



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

March 19, 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@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

PRESENTATIONS

1. ***HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT***
2. ***MADDEN MEDIA STATUS UPDATES***
3. ***DATAFY ANNUAL 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.

4. MINUTES**ACTION:**

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on January 16, 2024.

5. STREETLIGHT BANNER ADVERTISING CAMPAIGN AND COSTS**ACTION:**

1. Approve the streetlight banner campaign.
2. Approve budget appropriation for banner campaigns.

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
- Irvine Police Department
- Main Entrance of City Hall
- Lakeview Senior Center, 20 Lake Rd.
- Northwood Community Center, 4521 Bryan Ave.
- Rancho Senior Center, 3 Ethel Coplen Way
- William Woollett Jr. Aquatics Center, 4602 Walnut Ave.
- City's web page at cityofirvine.org

I hereby certify that the agenda for the Regular City of Irvine Hotel Improvement District Operating Committee meeting was posted in accordance with law at the main entrance of City Hall, 1 Civic Center Plaza, Irvine, California on 3/11/2024 by Ericka Lozada as well as on the City's web page.

DocuSigned by:
Ericka Lozada
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3/11/2024

Ericka Lozada
Recording Secretary

MINUTES



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: MARCH 19, 2024

TITLE: MINUTES

DocuSigned by:
Erica Longada
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3/11/2024

Recording Secretary

RECOMMENDED ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on January 16, 2024.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

January 16, 2024
Quail Hill Community Center
39 Shady Canyon Drive
Irvine, CA 92606

CALL TO ORDER

The regular meeting of the Hotel Improvement District Operating Committee was called to order at 8:44 a.m. on January 16, 2024, at Quail Hill Community Center, 39 Shady Canyon Drive, Irvine, California; Chairman Carroll presiding.

ROLL CALL

Present:	6	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

Absent:	1	Vice Chairman:	Tony Zand
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PLEDGE OF ALLEGIANCE

Chairman Carroll led the Pledge of Allegiance.

PRESENTATIONS

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

Charles Behnke, new Hotel Improvement District (HID) Sales Manager, provided a brief report on present occupancy and average daily rates.

Dave Lucey, Hotel Improvement District (HID) Director of Sales, reported on current group sales economic impact and room nights booked through sales efforts.

Misty Bond, Hotel Improvement District (HID) Program Director, reported on sales activities, incentive programs, and updates on the sales and marketing budget.

Dan Han, Economic Development Manager, provided economic development updates and current budget standing.

Committee discussion included: whether unused funds could be rolled over to next fiscal year, committee attendance at upcoming tradeshow and difference in Destination Irvine's administrative costs since transitioning from the Greater Irvine Chamber of Commerce to the City.

By consensus of the members present (Vice Chairman Zand absent), 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 Chi, seconded by Committee Member Dalgado, and unanimously carried by those members present (Vice Chairman Zand absent) to:

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: Moved by Committee Member Chi, seconded by Committee Member Mitrovic, and unanimously carried by those members present (Vice Chairman Zand absent) to:

- 1) Receive and file 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

Misty Bond, Hotel Improvement District Program Director presented.

ACTION: Moved by Committee Member Chi, seconded by Chairman Carroll, and unanimously carried by those members present (Vice Chairman Zand absent) to:

Further research on appropriation of funds for the streetlight banner and bus stop shelter advertisement, possibly splitting costs between the City and the Hotel Improvement District, and explore hotel and tourist centric themes for banner and advertisement design.

ADJOURNMENT

Moved by Committee Member Chi, seconded by Committee Member Ramani, and unanimously carried by those members present (Vice Chairman Zand absent) to adjourn the regular meeting at 10:07am.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: MARCH 19, 2024

TITLE: STREETLIGHT BANNER ADVERTISING CAMPAIGN AND COSTS

DocuSigned by:

 DDA4A6471A5A469...
 3/11/2024
 HID Program Director

RECOMMENDED ACTION

1. Approve the streetlight banner campaign.
2. Approve budget appropriation for banner campaigns.

EXECUTIVE SUMMARY

On January 16, 2024, to inform the strategic placement of streetlight banners for advertising Destination Irvine and the City of Irvine's accolades, the Hotel Improvement District (HID) Operating Committee directed staff to research the number of streetlight poles in six key areas of Irvine and to research the traffic density in each area.

ANALYSIS

On January 16, 2024, as a follow-up to the November 7, 2023, Hotel Improvement District (HID) Operating Committee Meeting, the HID committee directed staff to research additional areas of Irvine in which the HID and the City would implement streetlight banner advertising campaigns. The committee identified six areas of the City to research the number of streetlight poles and the automobile traffic seen in these areas. With this information, the committee shall direct staff on how to proceed with the streetlight pole advertising campaign.

The six areas identified by the HID Operating Committee are listed below, along with their street names and number of streetlight poles. Refer to Attachment 1 for maps and locations of light poles per area.

