



Mike Carroll
Chairman

Tony Zand
Vice Chairman

Pete Carmichael
Committee Member

Oliver C. Chi
Committee Member

Ronnie Dalgado
Committee Member

Jeff Mitrovic
Committee Member

Sid Ramani
Committee Member

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

September 19, 2023
3:00 PM

Las Lomas Community Center
10 Federation Way
Irvine, CA 92603

PARTICIPATION AT HOTEL IMPROVEMENT DISTRICT COMMITTEE MEETINGS

YOU MAY SUBMIT COMMENTS ON ANY AGENDA ITEM OR ON ANY ITEM NOT ON THE AGENDA, IN WRITING VIA MAIL TO "ATTN: HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE," 1 CIVIC CENTER PLAZA, IRVINE, CA 92606 OR BY EMAIL TO ERLOZADA@CITYOFIRVINE.ORG. COMMENTS SUBMITTED AT LEAST TWO HOURS PRIOR TO THE COMMENCEMENT OF THE MEETING WILL BE DISTRIBUTED TO COMMITTEE MEMBERS AT THE MEETING. YOU MAY ALSO PROVIDE LIVE COMMENTS VIA "ZOOM." FOR MORE INFORMATION, VISIT WWW.CITYOFIRVINE.ORG/HIDCOMMITTEE.

REQUEST TO SPEAK IN PERSON: IF YOU WOULD LIKE TO ADDRESS THE COMMITTEE ON A SCHEDULED AGENDA ITEM OR NON-AGENDIZED ITEM, PLEASE REGISTER BY COMPLETING A REQUEST TO SPEAK FORM AVAILABLE WITH THE RECORDING SECRETARY. WE RESPECTFULLY ASK THAT YOU IDENTIFY ON THE FORM YOUR NAME AND THE ITEM(S) ON WHICH YOU WOULD LIKE TO SPEAK. THE REQUEST TO SPEAK FORM ON THE KIOSK ASSISTS THE CHAIR IN ENSURING THAT ALL PERSONS WISHING TO ADDRESS THE COMMITTEE ARE RECOGNIZED. IT ALSO ENSURES THE ACCURATE IDENTIFICATION OF MEETING PARTICIPANTS IN THE COMMITTEE MINUTES. YOUR NAME WILL BE CALLED AT THE TIME THE MATTER IS HEARD BY THE COMMITTEE. CITY POLICY IS TO LIMIT PUBLIC TESTIMONY TO UP TO THREE MINUTES PER SPEAKER DEPENDING ON RELEVANT CIRCUMSTANCES, WHICH INCLUDES THE PRESENTATION OF ELECTRONIC OR AUDIO-VISUAL INFORMATION. SPEAKERS MAY NOT YIELD THEIR TIME TO OTHER PERSONS.

PLEASE TAKE NOTICE THAT: THE ORDER OF SCHEDULED AGENDA ITEMS BELOW AND/OR THE TIME THEY ARE ACTUALLY HEARD, CONSIDERED AND DECIDED MAY BE MODIFIED BY THE CHAIR OR THE COMMITTEE DURING THE COURSE OF THE MEETING, SO PLEASE STAY ALERT.

PLEASE NOTE: THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE IS MAKING EVERY EFFORT TO FOLLOW THE SPIRIT AND INTENT OF THE BROWN ACT AND OTHER APPLICABLE LAWS REGULATING THE CONDUCT OF PUBLIC MEETINGS, IN ORDER TO MAXIMIZE TRANSPARENCY AND PUBLIC ACCESS. FOR QUESTIONS OR ASSISTANCE, PLEASE CONTACT THE CITY MANAGER'S OFFICE AT 949-724-6691, OR VIA EMAIL AT ERLOZADA@CITYOFIRVINE.ORG. IT WOULD BE APPRECIATED IF WRITTEN COMMUNICATIONS OF PUBLIC COMMENTS RELATED TO ITEMS ON THE AGENDA, OR ITEMS NOT ON THE AGENDA, ARE PROVIDED PRIOR TO THE COMMENCEMENT OF THE MEETING.

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

CONSENT CALENDAR

All matters listed under Consent Calendar are considered by the HID Operating Committee to be routine and will be enacted by one roll call vote. There will be no discussion of these items unless members of the HID Operating Committee request a separate discussion on specific items.

