



# AGENDA

Mike Carroll  
Chairman

Tony Zand  
Vice Chairman

Pete Carmichael  
Committee Member

Oliver C. Chi  
Committee Member

Marina Dutton  
Committee Member

Jeff Mitrovic  
Committee Member

Sid Ramani  
Committee Member

## CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

May 21, 2024  
8:30 AM

Las Lomas Community Center  
10 Federation Way  
Irvine, CA 926063

### **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](mailto: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](http://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***

**PUBLIC COMMENTS - NON-AGENDIZED ITEMS**

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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.

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**ANNOUNCEMENTS/COMMITTEE REPORTS**

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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.

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**COMMITTEE BUSINESS**

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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

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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.

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**3. MINUTES**

**ACTION:**

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

**4. STREETLIGHT BANNER ADVERTISING CAMPAIGN AND COSTS**

**ACTION:**

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

**5. FORMATION OF A SALES AND MARKETING SUBCOMMITTEE UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2024-25**

**ACTION:**

1. Approve sales and marketing subcommittee for Fiscal Year 2024-25.
2. Appoint up to three members of the Hotel Improvement district Operating Committee to serve.

**6. APPROVAL OF THE FISCAL YEAR 2024-2025 HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING SCHEDULE**

**ACTION:**

Approve Hotel Improvement District Operating Committee meeting schedule to be the third Tuesday, every other month at 8:30 a.m. – 10:30 a.m.

**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](http://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




Hotel Improvement District Operating Committee Meeting

May 21, 2024

- William Woollett Jr. Aquatics Center, 4602 Walnut Ave.
- City's web page at [cityofirvine.org](http://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 5/13/2024 by Ericka Lozada as well as on the City's web page.

DocuSigned by:  
  
C003E51B14554D2

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Ericka Lozada  
Recording Secretary

# PRESENTATION

1

# Hotel Improvement District (HID) Operating Committee Meeting HID Program Director's Report

May 21, 2024



**Welcome new Committee Member  
Marina Dutton, General Manager, Irvine Marriott**



## **HID Organizational Update:**

Oversight of HID transitioned on February 12, 2024, from Dan Han in Economic Development to Communications & Engagement, lead by Melissa Haley.