	Street Names & Number of Streetlight Poles	Total Number of Streetlight Poles per Area
Airport Area	MacArthur Blvd (84), Campus (172), and Michelson (146)	402
Business District	Jamboree (225), Main (191), Von Karman (104), and Red Hill Ave. (76)	596

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Healthcare Area	San Canyon (270), Alton (558), Barranca (446), and Laguna Canyon Road (139)	1,413
Great Park	San Canyon (270), Trabuco (156), Marine Way (84), Ridge Valley Rd (215)	725
Spectrum Area	Alton (561), Irvine Center Drive (362), Gateway Blvd (24), and Pacifica (50)	997
University of California Irvine Area	Campus Drive from Jamboree to Culver (113) University Drive from Culver to MacArthur (116) Culver Drive from 405 to MacArthur (174) Streets inside UCI: Bridge Rd. (15), Berkeley (11), California (34) Harvard from 405 to University Drive (41) California Ave (8) Bonita (61)	573
	TOTAL NUMBER OF STREETLIGHT POLES	4,706

Staff analyzed traffic data received from the City's Public Works & Transportation (PW&T) department and geolocation data from the DataFy platform.

Public Works & Transportation (PW&T) calculated traffic impacts by estimating the number of vehicles passing through each area within a 24-hour period. Based on current traffic patterns, their rankings from the most to least number of vehicles are listed below. The data is subjective, and existing counts on important segments in the Spectrum area lack available data, which could factor into Spectrum being listed as the lowest number of vehicles. See Attachment 2 for more traffic details.

1. Business District
2. UCI Area
3. Airport Area
4. Healthcare Area
5. Great Park
6. Spectrum Area

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The vehicle data from PW&T provides no insight into how many people are in each vehicle or whether they are locals or visitors. To glean more insight into this, DataFy geolocation data was evaluated (Attachment 4). From the geolocation data pulled from January 1, 2023, through January 1, 2024, staff determined the following:

- The number of Unique Visitors is an estimate of the number of unique devices or individuals picked-up in each area or point of interest (POI). Repeat visitors are not included in this data point.
- DataFy statistics are not subjective.
- The order of the most to the least number of unique visitors is listed below:
 1. John Wayne Airport with 2.7+ million
 2. Spectrum Center with 1.6+ million
 3. Business District with 1.4+ million
 4. Healthcare Area with 781,415 (To calculate this number, the total unique visitors seen at Spectrum Center was subtracted from the combined areas of Spectrum and Healthcare [Attachment 4])
 5. UCI with 631,737
 6. Great Park with 476,115

Using the City's contracted pricing with Gold Metropolitan Media (Attachment 3), the individual cost per banner to produce, install, remove, clean, store, and provide emergency service is \$379.50. This price is based on having 100+ banners. The content of the banners will either be geared towards marketing Irvine as a tourist destination or boast the City's many accolades. Sample banners are provided in Attachment 5.

With this data and with a budget of \$120,000, as noted during the November 7 HID Operating Committee Meeting, staff recommends the following breakdown for the streetlight banner campaign:

	Street Names & Number of Streetlight Poles	Content of Banners	Cost to HID	Cost to City
Airport Area	MacArthur Blvd (12), Campus (12), and Michelson (12) = 36 banners	(26) Tourism Related (10) City Related	\$9,867.00	\$3,795.00
Spectrum Center	Alton (10), Irvine Center Drive (10), Gateway Blvd (10), and Pacifica (6) = 36 banners	(26) Tourism Related	\$9,867.00	\$3,795.00

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		(10) City Related		
Business District	Jamboree (10), Main (10), Von Karman (10), and Red Hill Ave (6)= 36 banners.	(26) Tourism Related (10) City Related	\$9,867.00	\$3,795.00
Healthcare Area	San Canyon (10), Alton (10), Barranca (10), and Laguna Canyon Road (6) = 36 banners	(10) Tourism Related (26) City Related	\$3,795.00	\$9,867.00
University of California Irvine Area	Campus Drive from Jamboree to Culver (6) University Drive from Culver to MacArthur (6) Culver Drive from 405 to MacArthur (6) Streets inside UCI: Bridge Rd. (15), Berkeley (11), California (34) Harvard from 405 to University Drive (8) California Ave (8) Bonita (6) = 100 banners	(20) Tourism Related (80) City Related	\$7,590.00	\$30,360.00
Great Park	San Canyon (18), Trabuco (18), Marine Way (18), Ridge Valley Rd (18) = 72 banners	(20) Tourism Related (52) City Related	\$7,590.00	\$19,734.00

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	TOTAL NUMBER OF BANNERS	316	\$48,576.00	\$71,346.00
	TOTAL COST OF BANNERS	\$119,922.0		

Funds for HID’s streetlight banner campaign will be drawn from the contingency in the HID FY2023–24 budget, and funds for the City’s streetlight banners will be allocated from the City’s general fund.

ALTERNATIVES CONSIDERED

The HID Operating Committee could direct staff to reduce the number of banners, shift the number of banners allocated to tourism and City accolades, or shift the number of banners per street. The committee could direct staff on budget allocations for each area, i.e., whether the HID’s fund or the City’s general fund will pay.