1. MINUTES

ACTION:

Approve the minutes of a special meeting of the HID Operating Committee held on July 18, 2023.

PRESENTATIONS

2. HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT

3. HOTEL IMPROVEMENT DISTRICT PROGRAM SALES UPDATES

PUBLIC COMMENTS - NON-AGENDIZED ITEMS

Any member of the public may address the Hotel Improvement District Operating Committee on items within the Committee's subject matter jurisdiction but which are not listed on this agenda. If 20 or fewer requests to provide public comments are submitted, each speaker shall be limited to three minutes. If between 21 and 30 speakers submit public comments, each speaker shall be limited to two minutes. If more than 30 speakers submit public comments, each speaker shall be limited to 90 seconds. The time limit per speaker shall be established based on the number of requests to speak submitted to the Recording Secretary before the first speaker is called. Requests to speak submitted after the first speaker is called shall receive 90

seconds. These time limits may be shortened or extended, or a cumulative limit on the time for all public speakers may be imposed, at the discretion of the Chair or by a majority vote of the Committee.

ANNOUNCEMENTS/COMMITTEE REPORTS

Announcements and Committee Reports are for the purpose of presenting brief comments or reports, are subject to California Government Code Section 54954.2 of the Brown Act and are limited to 21 minutes per meeting, 3 minutes per member of the Hotel Improvement District Operating Committee. In addition, the Chair shall receive any necessary additional time to deliver announcements of community events and opportunities.

COMMITTEE BUSINESS

Public comments on Council Business items will be heard at the time the matters are considered. If 10 or fewer requests to speak are submitted, each speaker shall be limited to three (3) minutes per item. If between 11 and 15 speakers submit requests to speak, each speaker shall be limited to two (2) minutes per item. If 16 or more requests to speak are submitted, each speaker shall be limited to 90 seconds per item. The time limit per speaker shall be established based on the number of requests to speak submitted to the Recording Secretary before the first speaker is called. Requests to speak submitted after the first speaker is called shall receive 90 seconds. These time limits may be shortened or extended, or a cumulative limit on the time for all public speakers may be imposed, at the discretion of the Chair or by a majority vote of the Hotel Improvement District Operating Committee.

4. *FORMATION OF A SALES AND MARKETING SUBCOMMITTEE UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE*

ACTION:

1. Approve sales and marketing subcommittee.
2. Appoint up to three members of the Hotel Improvement District Operating Committee to serve.

5. *UPDATE ON INTRA-CITY PARTNERSHIPS*

ACTION:

Receive and file.

ADJOURNMENT

ADJOURNMENT

At 4:30 p.m., the Hotel Improvement District Operating Committee will determine which of the remaining agenda items can be considered and acted upon prior to 5 p.m. and will continue all other items on which

additional time is required until a future Committee meeting. All meetings are scheduled to terminate at 5 p.m.

STAFF REPORTS

As a general rule, staff reports or other written documentation have been prepared or organized with respect to each item of business listed on the agenda. Copies of these materials are on file with the Recording Secretary and are available for public inspection and copying once the agenda is publicly posted, (at least 7 days prior to a regular Hotel Improvement District Operating Committee meeting). Staff reports can also be downloaded from the City's website at cityofirvine.org at least 7 days prior to the scheduled Committee meeting.

If you have any questions regarding any item of business on the agenda for this meeting, or any of the staff reports or other documentation relating to any agenda item, please contact Hotel Improvement District Operating Committee staff at (949) 724-6691.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Committee regarding any item on this agenda after the posting of the agenda will be available for public review in the City Manager's Office, 1 Civic Center Plaza, Irvine, California, during normal business hours. In addition, such writings or documents will be made available for public review on the City's website and at the respective public meeting.

SUBMITTAL OF INFORMATION BY MEMBERS OF THE PUBLIC FOR DISSEMINATION OR PRESENTATION AT PUBLIC MEETINGS

Written Materials/Handouts

Any member of the public who desires to submit documentation in hard copy form may do so prior to the meeting or at the time he/she addresses the Committee. Please provide 15 copies of the information to be submitted and file with the Recording Secretary at the time of arrival to the meeting. This information will be disseminated to the Committee at the time testimony is given.

CITY SERVICES TO FACILITATE ACCESS TO PUBLIC MEETINGS

It is the intention of the City of Irvine to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Irvine will attempt to accommodate you in every reasonable manner. Please contact the City Manager's Office at (949) 724-6246.