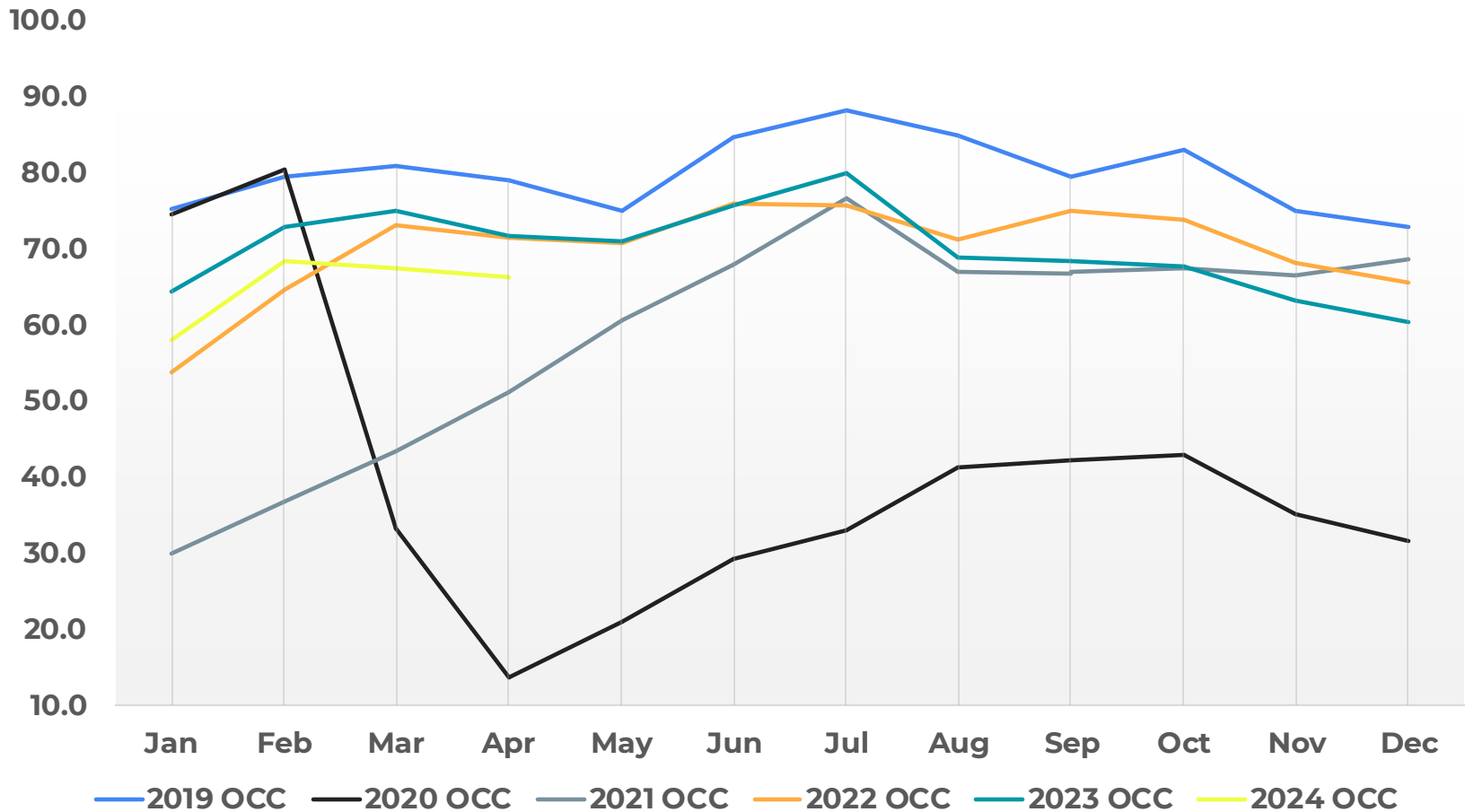


**2019 – 2024**

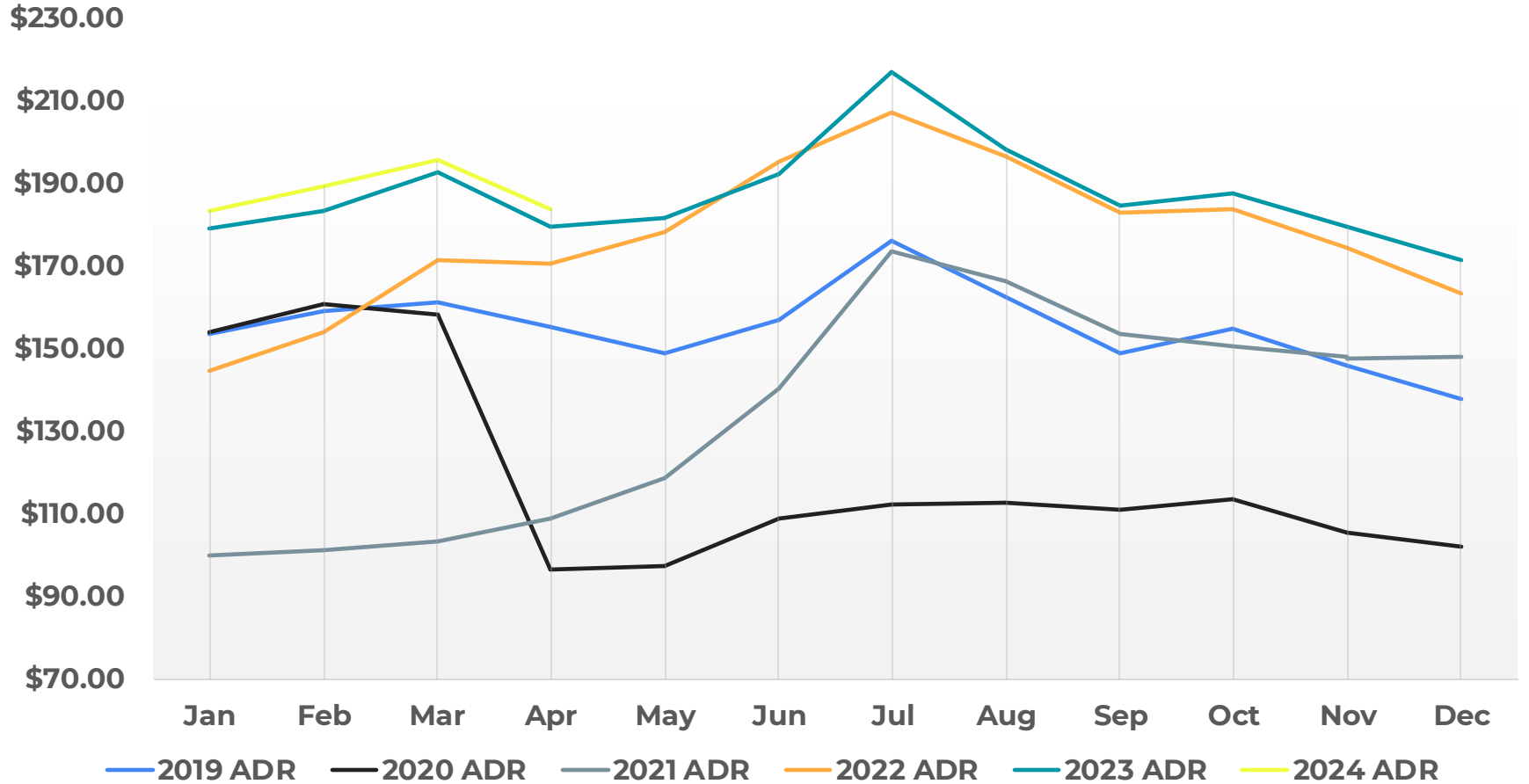
**Occupancy & ADR**



# % Occupancy



# Average Daily Rate (ADR)

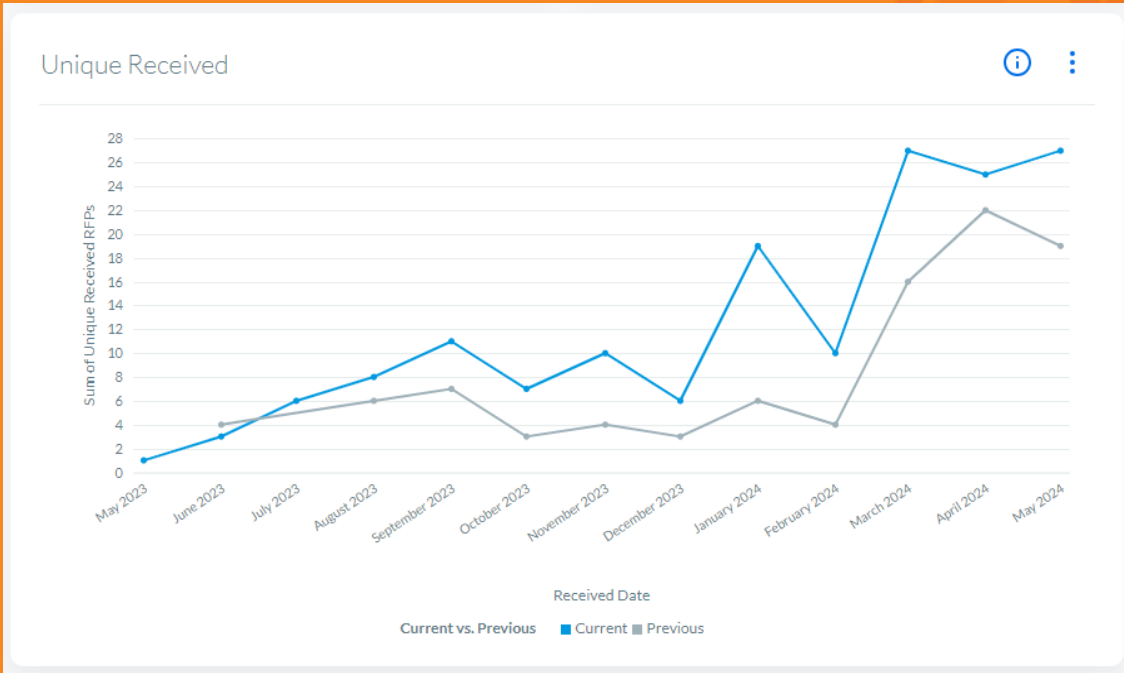






# **Sales Activities and Results**

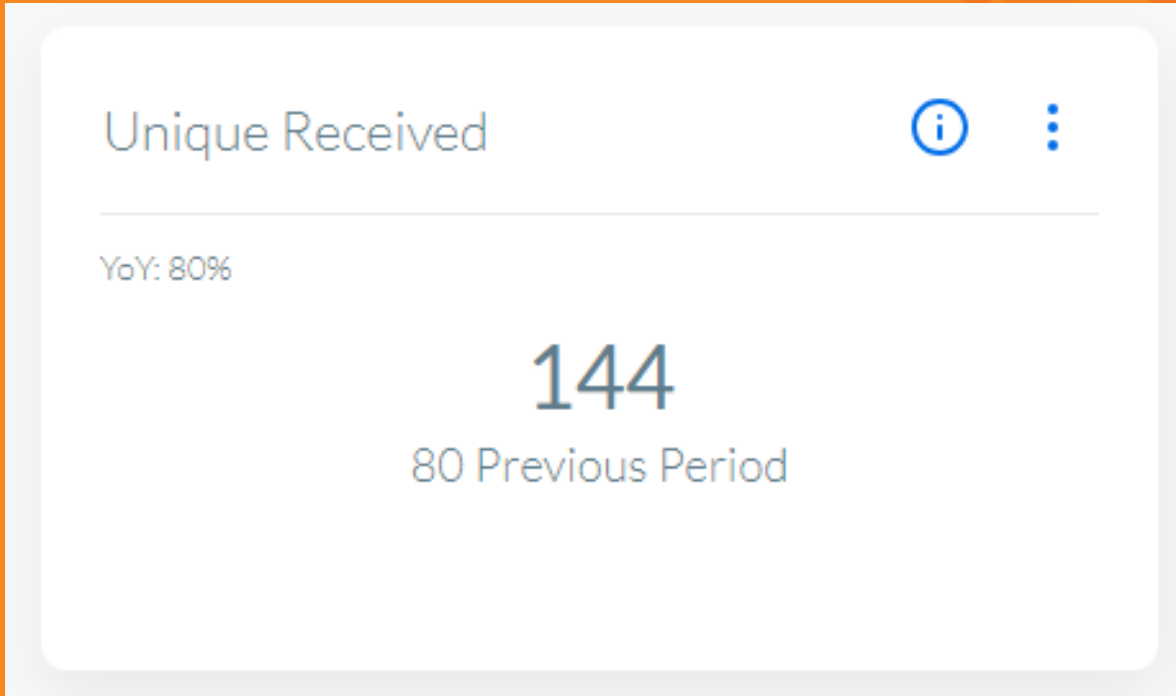
# CVENT Data: Unique Leads Received YoY



Total \*Unique Leads/RFPs that hotels received in the last 12 months (May 2023 – May 2024) versus May 2022 – May 2023.