Streetlight banner advertising campaigns, including the number of banners and their placements, could be planned in next fiscal year’s HID sales and marketing budget for calendar year 2025.

FINANCIAL IMPACT

If the proposed streetlight banner campaign is adopted, the projected cost is expected to be \$119,922.00 per calendar year. The streetlight banner program can begin as early as April 2024.

If directed by the HID Operating Committee, funds to cover these new advertising campaigns can be appropriated from the HID’s contingency (\$48,576.00) and the City’s general fund (\$71,346.00).

At this time, the return on ad spend (ROAS) for these visual, in-market advertising campaigns is difficult to measure. Whether someone books a hotel room or spends money in Irvine after seeing the banners will always be unknown.

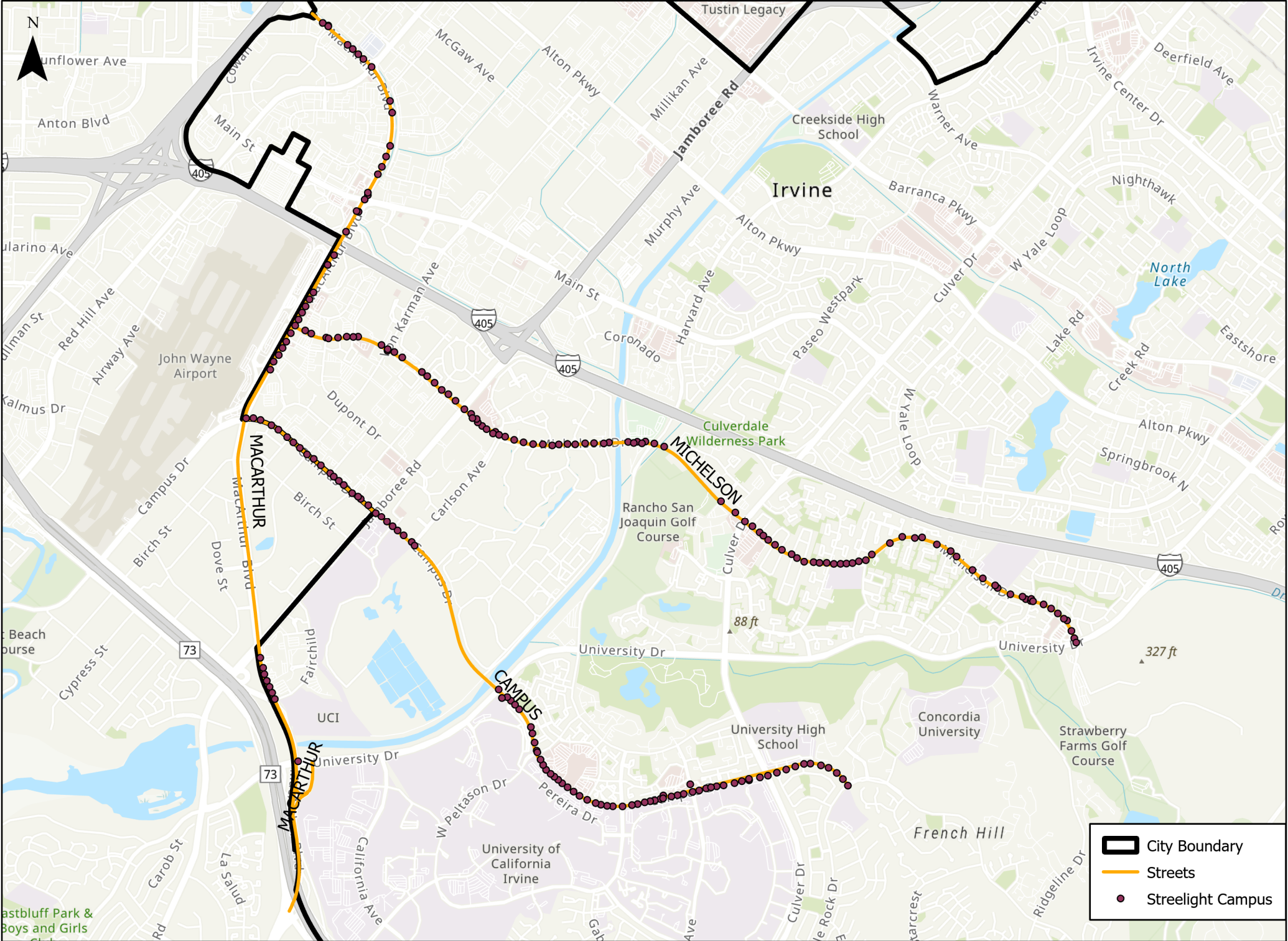
REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