COMMUNICATION AND ELECTRONIC DEVICES

To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

MEETING SCHEDULE

Regular meetings of the Hotel Improvement District Operating Committee are held bi-monthly on the third Tuesday of each month at 3:00 p.m. Agendas are available at the following locations:

Hotel Improvement District Operating Committee Meeting

September 19, 2023

- City Clerk’s Office
- Police Department
- Front Entrance of City Hall
- University Park Center (Culver/Michelson)
- Walnut Village Center (Culver/Walnut)
- Northwood Town Center (Irvine Blvd./Yale)
- City’s web page at cityofirvine.org

I hereby certify that the agenda for the City of Irvine Hotel Improvement District Operating Committee was posted in the posting book located in the Public Safety Lobby of City Hall, 1 Civic Center Plaza, Irvine, California on 9/15/2023 by Ericka Lozada as well as on the City’s web page.

DocuSigned by:

 Ericka Lozada
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Ericka Lozada
 Recording Secretary

MINUTES



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: SEPTEMBER 19, 2023

TITLE: MINUTES

DocuSigned by:
Erica Lozada 9/14/2023
C603E51B14554D2...

Recording Secretary

RECOMMENDED ACTION:

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on July 18, 2023.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE SPECIAL MEETING

July 18, 2023
Harvard Community Center
14701 Harvard Avenue
Irvine, CA 92606

CALL TO ORDER

The special meeting of the Hotel Improvement District Operating Committee was called to order at 3:11 p.m. on July 18, 2023, at Harvard Community Center, 14701 Harvard Avenue, Irvine, California; Chairman Carroll presiding.

ROLL CALL

| | | | |
|----------|---|-------------------|-----------------|
| Present: | 5 | Committee Member: | Oliver C. Chi |
| | | Committee Member: | Ronnie Dalgado |
| | | Committee Member: | Sid Ramani |
| | | Committee Member: | Tony Zand |
| | | Chairman: | Mike Carroll |
| Absent: | 2 | Committee Member | Pete Carmichael |
| | | Committee Member | Jeff Mitrovic |

PLEDGE OF ALLEGIANCE

Committee Member Zand led the Pledge of Allegiance.

Following the Pledge of Allegiance, Chairman Carroll expressed his appreciation to all those in attendance, and noted that the HID Operating Committee meeting was being recorded and would be available on the City of Irvine website.

PRESENTATIONS

1. *OVERVIEW OF MADDEN DESTINATION MARKETING AGENCY*

Kristin Dialessi, Sr. Vice President-Destination Strategy, and Amanda Scherlin, Destination Strategy Director, provided a brief overview of Madden Destination Marketing Agency and the services that the agency provides; and responded to questions.

Committee discussion included: inquiring about whether the current Destination Irvine website was being tracked and its current performance.

By consensus, received and filed.

2. *FISCAL YEAR 2022-23 SMITH TRAVEL RESEARCH (STR REPORTS), EXPEDIA RESULTS AND SALES ACTIVITIES*

Misty Bond, Hotel Improvement District Program Director, provided information related to hotel percentage occupancy, average daily rate, group sales economic impacts, and hotel room nights booked beginning Fiscal Year 2018-19 to present; and updates on group booking incentive and Expedia results.

Committee discussion included: inquiring about the functionality of Expedia, return on ad spend, and Irvine's competitors.

By consensus, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There were no public comments on non-agendized items.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chairman Carroll provided a brief overview on the City of Irvine and Orange County's economic standings.

Committee Member Chi announced upcoming developments at Great Park and related partnerships with the Hotel Improvement District; and efforts to boost the local economy.

Committee Member Dalgado expressed his appreciation for the increased attention provided to hotel partners.

COMMITTEE BUSINESS

3. ***ELECTION OF VICE CHAIR FOR THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE***

Chairman Carroll opened the floor for nominations for the election of Vice Chair for the ensuing year.

Committee Member Dalgado nominated Committee Member Zand. There were no other nominations.

ACTION: Moved by Chairman Carroll, seconded by Committee Member Dalgado, and unanimously carried by those members present (Committee Members Carmichael and Mitrovic absent), to close the nomination period and elect Committee Member Zand to serve as Vice Chairman for the ensuing year.

