



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

January 16, 2024

8:30 AM

Quail Hill Community Center
39 Shady Canyon Drive
Irvine, CA 92606

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@CITYOFRVINE.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

PRESENTATIONS

1. *HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT*

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 Committee 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.

2. MINUTES

ACTION:

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on November 7, 2023.

3. MADDEN MEDIA STATUS UPDATES

ACTION:

- 1) Review and provide feedback on Madden Media's status updates of ongoing Hotel Improvement District (HID) projects. Receive and file the status updates.
- 2) Approve the name of the city's tourism division (HID) to remain as Destination Irvine.

4. STREETLIGHT BANNER AND BUS STOP SHELTER ADVERTISING CAMPAIGN AND COSTS

ACTION:

- 1) Approve streetlight banner campaign to start as soon as January 2024 and appropriate funds in the amount of \$120K from the Hotel Improvement District (HID) reserve for the purchase and installation of banners.
- 2) Approve bus stop shelter campaign to start as soon as February 2024 and appropriate funds in the amount of \$200 from the Hotel Improvement District (HID) reserve for the purchase and installation of bus stop shelters.

ADJOURNMENT

ADJOURNMENT

At 10:00 a.m., the Hotel Improvement District Operating Committee will determine which of the remaining agenda items can be considered and acted upon prior to 10:30 a.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 10:30 a.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 8:30 a.m. Agendas are available at the following locations:

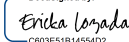
- City Clerk's Office
- Police Department
- Front Entrance of City Hall
- University Park Center (Culver/Michelson)
- Walnut Village Center (Culver/Walnut)
- Northwood Town Center (Irvine Blvd./Yale)

Hotel Improvement District Operating Committee Meeting

January 16, 2024

- 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 1/9/2024 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

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1/9/2024

Ericka Lozada
Recording Secretary

PRESENTATIONS

Hotel Improvement District (HID) Operating Committee Meeting

HID Program Director's Report

January 16, 2024



CITY OF IRVINE



Welcome Charles Behnke

HID Sales Manager



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2019 – 2023

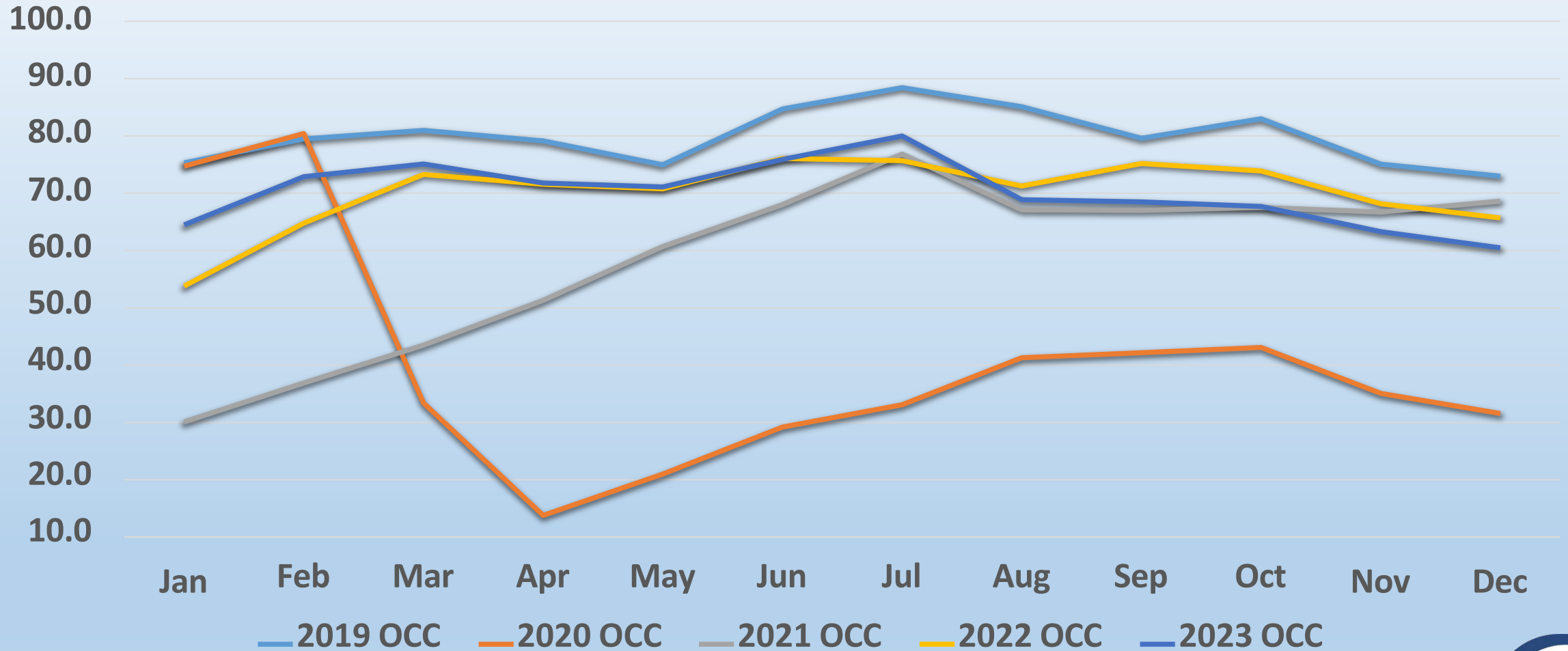
Occupancy & ADR



CITY OF IRVINE



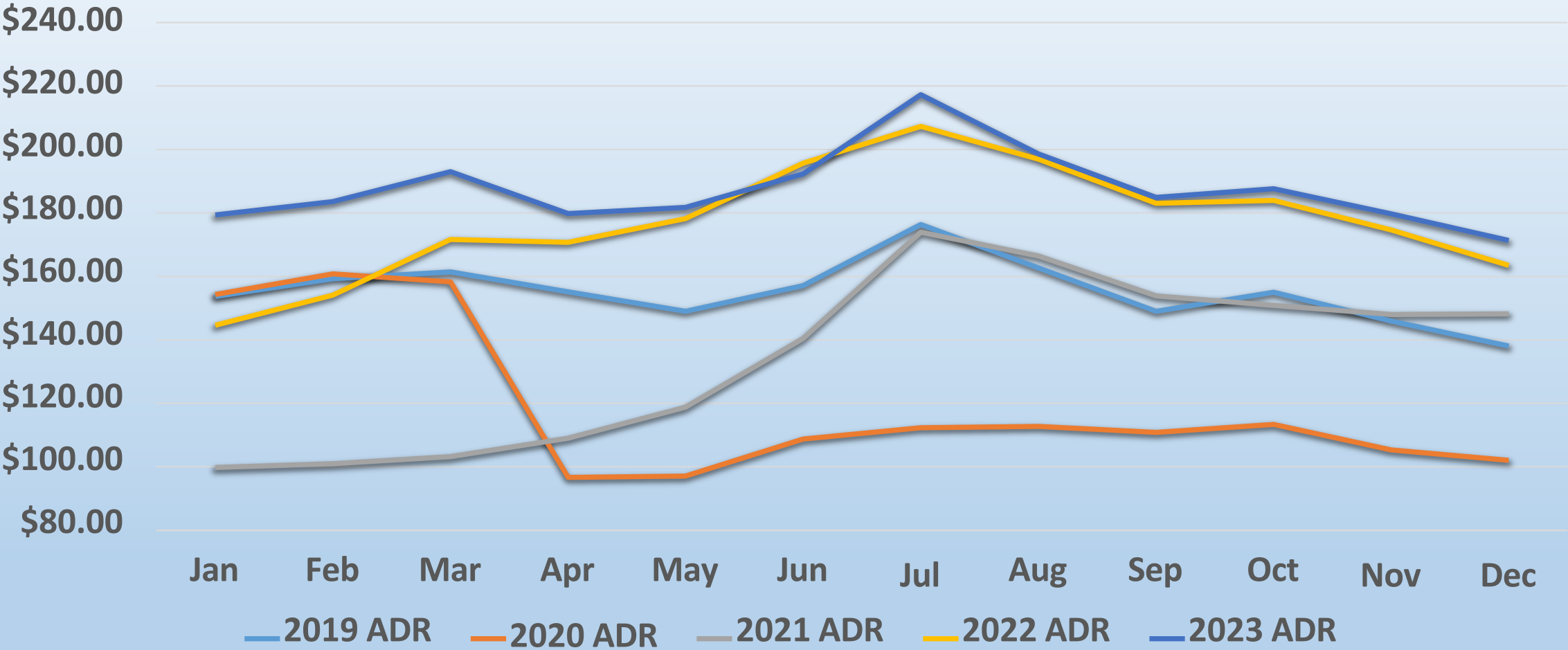
% Occupancy



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Average Daily Rate (ADR)