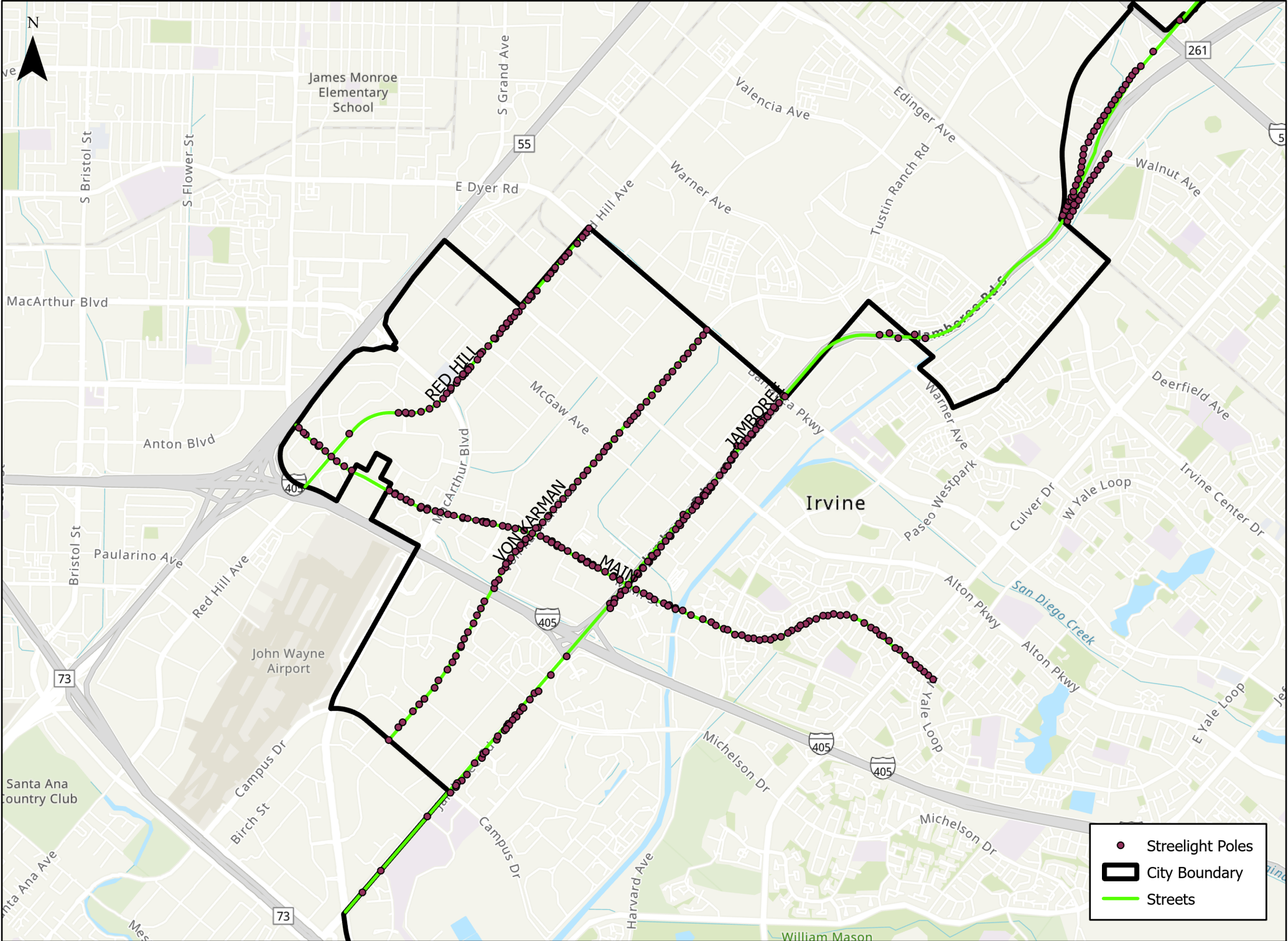
- 1. Streetlight Pole Maps
- 2. Traffic Patterns
- 3. Banner Pricing
- 4. DataFy Visitor Statistics
- 5. Banner Mock-ups