4. ***APPROVAL OF THE FISCAL YEAR 2023-24 HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING SCHEDULE***

ACTION: Moved by Committee Member Dalgado, seconded by Committee Member Ramani, and unanimously carried by those members present (Committee Members Carmichael and Mitrovic absent), to:

Approve Hotel Improvement District Operating Committee meeting schedule to be the third Tuesday of every other month from 3 p.m. to 5 p.m.

5. ***FISCAL YEAR 2023-24 BUDGET FOR THE HOTEL IMPROVEMENT DISTRICT PROGRAM***

Oliver Chi, Committee Member, and Misty Bond, Hotel Improvement District (HID) Program Director, presented the staff report and responded to questions.

Committee discussion included: inquiring about Destination Irvine's participation in city events; inquired about Orange County Sports Commission (OCSC) membership fees and benefits; questioned Great Park's booking procedures and how Destination Irvine could incentivize tournament participants to use Irvine hotels; expressed the importance of Search Engine Optimization and metrics; and inquired about tradeshow booth design and production cost.

By consensus, received and filed.

ADJOURNMENT

Moved by Vice Chairman Zand, seconded by Committee Member Dalgado, and unanimously carried by those members present (Committee Members Carmichael and Mitrovic absent), to adjourn the special meeting at 4:41pm.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