\*Unique Leads: RFPs that are counted only once, no matter how many Irvine hotels received them.

# **CVENT Data: Unique Leads Received**



Unique Leads received in the last 30 days for groups arriving 5/1/24-8/1/24: 144

Unique Leads received in the previous period (3 months): 80

**80% YoY Increase**

# CVENT Data: Leads & Meeting Planners

Comparing Year-Over-Year (May 2023 – May 2024 versus May 2022 – May 2023)

Unique RFPs



1,132

48% YoY Change

Meeting Planners



669

34% YoY Change

Awarded RFPs



260

29% YoY Change

Unique Leads/RFPs: 1,132

48% YoY Increase

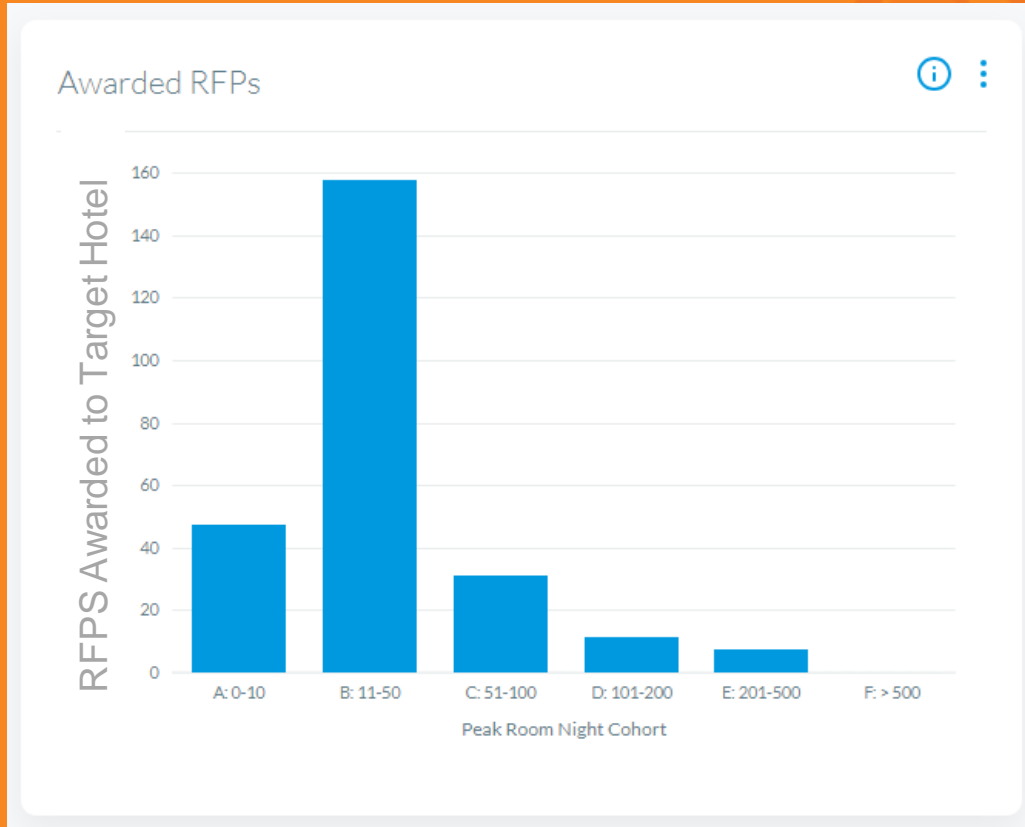
Meeting Planners Sourcing  
Destination Irvine: 669

34% YoY Increase

Awarded Leads/RFPs: 260

29% YoY Increase

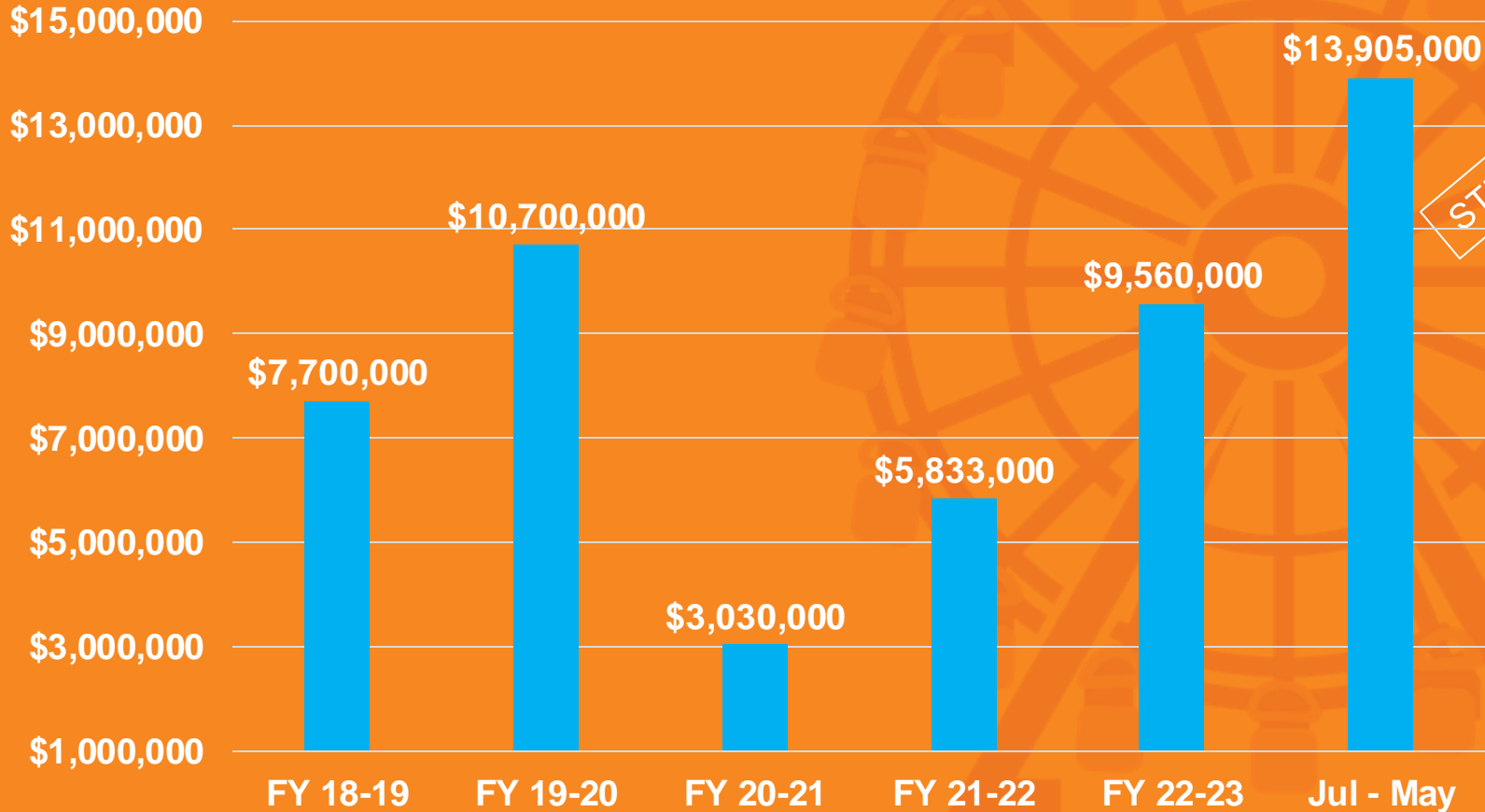
# CVENT Data: RFPs Awarded to Target Hotel