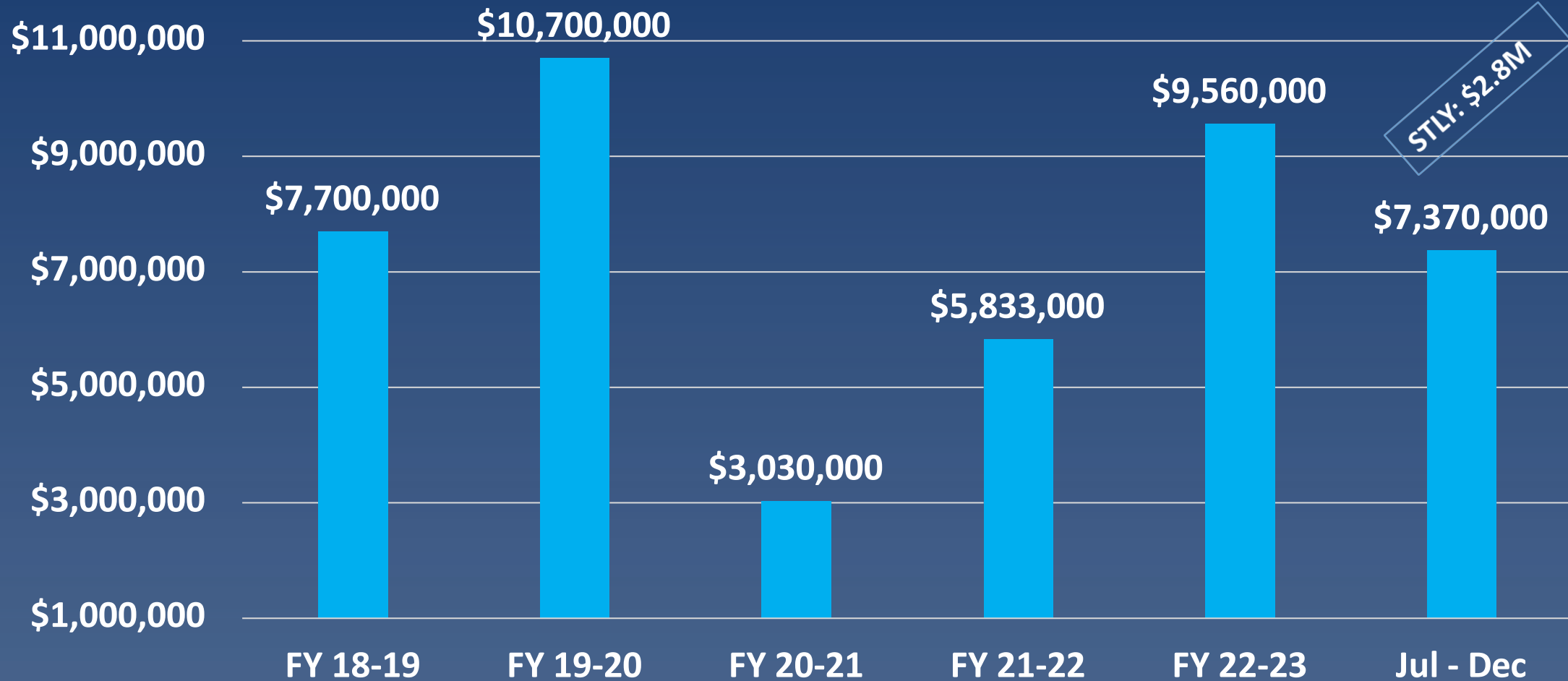
Sales Activities and Results



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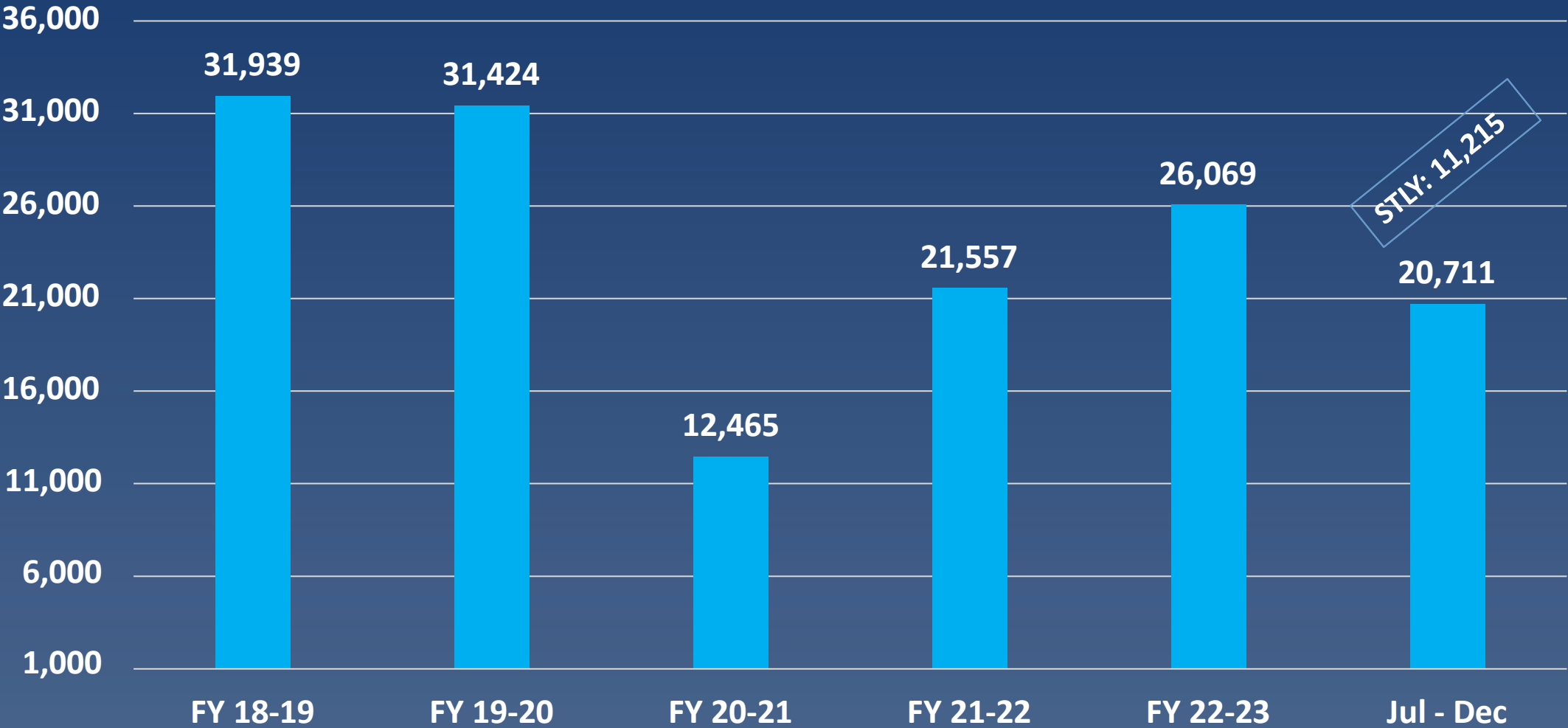
Group Sales Economic Impact