PRESENTATIONS

Hotel Improvement District (HID) Operating Committee Meeting

HID Program Sales Updates

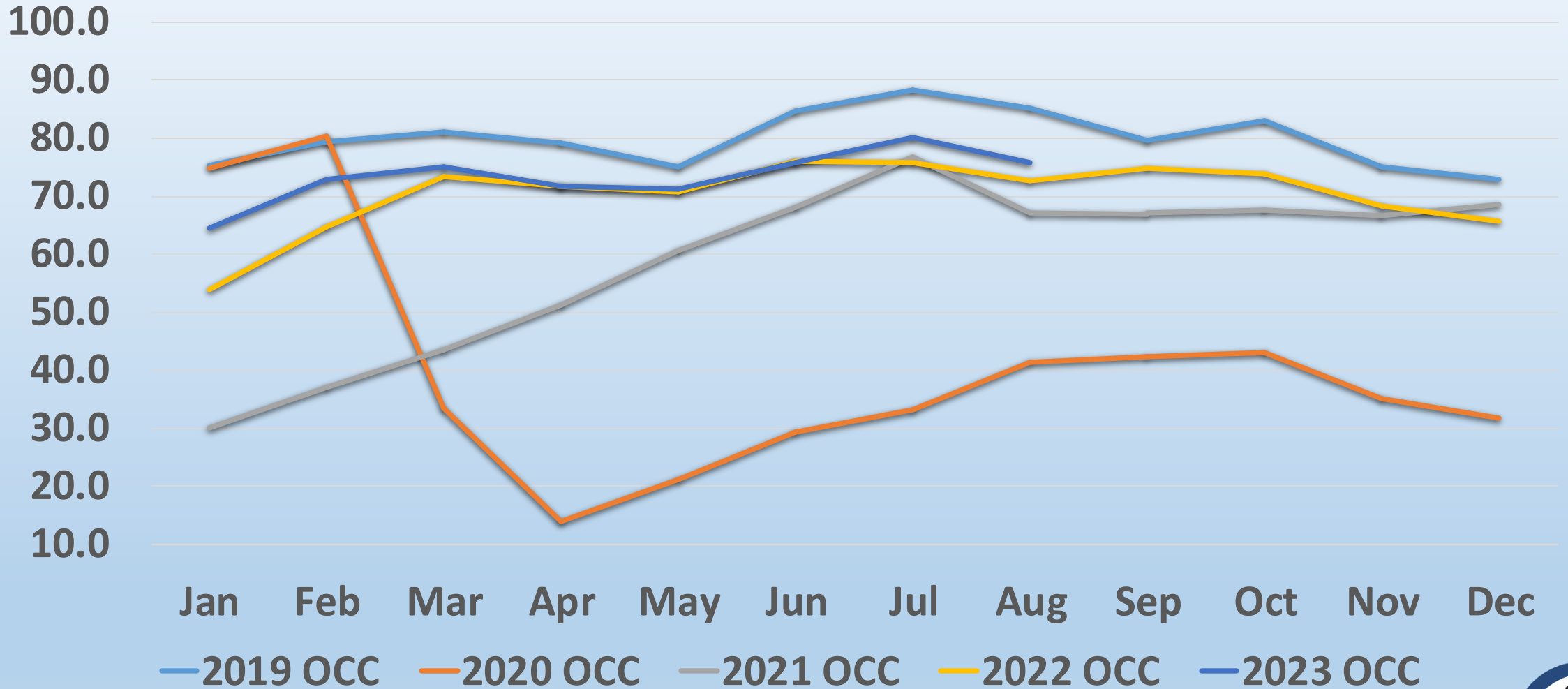