ATTACHMENT

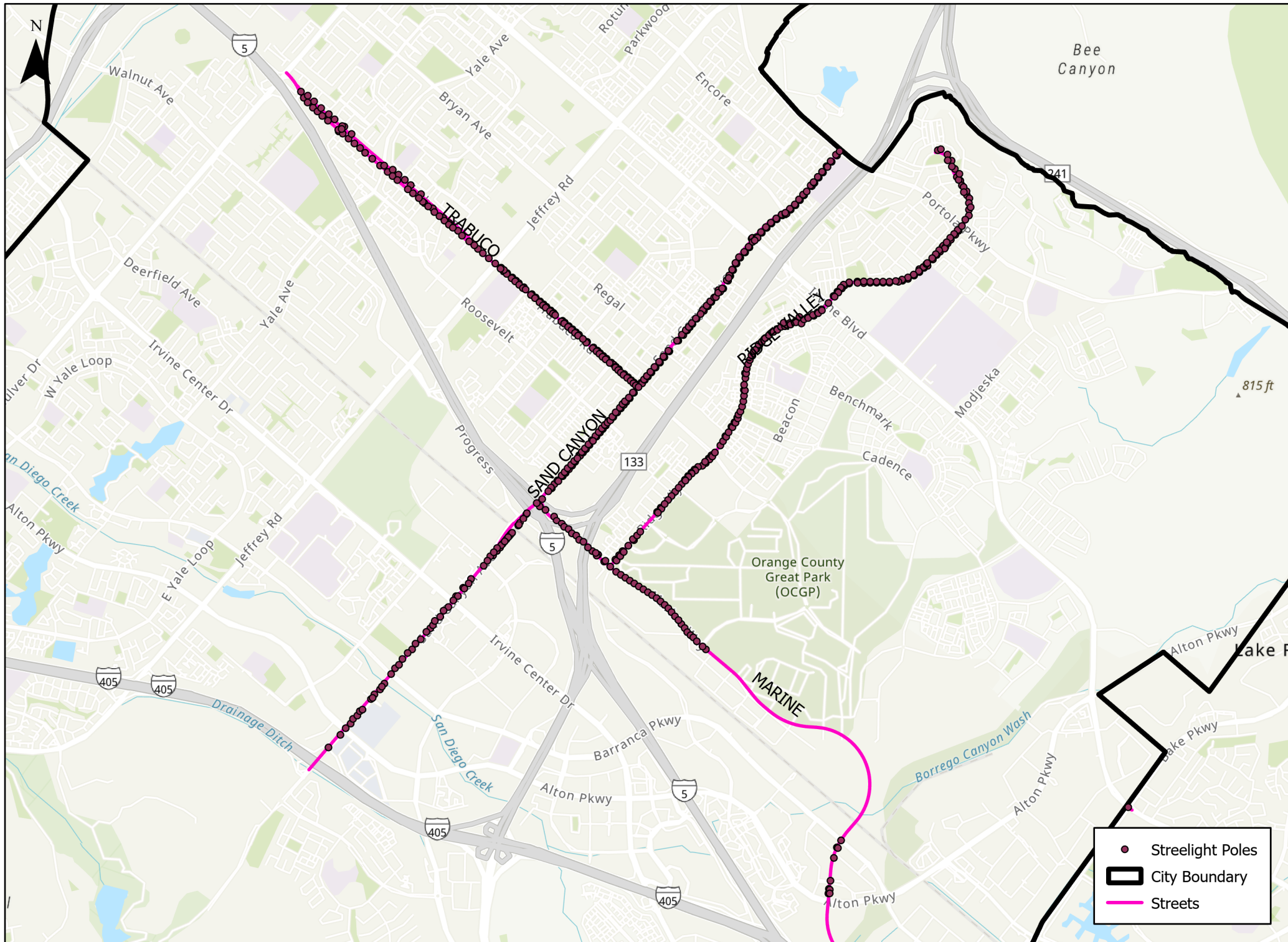
Airport Area



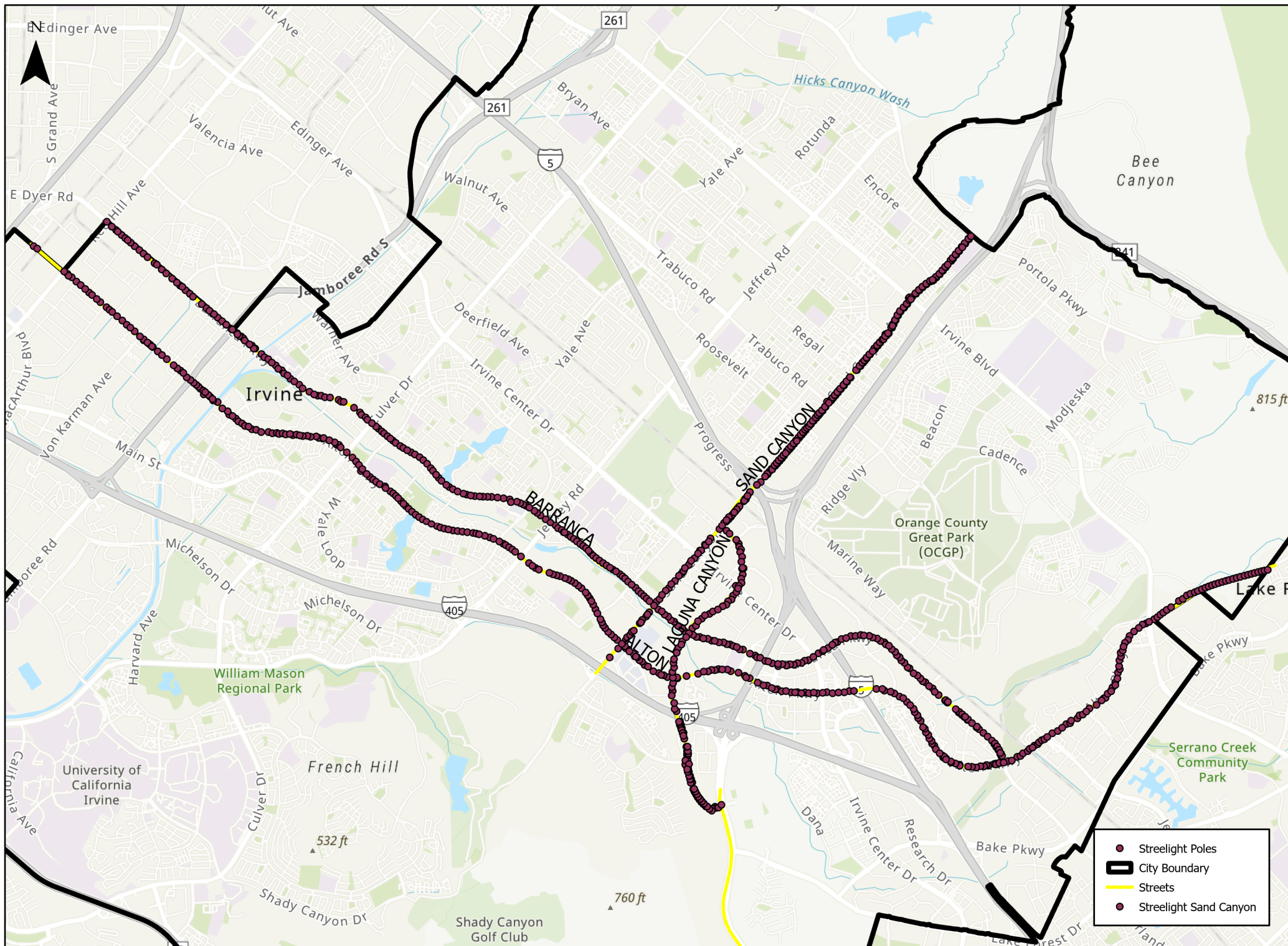
Business District



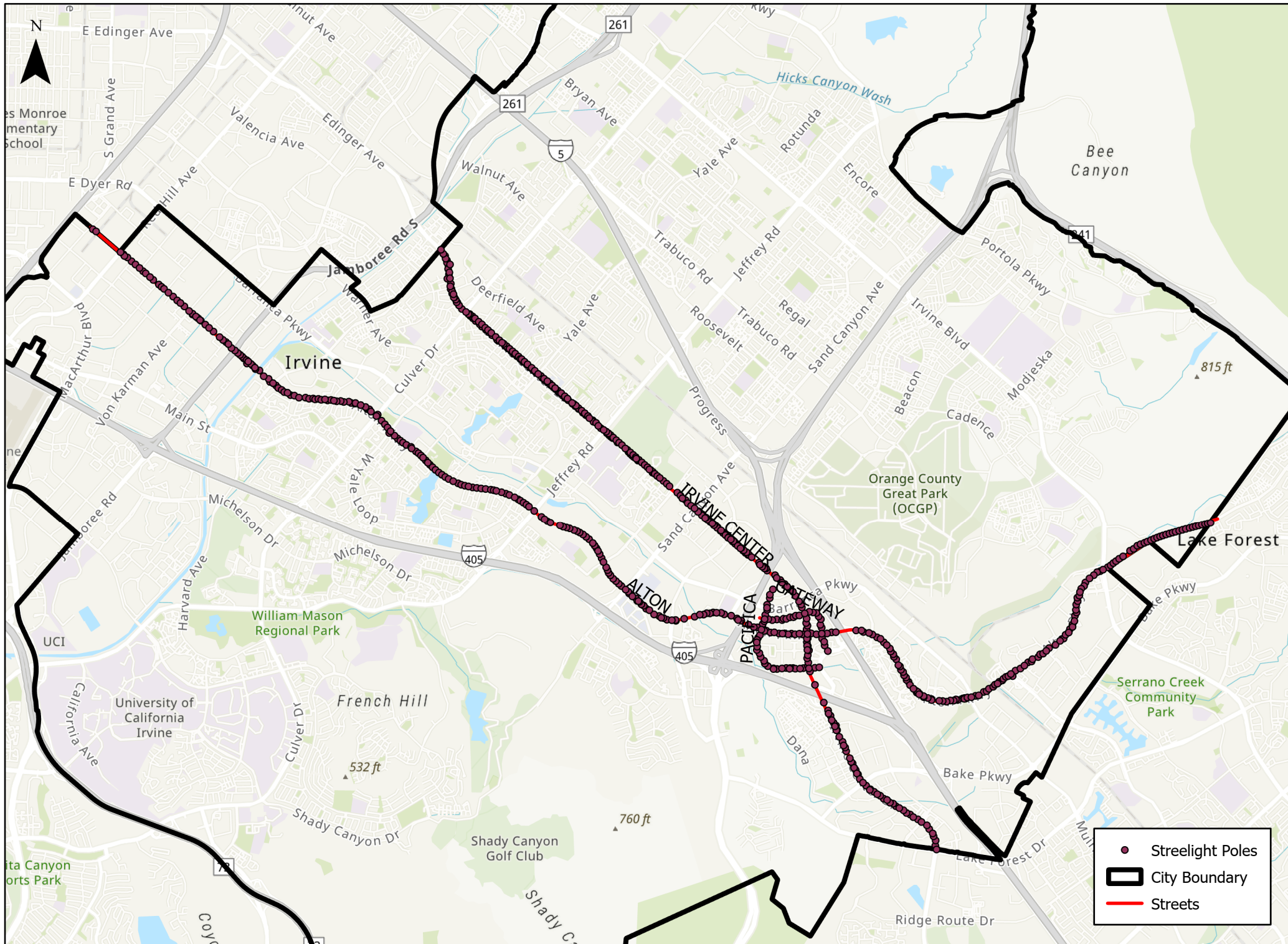
Great Park Area



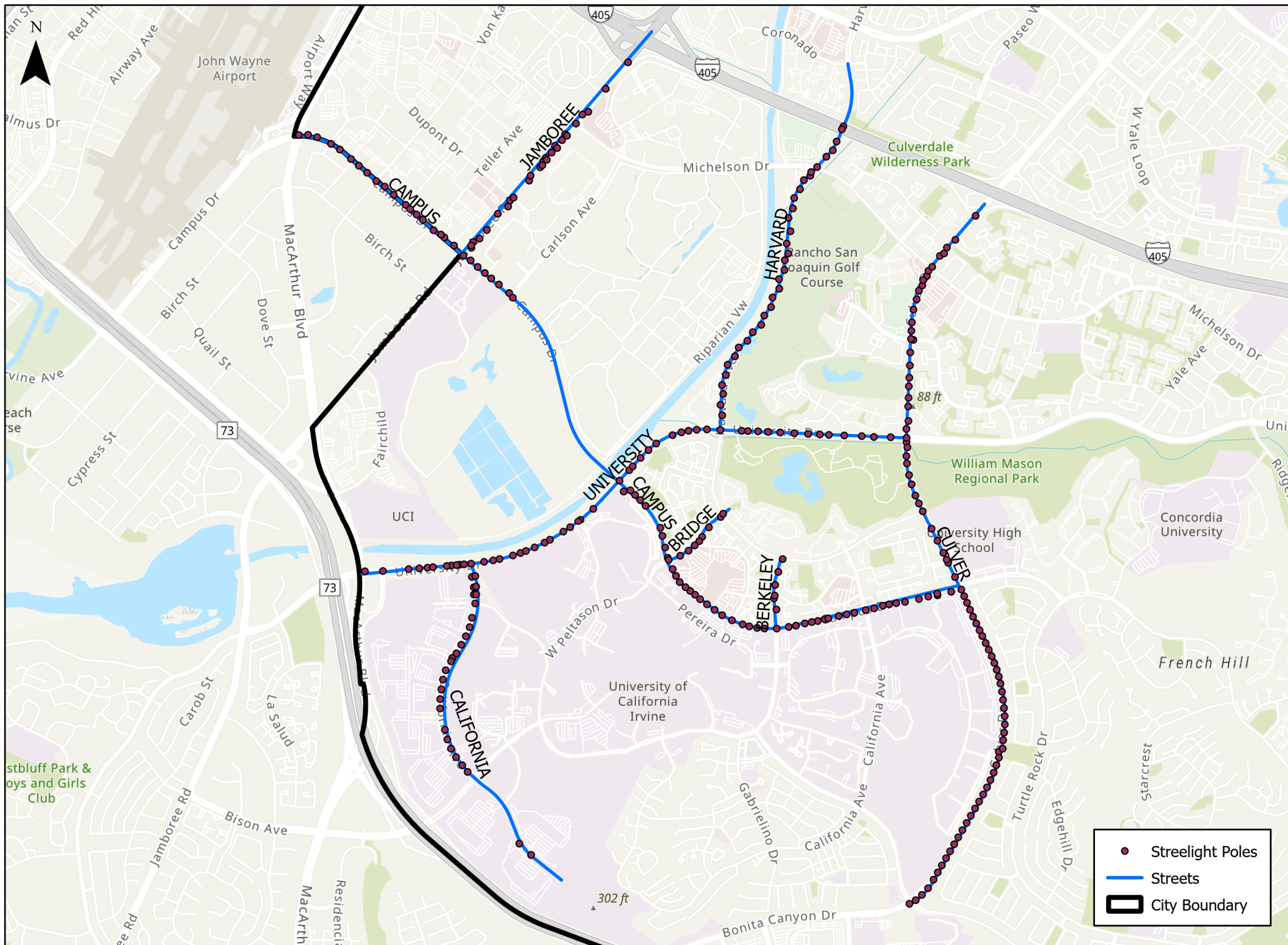
Healthcare Corridor



Spectrum Area



UCI Area



ATTACHMENT

Area	Roadway	Segment	Existing Daily Traffic	Future Buildout Daily Traffic
Airport Area	MacArthur Bl.	b/w Business Center Dr. and Michelson Dr.	51,800	56,000
	Michelson Dr.	e/o MacArthur Bl.	11,600	11,900
	Campus Dr.	e/o MacArthur Bl.	12,100	13,900
Business Districts	Jamboree Rd.	n/o McGaw Av.	56,700	63,000
	Main St.	e/o Cartwright Rd.	26,600	28,000
	Von Karman Ave.	s/o Alton Pkwy.	23,800	28,900
	Red Hill Av.	n/o McGaw Av.	26,800	30,000
Healthcare Area	Sand Canyon Av.	s/o Barranca Pkwy.	26,800	36,500
	Alton Pkwy.	e/o Sand Canyon. Av.	26,100	36,100
	Barranca Pkwy.	e/o Sand Canyon. Av.	12,000	19,300
	Laguna Canyon Rd.	s/o Barranca Pkwy.	5,100	6,600
Great Park	Sand Canyon Av.	n/o Nightmist	34,900	37,700