CITY OF IRVINE



Room Nights Booked Through Sales Efforts



Sales Activities Fiscal Year To-Date

- 276 Leads sent
Same Time Last Year: 143
- Site Visits:
 - 7 Sports groups
 - 6 Corporate groups
 - 2 Hotel partner sales presentations

Group Booking Incentive

- August 2022 – June 2023 (11 months):
 - 11,413 room nights booked
 - 87 groups
- Groups arriving July 1, 2023 - June 30, 2024:
 - 18,718 room nights
 - 212 groups
 - Group booking program still active

Group Booking Incentive

- Since Implementation (Aug 2022):
 - 37,919 room nights booked
 - 323 actualized and future groups (through FY 2026-27)

Tradeshows



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Tradeshow attended since 11/7 Meeting:

- CalSAE
 - Had a booth with a coffee station
 - At least 45 client meetings
 - Hosted three Irvine hoteliers



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Remainder FY Tradeshow

Event	Location	Dates	Who's Attending
Corporate Xpress	Woodland Hills	3/4-3/8	Charles
Visit California Outlook	Palm Springs	3/11-3/13	Misty
Media and HPN Event (brand launch event) and separate event for HelmsBriscoe	Phoenix	Mar 20 & 21	Details are TBD
Sports ETA	Portland	4/22-4/25	Dave & Hotelier
IPW	Los Angeles	5/6-5/7	Charles, Misty, Dave & Hoteliers
HelmsBriscoe ABC	Las Vegas	5/14-5/18	Charles

Expedia Campaign Results



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Expedia Campaign: OC Co-Op

October 2023 – December 2023	Room Nights	Gross Booking Revenue	ROAS (return on ad spend)
Orange County Co-Op	3,183	\$596,000	\$24 : \$1

Expedia Campaign: Always On

July 2023 – December 2023	Room Nights	Gross Booking Revenue	ROAS (return on ad spend)
Always On (dedicated to Irvine hotels only)	6,700	\$1,400,000	\$49 : \$1



HID Subcommittee Update



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HID Subcommittee Meeting 11/28/23

- Reviewed budget updates for Sales and Marketing.
- Requested a breakdown of HID's budget.
- Requested for detailed Chamber of Commerce financial audits.
- Reviewed Civitas's recommended modifications to the City's bylaw template for the HID.

Financial Updates



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Summary

- **Background:**

- City council approved HID's FY '23 – '25 budget on June 13, 2023 in preparation for HID's transition on July 1, 2023:
 - Staff presented the FY '23 – '24 budget for Sales and Marketing to the HID Committee on July 18, 2023.
 - HID's Subcommittee reviewed the budget updates for Sales and Marketing on November 18, 2023.

- **Revenue:**

- FY '23 – '24 budget is \$3.326M.
- Year-to-date (YTD) actuals as of January 8, 2024 is \$1.478M, or 44% of the budget.
- Available fund balance to date is \$600K that the Chamber of Commerce transferred to the City on June 30, 2023.

- **Expenditure:**

- FY '23 – '24 budget is \$3.326M, including contingency reserves and salary & benefits for new Sales Manager.
- YTD actuals as of January 8, 2024 is \$910K, or 27% of the budget:
 - Sales & Marketing has spent to date 27% of the budget; additional 42% is set aside for active contracts.
 - City's Cost and Expenses account for 6% of the expenditure budget, which is significantly less than the estimated 28% had HID continued to operate with Chamber of Commerce.

* \$ rounded to nearest thousands

FY '23 - '24: Budget to Actuals

A Update on Sales and Marketing budget
B Detailed breakdown of City's Cost and Expenses

	Type	Budget		Actual	
		\$	% of Total	\$	% of Budget Type
Revenue	HID Assessment Revenue	3.326M	100%	1.478M	44%
	Total:	3.326M	100%	1.478M	44%
Expenditure	A Sales and Marketing	2.274M	68%	613K ³	27% ³
	Salary & Benefits ¹	617K	19%	253K	41%
	B City's Cost and Expenses ²	190K	6%	44K	23%
	Contingency Reserve	245K	7%	-	-
	Total:	3.326M	100%	910K	27%

* \$ rounded to nearest thousands; actuals as of Jan. 8, 2024

1. Salary and Benefits is for (4) four FTE HID staff, including recently hired Sales Manager as of Jan. 8, 2024

2. City's Cost and Expenses include staffing for economic development programs and administration

3. Actuals does not include encumbered amount of \$946K (42%) for active contracts

CITY OF IRVINE



FY '23-'24: Sales & Marketing A

- On July 18, 2023, HID presented the Fiscal Year 2023-24 HID Sales and Marketing Budget.
 - Total budget for Sales & Marketing is \$2.274M¹.
- Staff has since updated the sales & marketing budget to capitalize on opportunities and reflect changes to scopes of work, mostly with third-party vendors.
 - Total budget for Sales & Marketing has not changed.

** \$ rounded to nearest thousands*

1. Sales and Marketing does not include HID salaries & benefits, and contingency reserve

CITY OF IRVINE



FY '23-'24: Sales & Marketing A

Website: Increased from \$31K to \$49K:

- Added SEO services and additional time on the current CMS contract.

Advertising: Increased from \$645K to \$687K:

- Shifted funds from Expedia campaigns to increase spend across other business segments (corporate, leisure/SEM, and sports).
- Moved advertising costs with third party meeting planning partners from partner programs to advertising.

** \$ rounded to nearest thousands*

FY '23-'24: Sales & Marketing A

Research: Increased from \$76K to \$78K:

- Removed Dean Runyan reports.
- Corrected the costs of DataFy and Agency360.

Organizational Development: Decreased from \$74K to \$24K:

- Removed the cost of a Strategic Planning Firm.

Conferences, Events, Tradeshows: Decreased from \$335K to \$160K:

- Budget for tradeshows across all segments was reduced.

** \$ rounded to nearest thousands*

CITY OF IRVINE



FY '23-'24: Sales & Marketing A

Outside Services: Increased from \$126K to \$165K:

- Full destination photo and video shoot were added.

Partner Programs: Decreased from \$133K to \$75K:

- HID will forgo a partnership with OC Sports Commission for calendar year 2024.
- Moved \$50K in meeting planner partnerships to advertising.

Miscellaneous: Decreased from \$42K to \$20K:

- Removed awards entries and reduced new/unplanned initiatives.

** \$ rounded to nearest thousands*

FY '23-'24: Sales & Marketing A

Printing & Collateral: Decreased from \$51K to \$21K:

- Removed VIP Collateral Allowance Program.
- Reduced DMO branded collateral budget.

Hotel Business Development Fund: Increased from \$365K to \$598K:

- Group booking incentive and business transient funds were increased.
- Rewards Program for 3rd Party Planners and Hotel Allowance Program were decreased.

** \$ rounded to nearest thousands*

CITY OF IRVINE



FY '23-'24: City's Cost and Expenses B

Type	Budget			Actual	
	\$	% of Subtotal	% of Total ¹	\$	% of Budget Type
Staffing for Economic Development Programs ²	129K	68%	4%	18K	14%
Administration ³	61K	32%	2%	26K	42%
Subtotal:	190K	100%	6%	44K	23%

- City can expense up to 18% of Full Funding, equivalent to \$798K for FY '23 – '24, but City budgeted only 4% of Full Funding.
- City's budget is significantly less than that of Chamber of Commerce, est. 28% of total budget.