September 19, 2023



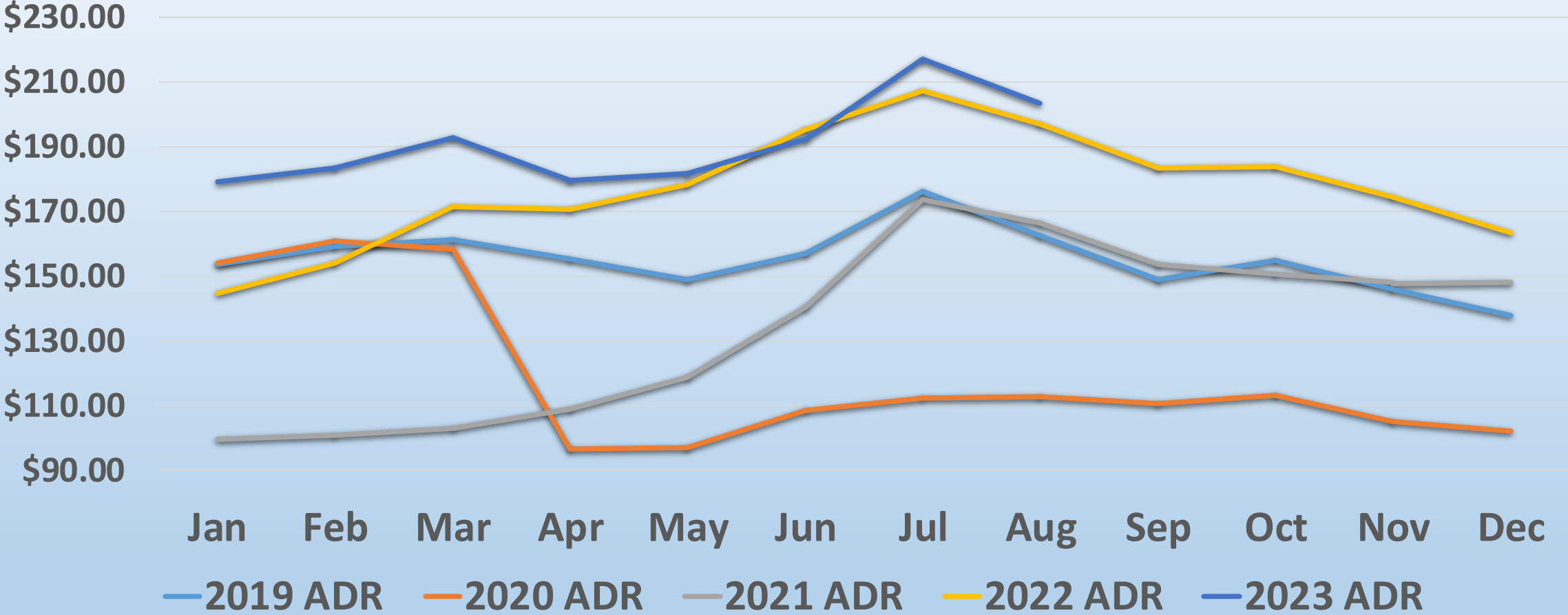
CITY OF IRVINE



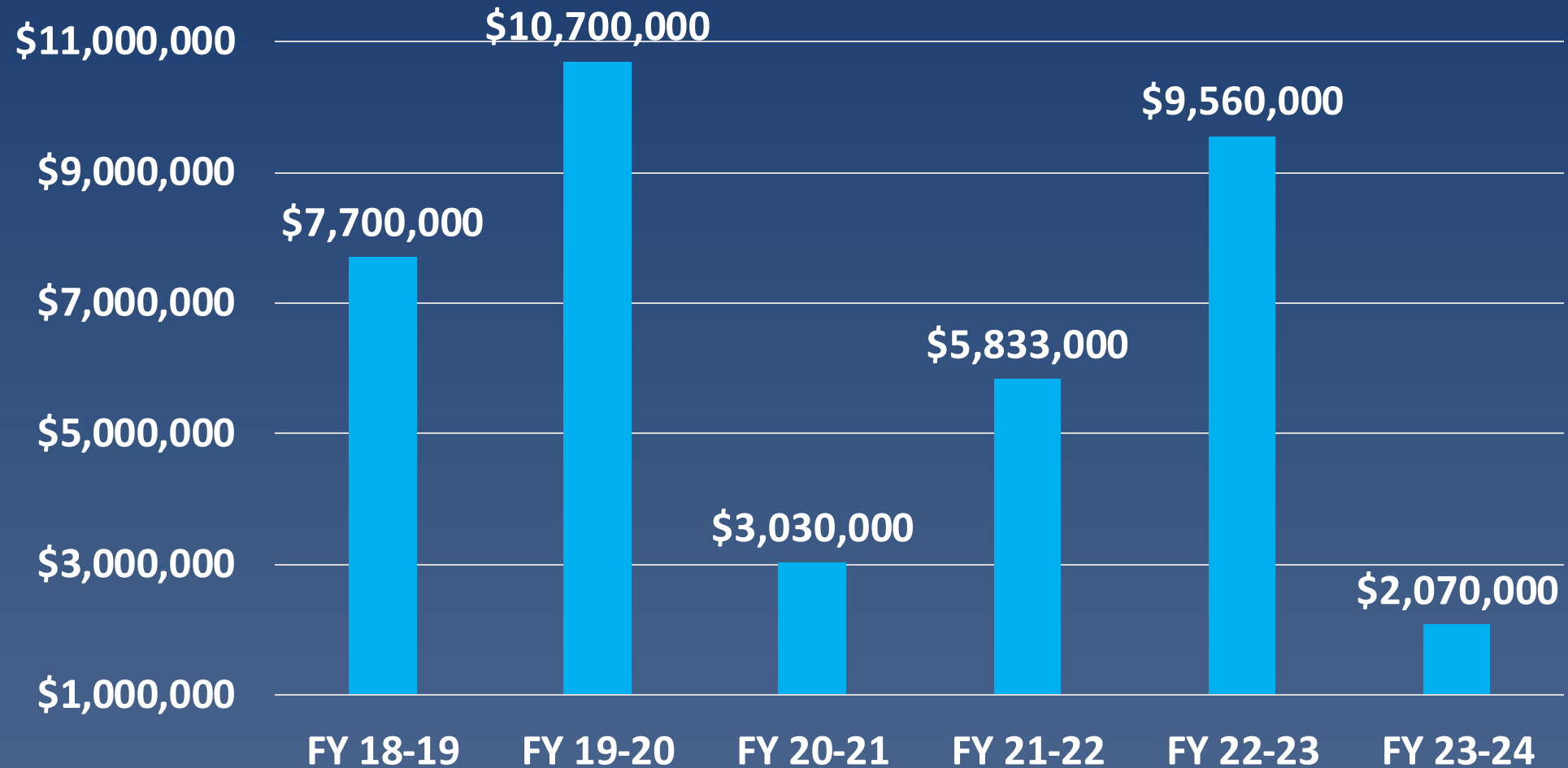
% Occupancy



Average Daily Rate (ADR)