	Trabuco Rd.	e/o Sand Canyon. Av.	10,200	24,900
	Marine Wy.	w/o Ridge Valley Rd.	10,800	31,500
	Ridge Valley Rd.	s/o Great Park Blvd.	5,700	8,200
Spectrum Area	Alton Pkwy.	e/o ICD	22,900	29,700
	ICD	b/w Alton Pkwy.and Spectrum	24,400	36,300
	Gateway Bl.	s/o Alton Pkwy.	6,600	10,900
	Pacifica	n/o (e/o) ICD	5,500	8,300
UCI Area	University Dr.	b/w Mesa Rd. and California Av.	34,000	42,000
	Campus Dr.	b/w University Dr. and Bridge Rd.	22,200	31,900
	Culver Dr.	n/o Campus Dr.	35,900	39,900
	California Av.	s/o University Dr.	10,000	15,800

ATTACHMENT



ATTACHMENT III

PRICE PROPOSAL SHEET FOR BANNER SERVICES

The Contractor shall provide unit pricing (excludes sales tax) in accordance with ATTACHMENT I - SCOPE OF SERVICES.

A. Banner Printing and Fabrication	Quantity	Price Per Banner
	1-24	\$ 96.75
	25-100	\$ 76.25
	100+	\$ 65.75
	Subtotal A:	\$ 238.75

B. Snipe Printing and Fabrication	Quantity	Price Per Banner
	1-24	\$ 7.75
	25-100	\$ 6.75
	100+	\$ 5.75
	Subtotal B:	\$ 20.25

C. Banner Installation and Removal	Quantity	Price Per Banner