* \$ rounded to nearest thousands; actuals as of Jan. 8, 2024

1. Total budget for expenditure is \$3.326M
2. Staffing is comprised of portions of salaries & benefits of three staff operating economic development programs, including HID
3. Administration includes Internal Service Fund Charges and Audit Fees

Next Steps

- Since HID transitioned to the City in July 2023, HID's budget process has aligned to the City's budget planning process.
- At the next committee meeting, Staff will present an overview on HID's FY '24-'25 budget approved by City Council as part of the biennial FY '23 – '25 City budget.

Hotel Improvement District (HID) Operating Committee Meeting

HID Program Director's Report

January 16, 2024



CITY OF IRVINE



MINUTES



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: JANUARY 16, 2024

TITLE: MINUTES

DocuSigned by:
Erica Lozada
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1/9/2024

Recording Secretary

RECOMMENDED ACTION:

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on November 7, 2023.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE SPECIAL MEETING

November 7, 2023
Las Lomas Community Center
10 Federation Way
Irvine, CA 92603

CALL TO ORDER

The regular meeting of the Hotel Improvement District Operating Committee was called to order at 8:36 a.m. on November 7, 2023, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Chairman Carroll presiding.

ROLL CALL

Present:	7	Committee Member:	Pete Carmichael
		Committee Member:	Oliver C. Chi
		Committee Member:	Ronnie Dalgado
		Committee Member:	Jeff Mitrovic
		Committee Member:	Sid Ramani
		Vice Chairman:	Tony Zand
		Chairman:	Mike Carroll

PLEDGE OF ALLEGIANCE

Chairman Carroll led the Pledge of Allegiance.

PRESENTATIONS

1. *HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT*

Misty Bond, Hotel Improvement District (HID) Program Director, provided a brief report related to hotel occupancy and bookings, Expedia results, tradeshow, and advertising and marketing efforts. She also provided an update on HID Committee bylaws.

Committee discussion included: next steps on streetlight banner and bus stop advertising programs; particulars on occupancy rate in Irvine for the months of September thru October 2023; marketing Great Park and the City of Irvine as a destination; upcoming brand launch with Madden Media; partnership opportunities with Wild Rivers; new aviation collection to set up residence at Great Park and art collection coming to Langson Museum; and Irvine's increasing recognition in weather channel forecasts and highway signs.

By consensus, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There were no requests to speak.

ACCOUNCEMENTS/COMMITTEE REPORTS

There were no announcements.

COMMITTEE BUSINESS

2. *MINUTES*

ACTION: Moved by Committee Member Delgado, seconded by Committee Member Chi, and unanimously carried to:

Approve the minutes of a regular meeting of the HID Operating Committee held on September 19, 2023.

3. *AMENDMENTS TO REGULAR MEETING SCHEDULE OF THE HID OPERATING COMMITTEE FOR FISCAL YEAR 2023-24*

ACTION: Moved by Vice Chairman Zand, seconded by Committee Member Delgado, and unanimously carried to:

- 1) Cancel the November 21, 2023 regular meeting.
- 2) Approve an amendment to the start time for regular meetings of the Hotel Improvement District Operating Committee from 3 p.m. to 8:30 a.m. for Fiscal Year 2023-24.

ADJOURNMENT

Moved by Committee Member Chi, seconded by Committee Member Ramani, and unanimously carried to adjourn the special meeting at 9:36am.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: JANUARY 16, 2024

TITLE: MADDEN MEDIA STATUS UPDATES

DocuSigned by:
Misty Bond
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1/9/2024

HID Program Director

RECOMMENDED ACTION

1. Review and provide feedback on Madden Media's status updates of ongoing Hotel Improvement District (HID) projects. Receive and file the status updates.
2. Approve the name of the city's tourism division (HID) to remain as Destination Irvine.

ANALYSIS

Madden Media Status Updates

Rebranding Process Updates:

- Through stakeholder feedback sessions and through traveler data analysis, the HID's brand manifesto and brand positioning have been established.
- Three sets of logo iterations have been received and reviewed by some of the HID committee and City communications team.
- Goal is to have logo finalized by end of January.

Advertising Updates:

- Leisure/Brand Awareness
 - o Search Engine Marketing (SEM) was deployed in November.
 - o Other digital marketing campaigns will be deployed in January.
- Meetings
 - o Search Engine Marketing (SEM) was deployed in November.
 - o Other digital marketing campaigns will be deployed in January and February.
- Sports
 - o Digital marketing campaigns will begin in January and February.
- Brand USA / Visit CA Co-Ops
 - o Brand USA landing page and other digital marketing tactics will be deployed in January and April.
 - o ADARA digital campaigns with a match from Visit California will be deployed in January through April.

New DestinationIrvine.com Website:

- First kick-off call with the website team will occur by the end of January.

Hotel Improvement District Operating Committee Regular Meeting

January 16, 2024

Page 2 of 2

- New website is scheduled to launch by end of May.

Social Media Strategy:

- Monthly meetings with Colorblind and Madden Media began in December.
- Restarted Crowdriff – a user generated content (UGC) gathering platform to assist with building assets.
- Content calendars are created more than 6 weeks ahead.
- Colorblind gathers content relevant to visitors each month and produces at least 3 reels for Madden to post on Instagram, Facebook, and TikTok.
- Regular posting restarted in December and reels will be posted beginning in January.

Media Event / Brand Launch:

- Tentatively planned to be held in Phoenix, March 20 or 21

Naming the HID

It is recommended to keep the name Destination Irvine due to the following reasons:

- It has some name recognition considering Destination Irvine has been in existence since 2002.
- The URL/Web address has domain authority due to its time in existence.
- Changing the web address would cause broken links.
- Changing the name on social media platforms could cause a loss of followers.
- The word “destination” is unique compared to other destination marketing organizations that use the word “visit.”

ALTERNATIVES CONSIDERED

The HID Committee could decide to research other naming options.

FINANCIAL IMPACT

There would be no financial impact if the name Destination Irvine remains.

REPORT PREPARED BY

Misty Bond, HID Program Director

PRESENTATIONS



Presented to:

CITY OF IRVINE HID COMMITTEE

→ January 16, 2024



2024

UPDATES

BRANDING IRVINE

STEP 1: Research

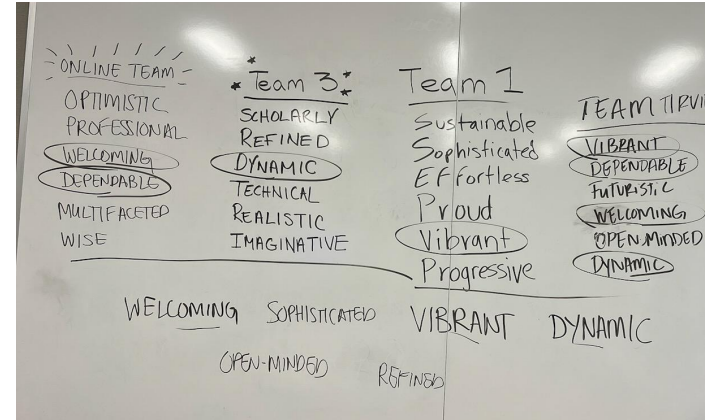
Destination Immersion
Brand Workshop
Data Collection + Analysis

STEP 2: Creating the Brand

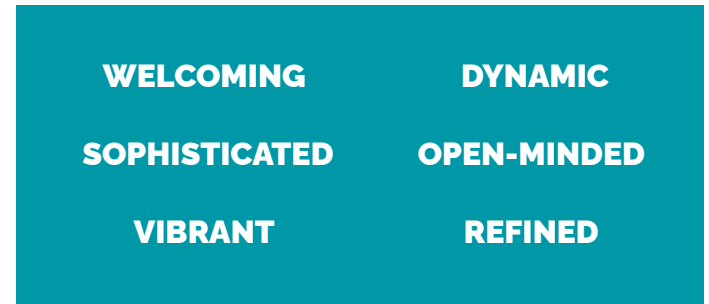
Development of Brand Positioning
Manifesto + Brand Voice
Visual Brand Development
Logo, Color Palette + Typography

STEP 3: Bringing the Brand to Life

Campaign Development
Integration across all owned channels



WE'RE
HERE!