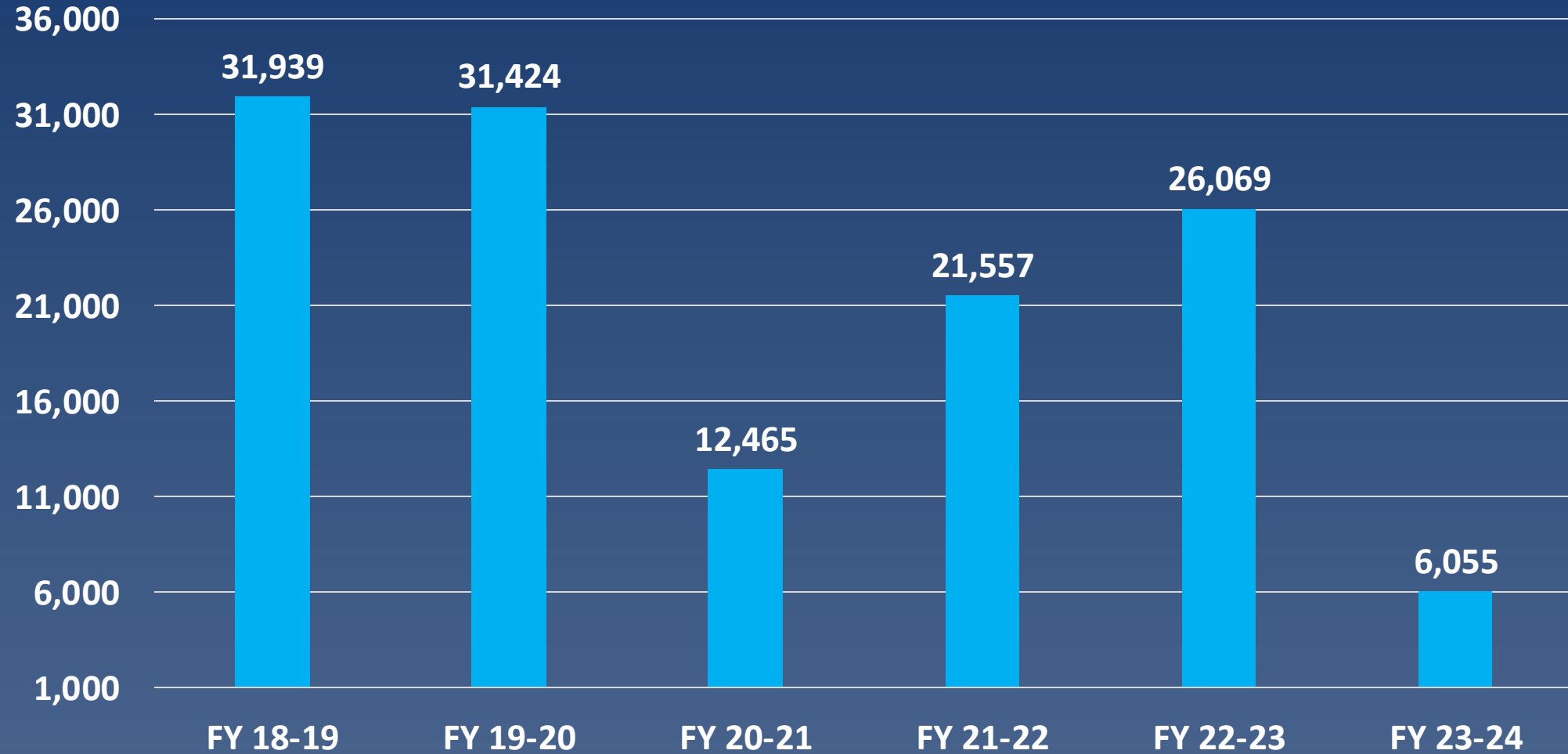
Group Sales Economic Impact



CITY OF IRVINE



Room Nights Booked Through Sales Efforts



Sales Activities Fiscal Year To Date

- 145 Leads sent
- 36 Definite group bookings
- Site visits:
 - 2 Sports groups
 - 2 Corporate groups
 - 1 Hotel partner sales team immersion

Sales Activities Fiscal Year to Date

Tradeshows attended:

- Cvent, GBTA, Connect, HPN
- 43 in-person appointments and countless connections
- 1 Hotel partner hosted at Connect conference
- 1 Educational, industry event: US Travel Association's ESTO

Group Booking Incentive

- Since implementation in August 2022:
 - 21,570 room nights booked to-date
 - 165 actualized and future groups
- Groups that have or will actualize this fiscal year (so far):
 - 7,611 room nights
 - 71 groups

Expedia Campaigns July – August

| | Room Nights | Gross Booking Revenue | ROAS (return on ad spend) |
|--|-------------|-----------------------|---------------------------|
| Always On (dedicated to Irvine hotels, only) | 2,600 | \$588.5K | \$72 : \$1 |
| Orange County Co-Op | 3,544 | \$835K | \$55 : \$1 |
| Total | 6,144 | \$1,423,500 | |