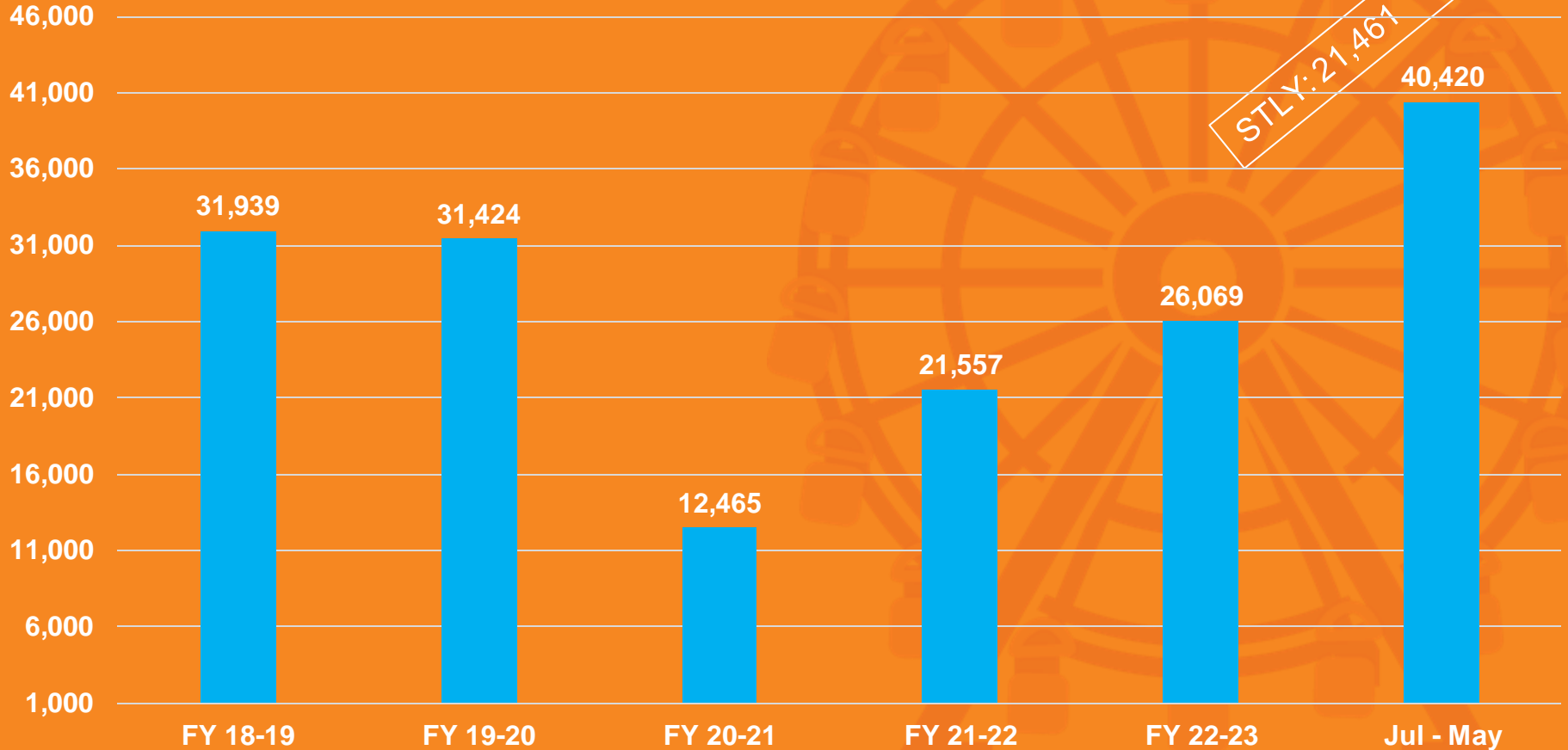
# **Group Sales Economic Impact**

# Group Sales Economic Impact



STLY: \$8.18M

# Room Nights Booked Through Sales Efforts







## **Sales Activities Fiscal Year To-Date**

- 422 Leads sent  
Same Time Last Year: 212
- Site Visits:
  - 14 sports groups
  - 9 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:  
33,000 room nights  
330 groups  
Group booking program anticipated to  
remain active through June 30, 2024.**



## **Tradeshows & Events**

# Visit California Outlook Conference

## China

- Airlift to California from China is increasing by 42% this year; a return to pre-pandemic levels.
- Expected to spend \$2.2 billion in travel this year.

## France:

- 20% increase in flights to LAX this year.

## South Korea:

- 11% more flights into California compared to pre-pandemic.

## Tradeshows Attended Since Last HID Meeting (January 16, 2024):

Event	Location	Dates	Who Attended?	Number of Appointments
Smart Meetings	Phoenix	3/24-3/26	Charles	24
Conference Direct	Arlington	4/7-4/11	Charles	20
Sports ETA	Portland	4/22-4/25	Dave	33
IPW	Los Angeles	5/3-5/7	Misty, Dave, Charles, Ericka & Hoteliers	35
HelmsBriscoe	Las Vegas	5/14-5/16	Charles	Networking with all HB Planners



U.S. TRAVEL'S  
**ipw**  
LOS ANGELES 2024



# Remainder FY Tradeshows

Event	Location	Dates	Who's Attending
Esports Travel Summit	Raleigh, NC	5/29-5/31	Dave
SPORT Invitational	Mesa, AZ	6/5-6/7	Dave
CVENT Connect 2024	San Antonio, TX	6/10-6/13	Charles

# **Quarterly Hotelier Networking Event**

**February 28 at Wild Rivers Waterpark**

- **Record attendance at any Destination Irvine event with 50+ Irvine Hoteliers!**
- **Wild Rivers proposed ways they can partner with Irvine hotels and gave away a 4 pack of tickets for our raffle!**
- **Fun, tropical-themed entertainment, and delicious food, and beverage catered by the team at Wild Rivers!**



# WILD RIVERS

IRVINE, CA





# **Expedia Campaign Results**

# Expedia Campaign: Always On

July 2023 – April 2024	Room Nights	Gross Booking Revenue	ROAS (return on ad spend)
Always On (dedicated to Irvine hotels only)	17,700	\$3,700,000	\$47 : \$1



# **HID Subcommittee Update**



## **HID Subcommittee Meetings**

February 15, 2024 (Former HID Committee Member Ronnie Dalgado, Sid Ramani, and Misty Bond were in person, Madden Media and Tony Zand attended virtually):

- Discussed the refreshed logo
- Discussed the possible addition of a content specialist position to Destination Irvine

May 1, 2024 (Sid Ramani, Melissa Haley and Misty Bond attended):

- Reviewed the draft FY 2024-2025 Sales & Marketing Budget.
- Shared updates on upcoming media event and FAM trips.