The things that make you, you.



Progressiveness

Our eyes are on the horizon, leaning into the promise of tomorrow with the strategic planning of today. We're championed by diversity and empowered by innovation,



Open-mindedness

Rooted in the spirit of the California dream, we embrace a world of potential with no prerequisites, only possibilities.



Sophistication

Intentionality, craftsmanship, and curiosity flow through our community, polishing our lifestyle with a brilliant, refined sheen.



Ease

We are thoughtful familiarity, where mindful design leads to daydreamed potential and big city amenities flourish in nature-filled communities.

DESTINATION IRVINE



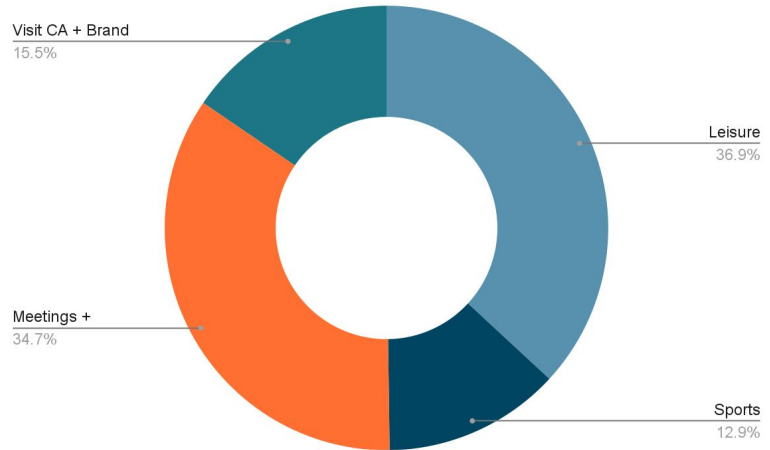
After exploring and researching other options for the organizational name, the decision was reached to keep Destination Irvine as the DMO brand name.

- Build on the momentum of the brand awareness
- Maintain online presence and domain authority with DestinationIrvine.com
- Unique identity in the destination marketing organization space

PAID MEDIA

TOTAL 2023-24 MEDIA BREAKDOWN

Leisure / Destination Awareness	\$142,860
Sports	\$50,000
Meetings + Corporate	\$134,600
Visit California + Brand USA Programs	\$60,000
Total Media Budget	\$387,460



SOCIAL MEDIA

Social Strategy

- Brand building + awareness
- Post with intent to educate, inspire and entertain
- Personify the destination by integrating brand voice into social presence

Quarterly and Monthly Social Editorial Calendar

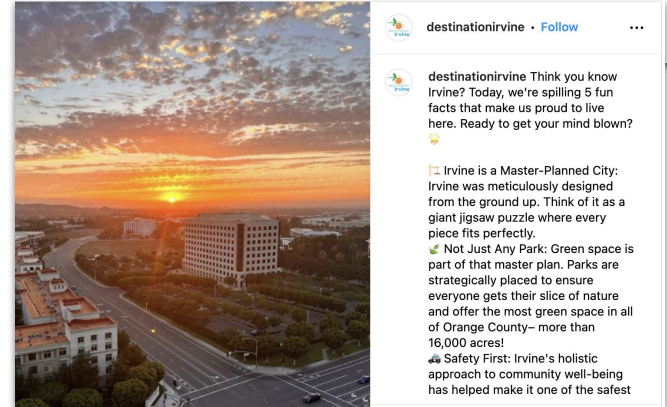
- 2 posts / week

Monthly content planning meetings with ColorBlind

- Utilize videos created for high-impact posts

Ongoing Content collection via Crowdriff

- Leveraging partner and user-generated assets



WHAT'S NEXT IN Q1?

PAID MEDIA

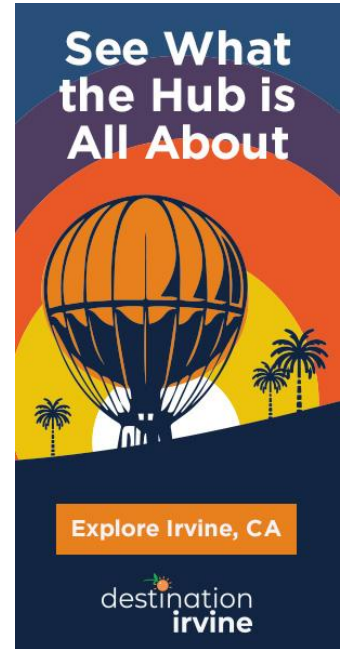
- Additional leisure digital tactics
- Meetings and Sports campaigns finalized and launched

WEBSITE

- New look and feel for DestinationIrvine.com
- Project will kick off in January for a tentative late spring launch
-

PUBLIC RELATIONS

- PR work kicked off this month includes media monitoring, active pitching, newsletters and press trips
- Spring Media event in Phoenix





THANKS!



STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: JANUARY 16, 2024

TITLE: STREETLIGHT BANNER AND BUS STOP SHELTER
ADVERTISING CAMPAIGNS AND COSTS

DocuSigned by:
Misty Bond
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1/9/2024

HID Program Director

RECOMMENDED ACTION

1. Approve streetlight banner campaign to start as soon as January 2024 and appropriate funds in the amount of \$120K from the Hotel Improvement District (HID) reserve for the purchase and installation of banners.
2. Approve bus stop shelter campaign to start as soon as February 2024 and appropriate funds in the amount of \$200 from the Hotel Improvement District (HID) reserve for the purchase and installation of bus stop shelters.

EXECUTIVE SUMMARY

On November 7, 2023, the HID Operating Committee directed staff to develop a plan to implement streetlight banners and bus stop shelters to promote tourism within Irvine. Staff has developed a plan to implement the new advertising and is seeking an appropriation of \$120,200.00 for purchase and installation.

ANALYSIS

Streetlight Banner Campaign

On November 7, 2023 HID Operating Committee directed staff to research costs to implement street banners with content that showcases Irvine as a visitor destination and the city's accolades in the vicinity of University Drive on the south side of the city. Based on this direction, staff prepared a proposal to install streetlight banners located on University Drive (from Culver to MacArthur), Campus Drive (from MacArthur and Carlson), and Jamboree (from Campus to 405), with banners showing graphics and images of the city's accolades and tourism assets. Given that there are approximately 300 streetlight banners installed and active on these streets, it would cost approximately \$120,000 to produce and install banners in these locations. Sample of the content is provided in Attachment 1.

Bus Stop Shelter Campaign

Hotel Improvement District Operating Committee Regular Meeting

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On November 7, 2023 HID Operating Committee directed staff to research costs to install bus stop shelter posters with content that showcases Irvine as a visitor destination and the city's accolades. From this direction and with the support of Clear Channel, staff identified up to 10 bus stop shelters that are available from 2/4/24 through 6/22/24 in the areas of the airport and business district and the Spectrum/Great Park area. Visitors are more likely to see the advertisements in these areas where Irvine's most notable tourist attractions and hotels are located. Bus shelter advertisement locations are based on Clear Channel's availability at any given time. Staff will need to identify, through Clear Channel, other available bus stop shelter locations once these 10 locations are no longer available starting on 6/23/24. The cost is approximately \$20 per paper poster/bus shelter; Clear Channel will only charge the HID for producing the paper posters. The total estimated cost of this campaign would be approximately \$200.