	1-24	\$ 63.00
	25-100	\$ 31.25
	100+	\$ 26.25
	Subtotal C:	\$ 120.50

D. Snipe Installation and Removal	Quantity	Price Per Banner
	1-24	\$ No Charge
	25-100	\$ No Charge
	100+	\$ No Charge
	Subtotal D:	\$ No Charge

E. Banner Cleaning and Storage	Quantity	Price Per Banner
	1-24	\$ No Charge
	25-100	\$ No Charge
	100+	\$ No Charge
	Subtotal E:	\$ No Charge

F. Emergency Services (24-hr. response)	Quantity	Price Per Banner
	1-24	\$ No Charge
	25-100	\$ No Charge
	100+	\$ No Charge
	Subtotal F:	\$ No Charge

Grand Total: (A-F)	\$ 379.50
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ATTACHMENT

JOHN WAYNE AIRPORT AREA

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24)



Total Trips

13,037,861 Trips



Visitor Days

13,280,340 Days



Avg Length of Stay

1 Days



Unique Visitors

2,719,853 Visitors

BUSINESS DISTRICT AREA

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24)



Total Trips

30,731,027 Trips



Visitor Days

36,590,464 Days



Avg Length of Stay

1.2 Days



Unique Visitors

1,462,767 Visitors

UNIVERSITY OF CALIFORNIA IRVINE AREA

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24)



Total Trips

14,762,585 Trips



Visitor Days

17,434,151 Days



Avg Length of Stay

1.2 Days



Unique Visitors

631,737 Visitors

SPECTRUM AND HEALTHCARE AREA (COMBINED)

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24) Healthcare area alone: 781,415 Unique Visitors and 46,309,323 Visitor Days



Total Trips

50,018,795 Trips



Visitor Days

57,748,816 Days



Avg Length of Stay

1.2 Days



Unique Visitors

2,390,895 Visitors

SPECTRUM CENTER AREA

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24)



Total Trips

11,411,113 Trips



Visitor Days

11,439,493 Days



Avg Length of Stay

1 Days



Unique Visitors

1,609,480 Visitors

GREAT PARK AREA

DataFy Geolocation Estimates as of 1/20/24

OVERALL VISITATION (1/1/23-1/1/24)



Total Trips

3,911,134 Trips



Visitor Days

3,948,137 Days



Avg Length of Stay

1 Days



Unique Visitors

476,115 Visitors

ATTACHMENT