# Refreshed Logos!

LEISURE



CORPORATE



SPORTS





## **Financial Updates**

# Summary

- **BACKGROUND:**

- City Council approved HID's FY '23 – '25 budget on June 13, 2023, in preparation for HID's transition on 7/1/2023:
  - Staff presented the FY '23 – '24 budget for Sales and Marketing to the HID Committee on 7/18/2023.
  - HID's Subcommittee reviewed the budget updates for Sales and Marketing on 11/18/2023.

- **REVENUE:**

- FY '23 – '24 budget is \$3.326M.
- Year-to-date (YTD) actuals as of April 30, 2024, is \$2.54M, or appx. 76% of the total budget.
- Available fund balance to date is \$584K, which includes the Chamber of Commerce transferred to the City in June.

- **EXPENDITURE:**

- FY '23 – '24 budget is \$3.326M, including contingency reserves and salary & benefits for new Sales Manager.
- YTD actuals as of April 30, 2024, is \$1.98M, or appx. 60% of the total budget:
  - Sales & Marketing has spent to date 61%; an additional 28% is set aside for active contracts.



# FY '23 – '24: Budget to Actuals

	Type	Budget		Actual	
		\$	% of Total	\$	% of Budget Type
Revenue	HID Assessment Revenue	3.326M	100%	2.542M	76%
	Total:	3.326M	100%	2.542M	76%
Expenditure	Sales and Marketing	2.274M	68%	\$1.383M <sup>3</sup>	61% <sup>3</sup>
	Salary & Benefits <sup>1</sup>	617K	19%	486K	79%
	City's Cost and Expenses <sup>2</sup>	190K	6%	108K	57%
	Contingency Reserve	245K	7%	-	-
	Total:	3.326M	100%	1.977M	59%

\* \$ rounded to nearest thousands; actuals as of April 30, 2024

1. Salary and Benefits is for (4) four FTE HID staff, including recently hired Sales Manager.
2. City's Cost and Expenses include staffing for economic development programs and administration
3. Actuals does not include encumbered amount of \$643K (28%) for active contracts

# FY '23 – '24: City's Cost and Expenses

Type	Budget			Actual	
	\$	% of Subtotal	% of Total HID Budget <sup>1</sup>	\$	% of Budget Type
<b>Staffing for Economic Development Programs<sup>2</sup></b>	129K	68%	4%	56K	44%
<b>Administration<sup>3</sup></b>	61K	32%	2%	52K	84%
Subtotal:	190K	100%	6%	108K	57%

\* \$ rounded to nearest thousands; actuals as of April 30, 2024

1. Total budget for expenditure is \$3.326M

2. Staffing is comprised of portions of salaries & benefits of four staff operating economic development programs, including HID

3. Administration includes Internal Service Fund Charges and Audit Fees



# **Draft FY 2024-2025 HID Sales & Marketing Budget**

		HID FY 2024-2025 DRAFT BUDGET		Estimates	Estimated Budget	Estimated Percentages
<b>Account Management by Agency of Record</b>					<b>390,000.00</b>	<b>15.59%</b>
		Account Strategy + Leadership		390,000.00		
		Consumer Research (to specifically support branding insights)				
		Concept-Brand Development, Logo, and URL	Brand positioning, manifesto, logo, brand guidelines			
		Public Relations	PR account services, management, reporting, 4 quarterly newsletters, at least 4 press trips, and one media event. Regular Visit California engagement.			
		Media Planning and Buying, Digital Media Management, and Visit California Participation				
		Social Media Strategy, and Content Plan				
		Creative Services and Support				
		FAM Trips & Social Media Influencer FAMs	At least 3 FAMs: leisure, sports, and meetings categories and at least 4 social media influencer collaborations			
		SEO				
		Digital Visitor Guide Design and Execution				

<b>Website</b>					<b>7,836.00</b>	<b>0.31%</b>
		DestinationIrvine.com Hosting on WordPress		7,836.00		
		SEO	Listed under agency costs			
<b>CRM</b>					<b>8,100.00</b>	<b>0.32%</b>
		iDSS/Tempest		8,100.00		
<b>Advertising</b>					<b>815,000.00</b>	<b>32.59%</b>
		Expedia (Always-On: Dedicated to Irvine Hotels only. )		200,000.00		
		<del>Expedia (OC Co-Op)</del>	<del>100000</del>	<del>0.00</del>		
		Remaining Advertising: Sports, Meetings & Corporate, Leisure & Destination Awareness		615,000.00		
<b>Research</b>					<b>47,986.08</b>	<b>1.92%</b>
		STR Reports	Contract expires 6/30/24	13,336.08		
		Amadeus/Travel Click	Will not renew @ \$37K			
		DataFY	Renew in November 2024	34,650.00		

<b>Organizational Development and Planning</b>			-	-	<b>0.00</b>	<b>0.00%</b>
		Strategic Planning Firm		0.00		
		Organizational Development		0.00		
<b>Tradeshows &amp; Collateral</b>					<b>170,000.00</b>	<b>6.80%</b>
		Tradeshow Booth Décor, Collateral, & Shipping		60,000.00		
		Sports, Corporate and Industry Events with some Hotelier Participation		110,000.00		
<b>Professional Memberships</b>					<b>8,978.00</b>	<b>0.36%</b>
		Small Market Meetings		500.00		
		Destination Marketing Association West		0.00		
		CalSAE		0.00		
		CalTravel	Expires on 6/30/24	999.00		
		ASAE		475.00		
		Destinations International		3,254.00		
		US Travel Association (ESTO)	Valid through 12/31/24	3,750.00		

<b>Local Industry Outreach</b>					<b>70,000.00</b>	<b>2.80%</b>
		FAMs and Influencer Trips (at least 3)	Listed under agency costs	0.00		
		Local Client Engagement		10,000.00		
		Hotelier Engagement & Quarterly Events (local)		60,000.00		
<b>Partner Programs</b>					<b>56,599.19</b>	<b>2.26%</b>
		Cvent	signed through June 2026 (\$56,397.45 for FY25-26)	53,782.19		
		Destinations International Meetings Calculator		2,817.00		
<b>Miscellaneous</b>					<b>50,710.73</b>	<b>2.03%</b>
		Sales & Marketing Reserves		50,710.73		
<b>Hotel Business Development</b>					<b>581,000.00</b>	<b>23.23%</b>
		Hotel Allowance Program		396,000.00		
		Rewards Program for 3rd Party, Corporate Planners	Incentive structure TBD but based on actualized room nights.	15,000.00		
		Business Transient Booking Incentive		20,000.00		
		Destination Irvine's Business Development Fund for Large Group (750+ RNs)		150,000.00		
<b>Additional Staff</b>					<b>125,000.00</b>	<b>5.00%</b>
		Digital Content Specialist		125,000.00		
<b>TOTAL SALES &amp; MARKETING BUDGET:</b>				<b>2,500,960.00</b>	<b>2,500,960.00</b>	