The content of the banners and bus shelter posters will be geared towards marketing Irvine as a tourist destination and to entice residents to enjoy staycations by experiencing Irvine's world-class hotels. Sample of the content is provided in Attachment 1 and 2.

These funds for streetlight banners and bus stop shelter advertisement will be drawn from the contingency in the FY'23 – '24 budget.

ALTERNATIVES CONSIDERED

The HID Operating Committee could direct staff to modify the streetlight banner proposal by reconsidering the locations where streetlight banners should be installed. Locations of the streetlight banners should be on or near streets that are close to the airport, Irvine's hotels, and tourist attractions such as Great Park and Spectrum Center, where visitors are likely to see them.

Streetlight banners and bus stop shelter advertising campaigns, including the number of banners and their placements, could be planned in next fiscal year's budget for calendar year 2025.

FINANCIAL IMPACT

The HID streetlight banner program to replace existing street banners is projected to cost approximately \$120,000 per year that can begin as early as January 2024.

The HID bus stop shelter advertising campaign is projected to cost \$200 for approximately 4 months and 3 weeks that can begin as early as February 2024.

If directed by the HID Operating Committee, funds to cover these new advertising campaigns can be appropriated from the HID's contingency.

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At this time, the return on ad spend (ROAS) for these visual, in-market advertising campaigns are difficult to measure; staff will explore ways to measure return on advertising spend (ROAS).

REPORT PREPARED BY

Misty Bond, HID Program Director

ATTACHMENTS

1. Streetlight Banner Concepts
2. Bus Shelter Concepts

PRESENTATIONS

Streetlight Banner and Bus Stop Shelter Advertising Campaign and Costs (Item #4)



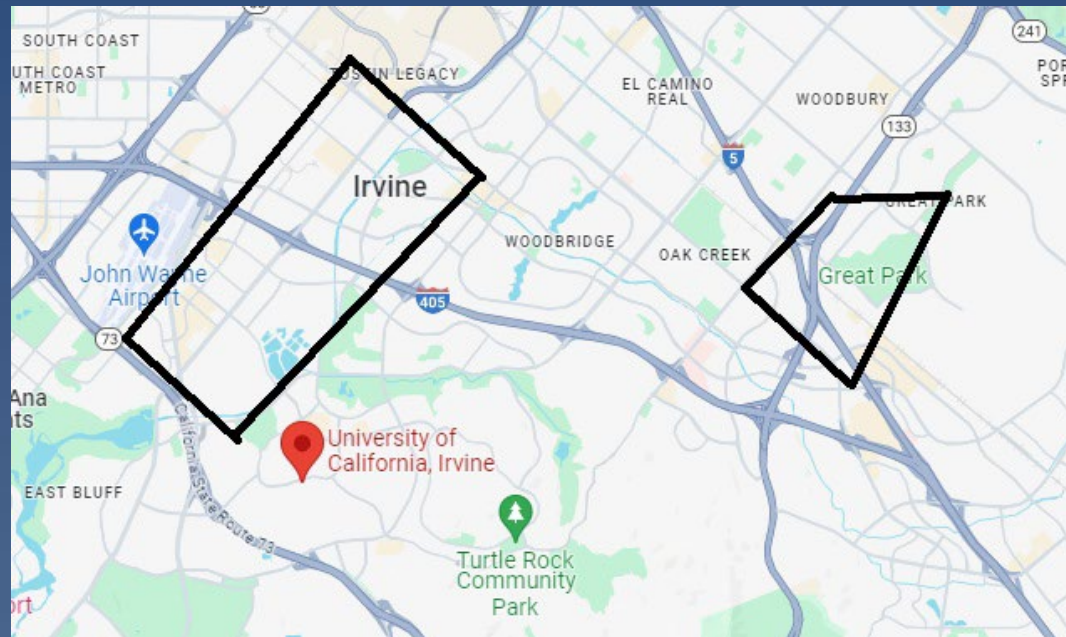
CITY OF IRVINE



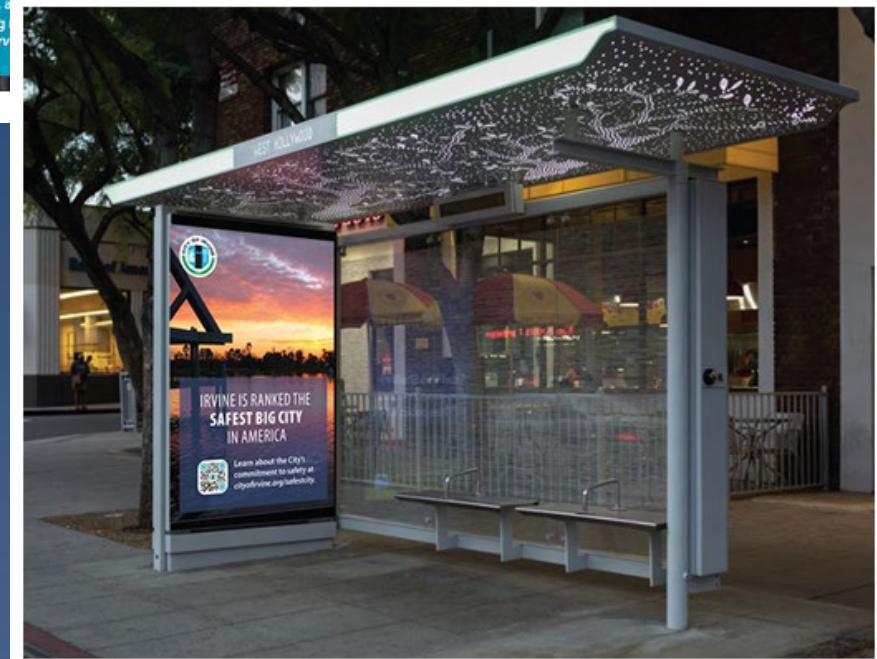
Streetlight Banner & Bus Stop Shelters:

- November 7, 2023: HID Operating Committee directed staff to develop a plan to implement streetlight banners and bus stop shelters to promote Irvine tourism, within Irvine.
- Staff developed a plan to implement the new advertising and is seeking an appropriation of:
 - \$120,000 for purchase and installation of 300 banners (approx. \$400 each) along University Drive (from Culver to MacArthur), Campus Drive (from MacArthur and Carlson), and Jamboree (from Campus to 405).
 - \$200.00 for 10 bus stop shelters in the areas of the business district, airport, Spectrum and Great Park.
- Alternatives Considered:
 - Location of streetlight banners could be modified (e.g., airport, business district, Spectrum, Great Park).
 - The number of banners and bus stop shelters could be modified.
 - The campaign could be budgeted and planned for in FY24-25 budget.
- Financial Impact:
 - Streetlight banner campaign is projected to cost \$120,000 and could begin as early as January 2024
 - The bus stop shelter campaign is projected to cost \$200 for approx. 4 months and 3 weeks starting Feb 2024.
 - If directed by HID Committee, funds to cover these campaigns can be appropriated from HID's contingency.

