner's design, and purchase the designed keychains.
  - HBPL and HBISM will distribute the unique keychain to library and museum patrons in December 2024.
  
- HBPL will be responsible for all administrative tasks such as:
  - Setting up monthly meetings
  - Managing program timeline
  - Administering reimbursements and honorariums
  - Reporting successes and areas for improvement to HBISM and funding partner
  - Tracking budget spending and supplies

## **Timeline and Evaluation**

The roles and responsibilities described above are contingent on HBPL receiving the funds requested for the project described in the Vans Checkerboard Fund grant application. Responsibilities under this Memorandum of Understanding would coincide with the grant period, anticipated to be 07/30/2023 through 07/30/2025.

Both parties will participate in check-in meetings to review project progress to ensure project goals are met. During Q2 of 2024, HBPL and HBISM will meet to assess program planning and ongoing needs. Then in Q4 of 2025, both parties will have a final check-in to manage last-minute needs.

## **Commitment to Partnership**

- The collaboration service area includes Huntington Beach, California.


- The partners agree to collaborate and provide free cultural programming to target Huntington Beach’s youths, families, and ESL population pursuant to the program narrative of the grant application attached to this agreement.
- Compensation for HBISM's contribution to this project will be provided as outlined in the attached budget detail worksheet.
- We, the undersigned have read and agree with this MOU. Further, we have reviewed the proposed project and approved it.

**Signatories**

We, the undersigned, acknowledge and agree to all the above statements, conditions, and responsibilities of this MOU.

\_\_\_\_\_  
Natalie Kotsch, Founder and Director of HBISM

\_\_\_\_\_  
Date

\_\_\_\_\_  
~~Jessica Framson, Library and Cultural Services~~  
City Manager of ~~HPBL~~ 

\_\_\_\_\_  
Date

cc: HBPL, HBISM, & Vans Checkerboard Fund

Source: U.S. Department of Justice. (2008). Adapted from:  
<https://www.justice.gov/sites/default/files/ovw/legacy/2008/10/21/sample-mou.pdf>

# APPENDIX

## Appendix 1: HBISM's *Huntington Beach Surfing History* factsheet

### HUNTINGTON BEACH SURFING HISTORY

"While surfing's culture has a world wide influence linked to Huntington Beach, Surf City's humble beginnings evolve around a few dedicated regulars."

**1934**  
George French (1883-1976) is recognized as the first surfer in the United States (1907). At the 1914 dedication of the new 1,500 foot long concrete pier, George demonstrated surfing.

**1934-1935**  
Duke Kahanamoku, Hawaiian surfer, first to bring surfing to the United States. He was the first to bring surfing to Huntington Beach. He was the first to bring surfing to Huntington Beach. He was the first to bring surfing to Huntington Beach.

**1937-38**  
Local legend  
Delbert "Bud" Higgins (first International) first chief and historian of Huntington Beach, and Gene Bielecki established surfing in the sport. They purchased the first surfboards from local surfboard with a black glass and fiberglass.

**1938**  
Duke Kahanamoku surfed in HB with Bud and Gene.

**1938**  
"THE CALIFORNIA'S SWIFTEST FAMES BEACH" purchased HB's Charter of Commerce. Shows as on FB brochure REAL SPORTS. "A real thrill experienced by surf board riders. Long rolling breaks make Huntington Beach an ideal spot for this thrilling sport."

**SURF CITY BEGINNINGS**  
In the early '30s and late '40s, locals were creating a lifestyle around HB surf... also to lighter Bala wood surfboards and the return of soldiers who were introduced to surfing in the Pacific islands in 1945 and 1946. The surfing world became an 24 hour activity - it was an era of beach parties, Colgate and waffles. In 1943, a local in Huntington Beach manufactured the first rubber wetsuit, also making surfing a 12 month sport.

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### HUNTINGTON BEACH SURFING HISTORY CONT.

**The Duke**  
The bronze full size statue of the Duke from Kahanamoku Makua (Kahanamoku) is a HB landmark. The Polynesian giant and world master Olympic swimmer known as the Father of Modern Surfing, provided over five United States Surfing Championships in HB. The best is currently located in the Huntington Beach International Surfing Museum.