# Hotel Improvement District (HID) Operating Committee Meeting HID Program Director's Report

May 21, 2024





# **Madden Media Status Updates Item #2**



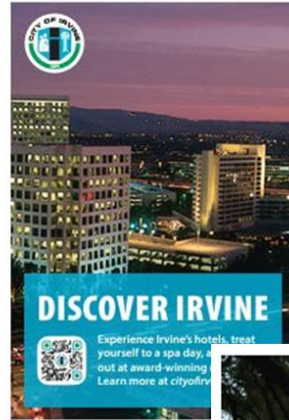
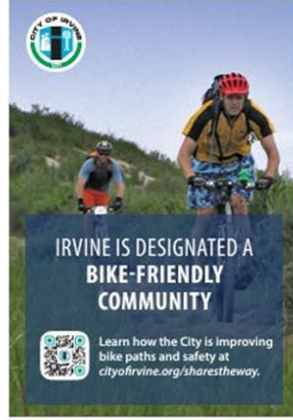
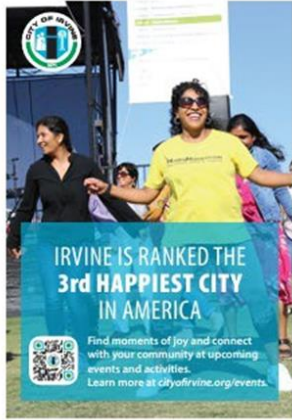
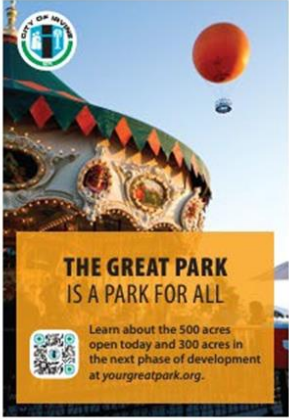
# **Minutes Item #3**



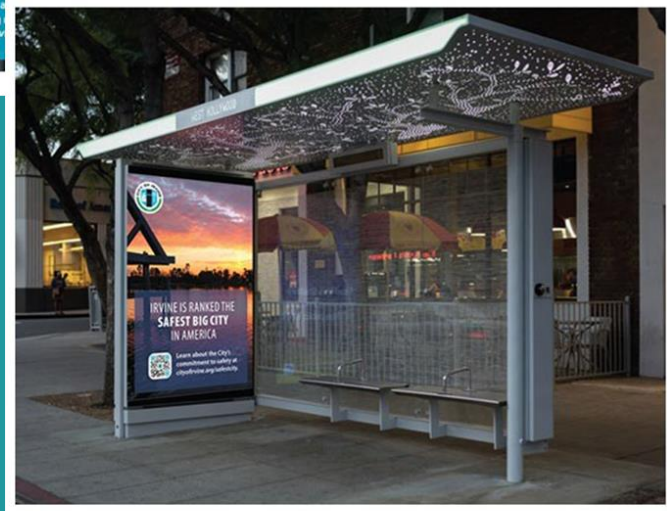
# **Streetlight Banner Advertising Campaign and Costs**