Upcoming Tradeshows

| Event | Location | Dates | Who's Attending |
|-----------------------|--------------|-------------|--------------------|
| CalTravel | Monterey | 9/19-9/21 | Misty & Hotelier |
| Small Market Meetings | Cedar Rapids | 9/26-9/29 | Misty & Hotelier |
| TEAMS | Palm Beach | 10/2-10/5 | Dave & Hotelier |
| Smart Meetings | Monterey | 11/6-11/8 | Dave |
| Sports Congress | Lake Charles | 12/3-12/6 | Dave & Hotelier |
| CalSAE | Sacramento | 12/12-12/13 | Dave & 3 Hoteliers |

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: SEPTEMBER 19, 2023

TITLE: FORMATION OF A SALES AND MARKETING SUBCOMMITTEE
UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING
COMMITTEE

DocuSigned by:
Misty Bond
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HID Program Director

RECOMMENDED ACTIONS

1. Approve sales and marketing subcommittee.
2. Appoint up to three members of the Hotel Improvement District Operating Committee to serve.

EXECUTIVE SUMMARY

The HID engages in a variety of activities to support the growth and vitality of Irvine Hotels including strategic marketing, direct sales, travel packages, data collection, and reporting. As such, staff recommends channeling more specific focus of the Committee's expertise through a sales and marketing subcommittee.

COMMISSION/BOARD/COMMITTEE RECOMMENDATION

Not applicable.

ANALYSIS

The sales and marketing subcommittee members will contribute their expertise by offering guidance and feedback on the HID's sales and marketing plans. The subcommittee will evaluate the effectiveness of marketing campaigns with Expedia and other campaigns being run through the HID's full-service marketing agency. Subcommittee members will also offer suggestions on new initiatives and efforts to increase Irvine's overall brand awareness. The subcommittee will report back to the full committee during HID Operating Committee meetings at key milestones.

ALTERNATIVES CONSIDERED

The HID Operating Committee could alter the recommendation or decline the formation of the sales and marketing subcommittee.

Hotel Improvement District Operating Committee Meeting

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FINANCIAL IMPACT

Not applicable.

REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

Not applicable.

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: SEPTEMBER 19, 2023

TITLE: UPDATE ON INTRA-CITY PARTNERSHIPS

DocuSigned by:
Misty Bond
9/8/2023
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HID Program Director

RECOMMENDED ACTION

Receive and file.

EXECUTIVE SUMMARY

Through the modified City Council Resolution 02-152 which became effective July 1, 2023, the Hotel Improvement District (HID) is now able to seamlessly partner with other city departments. The HID has begun conversations with the Community Services team which books the City's sports facilities and has had an initial conversation with a third-party housing company that could assist with tournaments or events taking place on city property. The overarching goal is to maximize the capture of room nights in Irvine hotels from sports-related travel to Irvine facilities.

COMMISSION/BOARD/COMMITTEE RECOMMENDATION

Not applicable.

ANALYSIS

The Irvine Sports Committee operates under an Athletics Facility Reservation Policy (City Council Resolution 19-78) which dictates how the City's facilities shall be booked. The policy includes a booking window of 18 months and, per the reservation policy, when the Irvine Sports Committee meets in January and July each year, it determines the allocation of field space. The allocation gives priority to City programs and local youth sports.

The HID, Community Services, and other city staff will analyze historical sports tournament and event history at city-owned facilities. Through analysis of current booking policies and by comparing city facility rental fees to the overall economic impact correlated with overnight stays in Irvine hotels, city staff will make recommendations to further maximize the economic benefits of Irvine's sports facilities. Attracting more regional, national, and international sporting events with higher amounts of associated room nights is one way to maximize the economic impact of Irvine's sports facilities.

Hotel Improvement District Operating Committee Meeting

September 19, 2023

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Higher amounts of overnight stays in Irvine hotels yield more revenue for Irvine's restaurants and attractions, more transient occupancy taxes for city improvements, and more hotel improvement district (HID) assessment funds that cyclically generate more room nights through sales and marketing efforts. Community Services and the HID will continue exploring ways that Irvine's sports facilities can be an even greater economic driver of Irvine's economic vitality by partnering more closely with its hotel partners.

ALTERNATIVES CONSIDERED

The Committee could recommend additional ideas for the HID to partner with the City.

FINANCIAL IMPACT

Partnering with the City's Community Services Department to implement strategies that expand tourism and hotel stays creates financial benefit for Irvine hotels, the City, and the Irvine economy. As these strategies are defined and implemented, results and return on investment will be tracked and reported back to the Committee.

REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

Not applicable.