Bus Stop Shelter Concepts



- ~\$200 to implement 10 bus stop shelter advertisements



CITY OF IRVINE

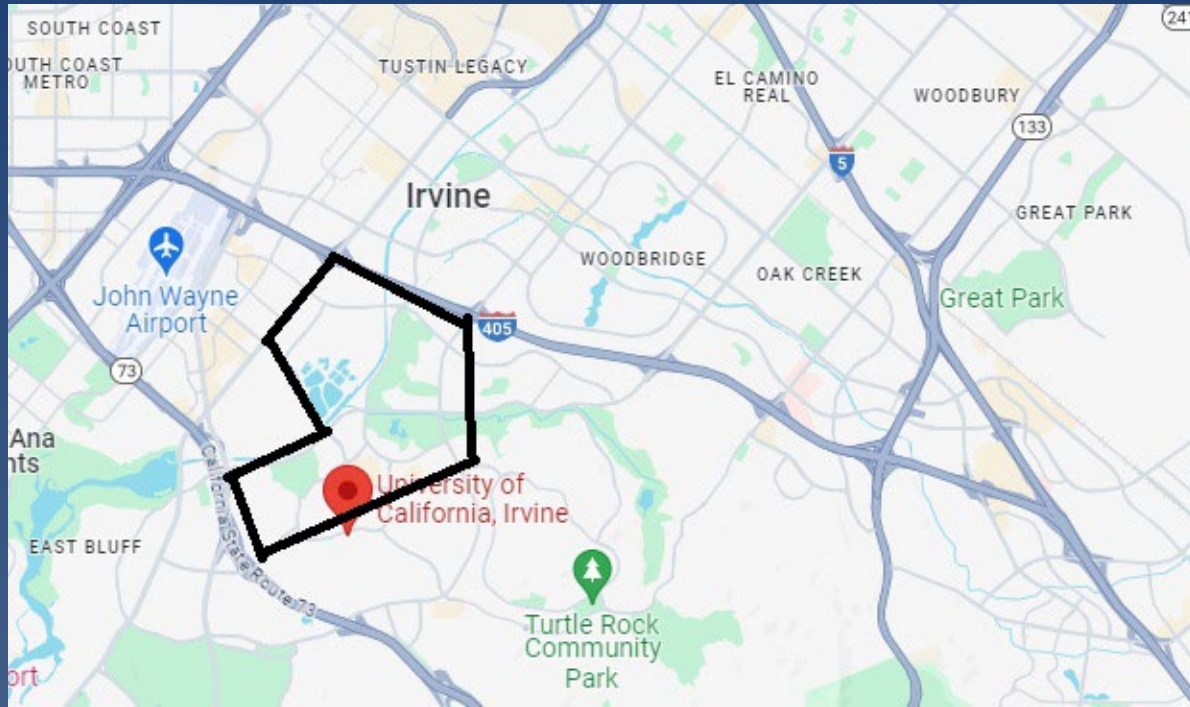




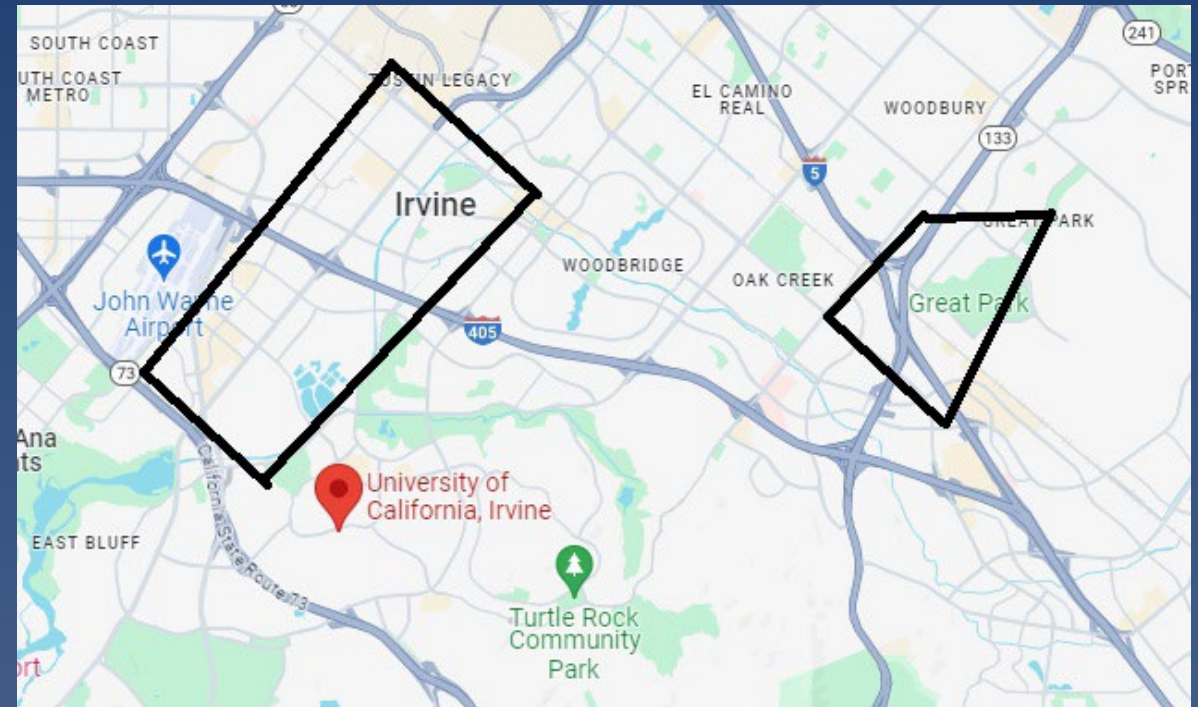
CITY OF IRVINE



Proposed Streetlight Banner Locations:



Alternative Streetlight Banner Locations:

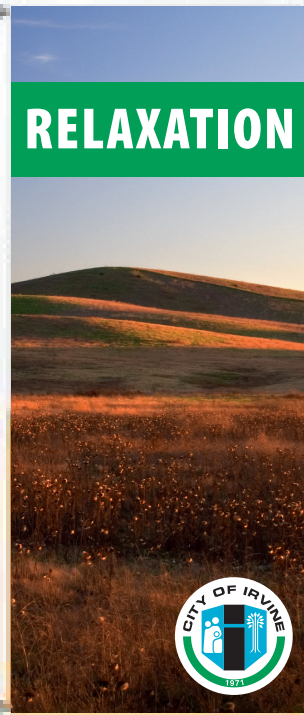


- ~\$120K to implement 300 streetlight banners

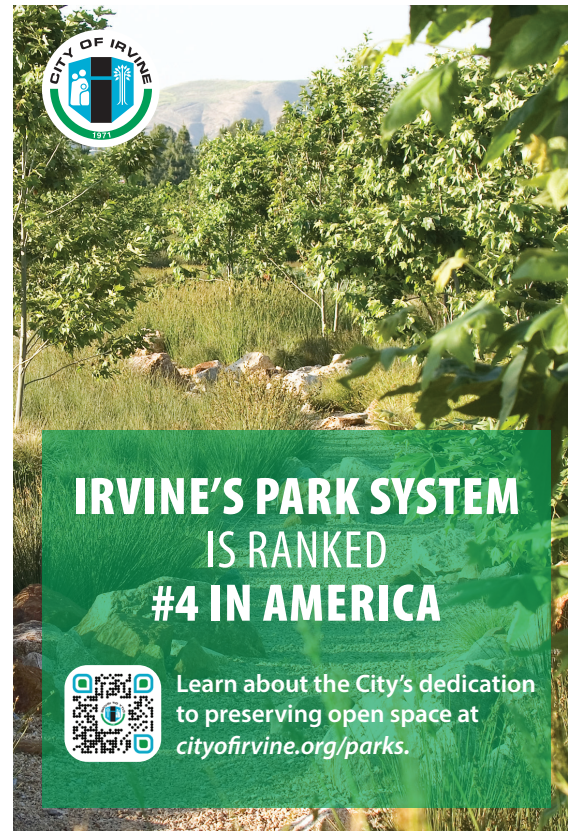

Streetlight Banner & Bus Stop Shelters:

- Recommended Action:
 1. Approve streetlight banner campaign to start as soon as January 2024 and appropriate funds in the amount of \$120K from the Hotel Improvement District (HID) reserve for the purchase and installation of banners.
 2. Approve bus stop shelter campaign to start as soon as February 2024 and appropriate funds in the amount of \$200 from the Hotel Improvement District (HID) reserve for the purchase and installation of bus stop shelters.
- Alternatives Considered:
 - Location of streetlight banners could be modified (e.g., airport, business district, Spectrum, Great Park).
 - The number of banners and bus stop shelters could be modified.
 - The campaign could be budgeted and planned for in FY 2024-25 budget.