## **Item #4**

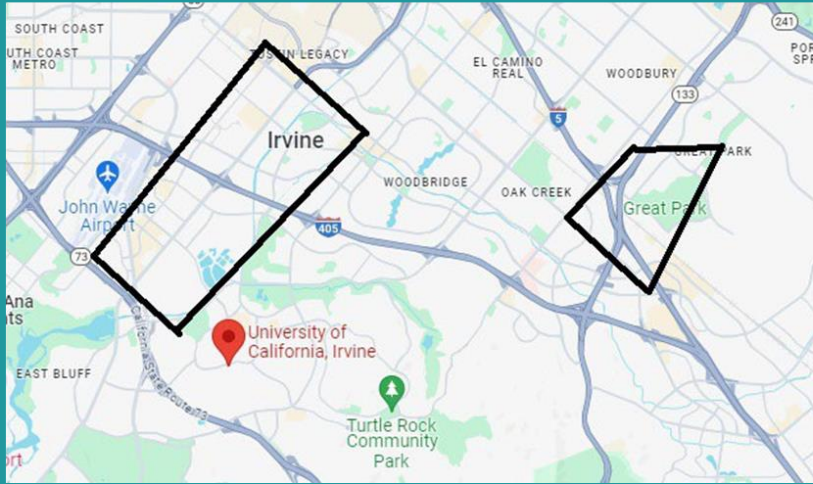




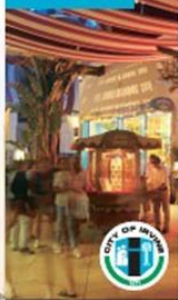
# Streetlight Banner



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



**YOUR**



**STAY-  
CATION**



**AWAITS**



**DESTINATION  
IRVINE**



**REST**



**RELAXATION**



**REJUVENATION**

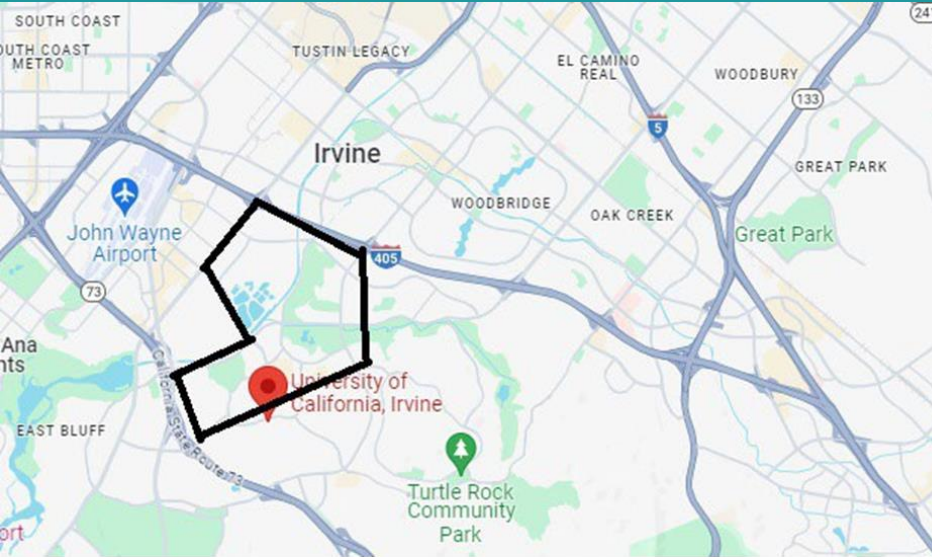


**DESTINATION  
IRVINE**

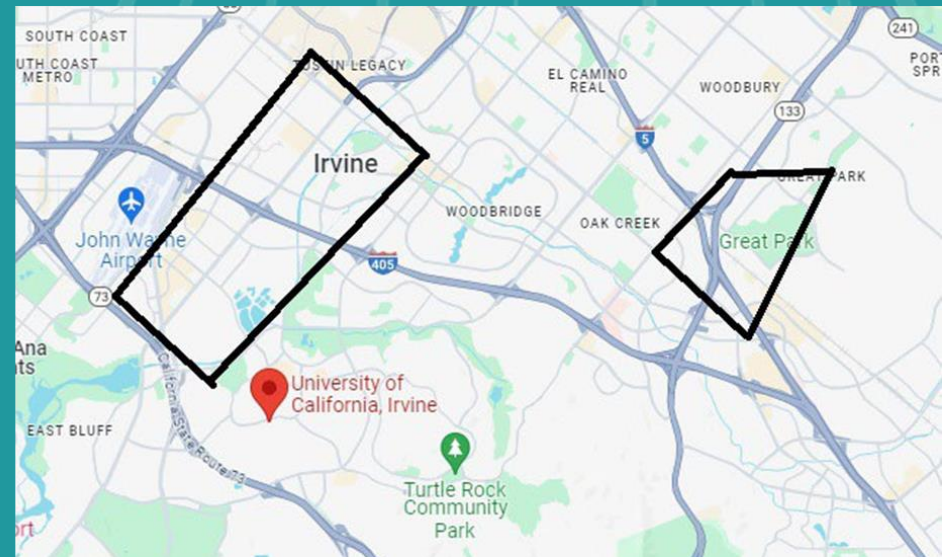




## Proposed Streetlight Banner Locations:



## Alternative Streetlight Banner Locations:



- ~\$120K to implement 300 streetlight banners

# **Formation of a Sales & Marketing Subcommittee Under the HID for FY2024-2025**

**Item #5**



## **Item #5 Recommended Action:**

- 1. Approve sales and marketing subcommittee for Fiscal Year 2024-25.**
- 2. Appoint up to three members of the Hotel Improvement district Operating Committee to serve.**





**Approval of the FY2024-2025 HID Operating  
Committee Meeting Schedule  
Item #6**





**Proposed FY24-25 Meeting Calendar (same as FY23-24):**

**Third Tuesday, every other month, 8:30 a.m. - 10:30 a.m.**

JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



destination  
irvine

# PRESENTATION

2



Presented to:

CITY OF IRVINE  
HID COMMITTEE

→ May 21, 2024



May 2024

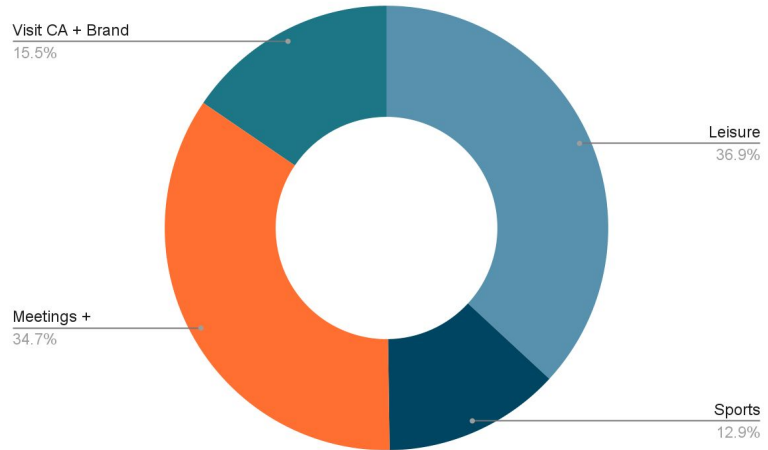
**UPDATES**



# 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
<b>Total Media Budget</b>	<b>\$387,460</b>



# PAID MEDIA CAMPAIGNS

## LEISURE

Leisure tactics are Destination Irvine's foundational, always-on media that have high-funnel awareness goals of Irvine as a destination for leisure travelers.

### DEPLOYED

Paid Search

Meta (Facebook + Instagram)

TikTok

Google Display

Audacy (Audio Ads)

### UPCOMING

Google Video

MobileFuse Mindset Targeting

## MEETINGS, CORPORATE + SPORTS

Meetings, Corporate + Sports efforts are highly targeted to planners to promote Irvine's meetings and events facilities, Destination Irvine's services, location and beyond the meeting attractions for attendees.

### DEPLOYED

Meetings Paid Search

Meetings Paid Remarketing

### INDUSTRY ENDEMIC (LIVE AT VARIOUS TIMES)

Small Market Meetings

Smart Meetings

CVENT

MPI

ASAE

HPN

CalSAE

ConferenceDirect

Helmsbriscoe

TEAMS

Sports Business Journal



# SITE PERFORMANCE AT A GLANCE

## INSIGHTS

Since paid media efforts launched in November 2023, the Destination Irvine site has seen a lift in overall users as compared to the previous year.

- Organic Search & Paid Search increase traffic by over 4x compared to the previous year in the same time period with an exponential jump starting in February 2024.
- Y/Y growth from January through May in traffic is directly attributed to the paid media efforts running.
  - Paid Search brought in over 50k Users - the highest of any channel since January.
  - Paid Social brought in 15.7k Users.

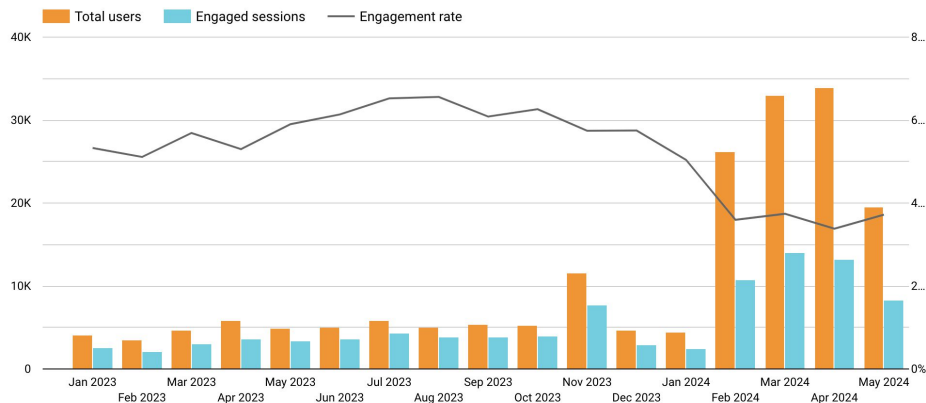
### TOP PAGES

	Page path	Total users	% Δ
1.	/	54,037	662.4% ↑
2.	/things-to-do/	22,248	243.7% ↑
3.	/meetings/	13,060	10,604.9% ↑
4.	/things-to-do/global-cuisine/	10,767	490.6% ↑
5.	/things-to-do/outdoors-recreation/	8,418	568.6% ↑
6.	/events/	7,725	566.5% ↑
7.	/things-to-do/shopping/	5,304	215.7% ↑
8.	/things-to-do/kid-friendly/	4,880	232.7% ↑
9.	/things-to-do/outdoors-recreation...	3,962	-
10.	/things-to-do/attractions/	3,237	140.5% ↑