**SurfBoard Shop**  
Gene Dumas opened HB's first surfboard shop under the pier in 1976. Jack Edmondson, opened Jack's Surfboards in 1977. It was the birth of an industry.

**Surf Museum**  
The only International Surfing Museum is located in Huntington. Since its opening in July, 1987, visitors from over 62 countries have enjoyed surfing's rich history.

**Congressional Record**  
Congressman Dan Rostenkowski recognizes the Huntington Beach International Surfing Museum's exclusivity and declares Huntington Beach "Surf City, USA", on the floor of the US Congress in Washington D.C. on April 21, 1991.

**Surf City Huntington Beach**  
September 16, 1991, the city council adopted the theme "Surf City". December 23, 1994, the City was officially recognized with the United States Postal and Endowment Office as "Surf City Huntington Beach".

**Surfing Walk of Fame**  
The world's first and only Surfing Walk of Fame was dedicated May 28, 1994 with international press watching.

**Since 1984**  
Long Beach Surfing Center, founded by the City of Huntington Beach.

**MAJOR EVENTS**  
Surf contests have played a key role in establishing HB as Surf City, USA.

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### HUNTINGTON BEACH SURFING HISTORY CONT.

**Early West Coast Surf Contests**  
In 1906 there were only about 25 boards enough to merit a contest in Corona Del Mar. Three years went by before a second contest was sponsored by the Huntington Beach Life Guards in 1910.

**First West Coast Surfboard Championships**  
was held on September of 1976. The original concept came from Peter Bielecki, then mayor of California State College, Long Beach. The contest grew from 71 surfers in the first year to 300 plus in 1998. This single event had the greatest impact of the sport's future.

**Television Recognition**  
NBC station KTTV and later ABC Wide World of Sports, covered the US Championships between 1964 and 1968. In 1985, ABC was key location for a sports film at the Cannes Film Festival.

**OP Pic Surf Contest**  
Major surf contests like the popular OP Pic, (inaugurated in 1982) had their beginnings in Huntington Beach. Many world titles have been won adjacent to the pier.

**LOCAL HEROES**  
Surfing Walk of Fame California. Rather resided 30 years in HB or graduated from the Huntington Union School District and was finalist in local or world championships. Must have made contributions to HB Surfing Culture and was Surf Pioneer in the City.

**Curly Curren**  
"Surf Legend" surfer in the world" according to a Surfer Magazine poll. Curly holds the record for the most titles in surfing and is currently a popular character spokesperson for Ocean Spray™ and Ballew's™ TV commercial.

**Gene Dumas**  
Gene opened Huntington Beaches first surf shop under the pier in 1976. Gene's Surfboards pioneered the use of lightweight surfboard foam.

**Robert August**  
Pioneer for surfers in the original "Endless Summer" film by Bruce Brown, the "puffy first" still takes to the water regularly.

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### HUNTINGTON BEACH SURFING HISTORY CONT.

**SURF CULTURE LANDMARKS**  
While some are known longer standing, their legacy lives forever.

**The Pier**  
Back to the days when swimmers were allowed to jump off the pier, surfers talked. It was 50 yards into a city. The pier still serves as focal point for surfers and beach parties...and surfers still "about the pier".

**Surf Art**  
Surf artist, Edmond Thompson, created the Pacific Coast Hwy landmark status "The Ultimate Challenge" located across the street from the Hilton. The banner carrying being one of the largest in the nation measures 18 feet diagonally. Edmond also created the bronze base of Duke Kahanamoku.

**Surf Music**  
The Golden Gate on PCB ended with the surf music of Dick Dale and Leo and Dean. When Leo and Dean sang about "Surf City, USA" in the 1960s. It was Huntington Beach they were instrumental.

**The Last Surf Theory**  
Constructed in 1957, during the '60s, local and exotic surfing footage from around the world was shown 24 hours a day. It was the first theater to have daily showings, with full length surf features like "Pacific Vibrations" and "7 Summer Stories."

**Huntington Beach International Surfing Museum**  
The 1982 restored art deco building was the first hospital in HB.

**Surfing Walk of Fame**  
The world's first and only Surfing Walk of Fame is located at the corner of Jack's Surfboards, one of the most popular and long standing shops since 1977.

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