ATTACHMENT



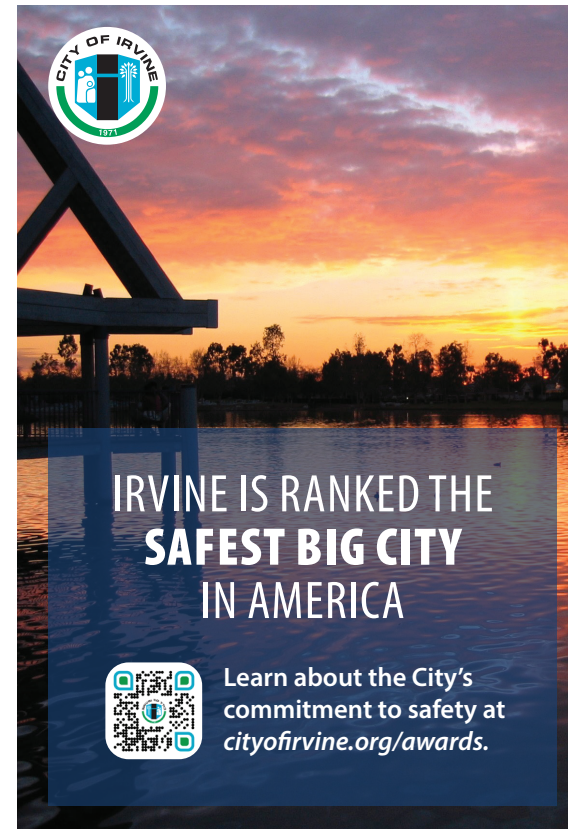

ATTACHMENT




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#4 IN AMERICA**



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SAFEST BIG CITY
IN AMERICA**



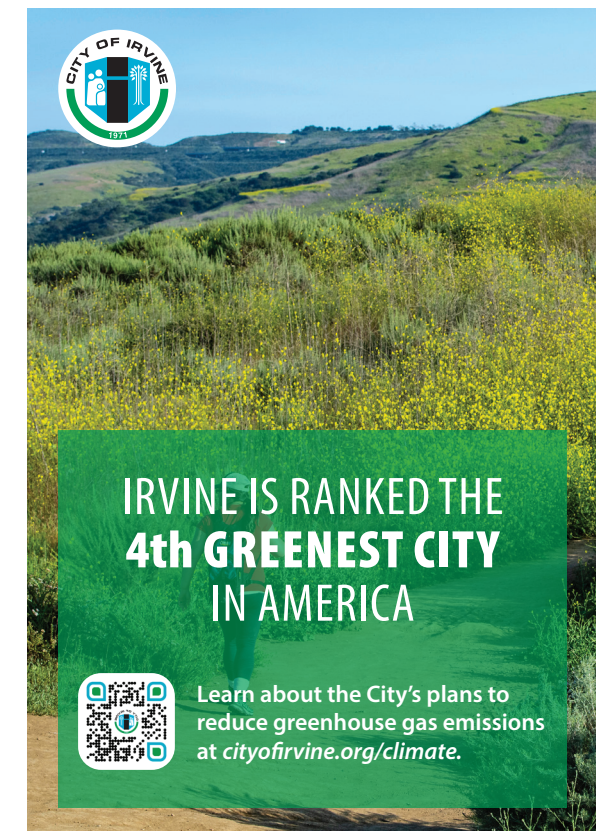

Learn about the City's commitment to safety at cityofirvine.org/awards.




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BEST CITY TO LIVE IN
IN ORANGE COUNTY**



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4th GREENEST CITY
IN AMERICA**



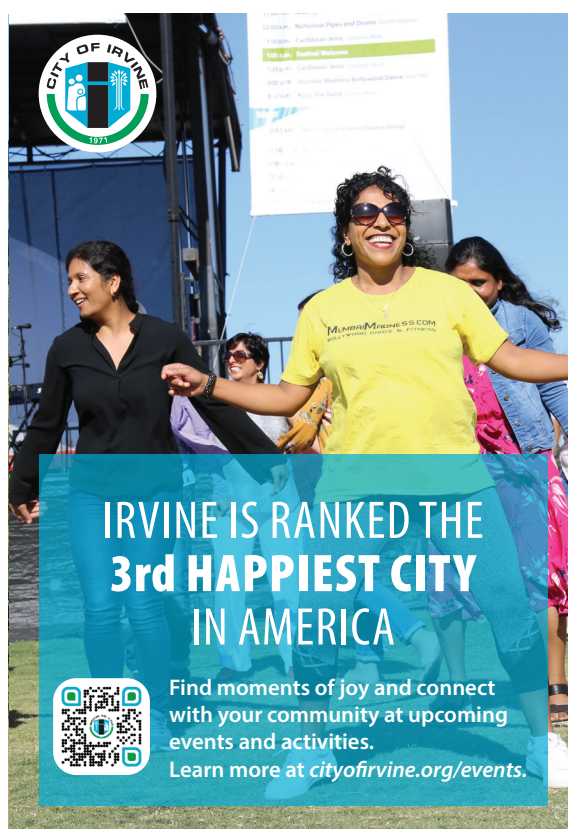
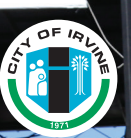
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**THE GREAT PARK
IS A PARK FOR ALL**



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**IRVINE IS RANKED THE
3rd HAPPIEST CITY
IN AMERICA**



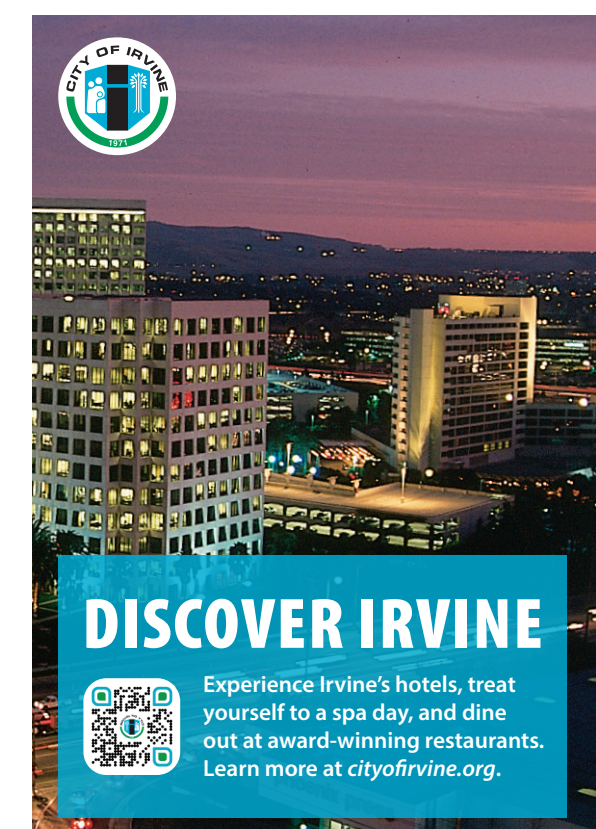

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BIKE-FRIENDLY
COMMUNITY**



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