### TOP CITIES

	City	Total users	% Δ
1.	Los Angeles	28,246	639.8% ↑
2.	(not set)	10,785	246.9% ↑
3.	Irvine	6,538	229.4% ↑
4.	Dallas	4,851	4,118.3% ↑
5.	San Diego	3,870	457.6% ↑
6.	San Jose	3,491	284.5% ↑
7.	Anaheim	2,233	822.7% ↑
8.	Santa Ana	1,992	348.6% ↑
9.	Phoenix	1,883	2,039.8% ↑
10.	Las Vegas	1,773	874.2% ↑

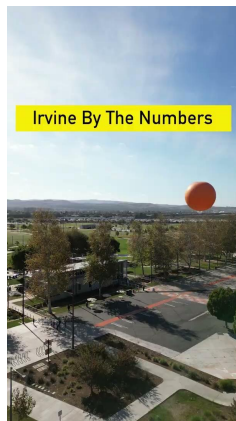
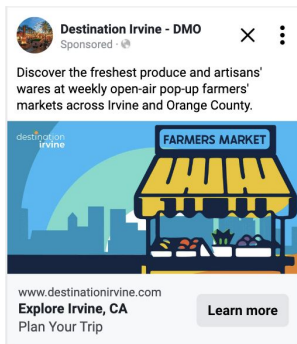
**Note:** %Delta represents the change from the same month in the previous year.



# PAID MEDIA OVERVIEW

## NOTABLE HIGHLIGHTS

- Tiktok is performing 293% above the 0.46% CTR benchmark at 1.81%. This is largely due to the effectiveness of creative messaging aligning with segmented audience targeting. The right message to the right person at the right time.
- Leisure Display has already exceeded our initial projections for impressions goals while maintaining and above average CTR.
- Meta Prospecting is on page to deliver 117% of our click goal.
- Outdoor activities and markets reign supreme among our target audience in terms of ad engagement.



# 132k

TOTAL CLICKS

# 12.5M

TOTAL IMPRESSIONS

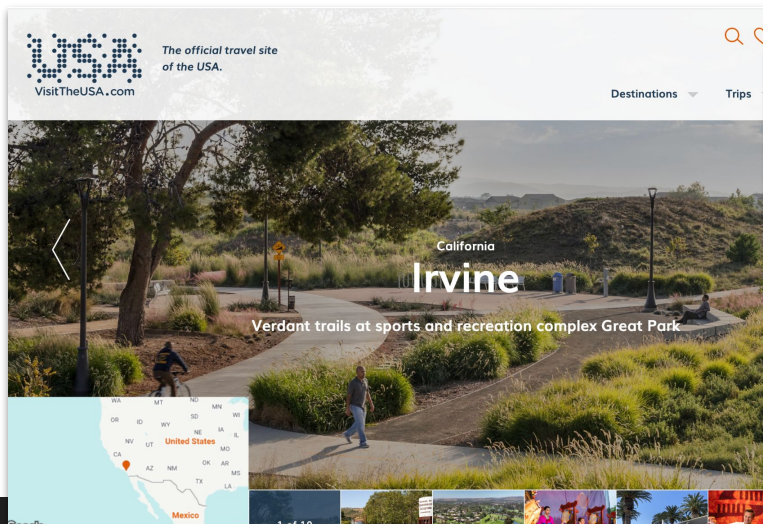
# 8

PAID MEDIA TACTICS

# 76k

SITE USERS

# BRAND USA PARTNERSHIP



## TRANSLATED IN:

**English** (Global, Australia, India, UK, Canada, Sweden)

**Portuguese** (Brazil)

**French** (France, Canada)

**Korean** (Korea)

**Spanish** (Colombia, Chile, Mexico)

**Japanese** (Japan)

**German** (Germany)

**Simplified Chinese** (China)

## Soak up the sun in Southern California

With a temperate climate and an average of 281 sunny days per year, Irvine is a hidden gem in the middle of all that Southern California has to offer. Savor world-class shopping, a flourishing culinary scene and attractions for all ages and interests. Home to the University of California, Irvine, this cool California hub conveniently puts visitors close to Orange County's most iconic beaches and theme parks.

### World-Class Dining and Shopping

Over 80 languages are spoken in Irvine, and that diversity is evident in the city's booming **culinary scene**. Treat your tastebuds in innovative establishments like Diamond Jamboree, a multicultural dining and retail center with an emphasis on Pan-Asian cuisine, and Marble Steakhouse and Grille, a fusion restaurant combining Korean barbecue, American steakhouse and Italian cuisine. Nightlife in Irvine is lively, yet refined; when the sun goes down, locals and visitors alike head to the Irvine business district for craft cocktails and conversation. Insider tip: Many of Irvine's hotel lobbies host live music performances on the weekends. You can't visit Irvine without spending a day at Irvine Spectrum Center. Shop an amazing array of well-known brands, specialty items, and boutiques with full-service restaurants and casual dining options.

### Family-Friendly Attractions

Irvine offers fun outings for all kinds of travelers. Centrally located Great Park offers state-of-the-art athletic fields and amenities for sports, recreation and education. Take in panoramic views of the area on the Great Park Balloon, then, learn about urban gardening and see butterflies at the Farm + Food Lab, an interactive outdoor education center. For aquatic fun, check out Wild Rivers, a water park for all ages. Pretend City Children's Museum is a hands-on, child-sized "city" designed for exploration and creative free play. Nature lovers can't miss a trip to Tanaka Farms, where guests are invited to pick their own produce and flowers.

### Year-Round Outdoor Adventures

Irvine balances developing urban spaces with protecting its natural resources. At the Irvine Open Space Preserve, discover wildlife and sweeping vistas in a network of parks, trails and wildlands for hiking and biking. Irvine's mild climate makes for great golfing throughout the year, too: At Oak Creek Golf Club, play a serene, secluded course that showcases the natural beauty of the area. Challenge your skills on greens set along a coastal inlet at Rancho San Joaquin Golf Course, or hit the links at Strawberry Farms Golf Course, nestled among canyons and wetlands. For a classic **California** escape, take a short trip to **Orange County** to frolic on picturesque beaches.

Map data ©2024 Google, INEGI

Seasonally | Monthly

Spring

12 - 24 °C

Major Airports:  
John Wayne Orange County (SNA)  
Long Beach (LGB)  
Los Angeles (LAX)

States:  
California

# PR OVERVIEW

## NOTABLE HIGHLIGHTS

- **Secured Coverage:** Inclusion of Shady Canyon Golf Club, Tanaka Farms, and Pretend City Children's Museum in the last three (3) Visit California editorial stories.
- **Press Trips:**
  - Chloe Caldwell, Freelance Writer (*UPROXX, BRIDES*) + Content Creator - Complete (April 9-12)
  - Danielle Bauter, Freelance Writer (*Orange Coast Magazine, Thrillist*) - Completed (April 17-18)
  - Carly Neil, Freelance Writer (*Family Vacationist*) - Upcoming (May 27-29)
- **Newsletters:** Craft and deploy newsletter to a curated list 280+ of national, freelance, and regional writers, focused on how to play in Irvine including Wild Rivers, Great Park, and Turtle Rock Nature Center.
  - Publications that receive Destination Irvine's PR newsletter include, but are not limited to: *Travel + Leisure, Conde Nast Traveler, Fodor's Travel, USA Today*, and more.
- **Upcoming**
  - **Media Event:** Connect with LA area media 1:1 to share the Irvine story and refreshed brand through an intimate media mixer event.
  - **Mailer Boxes:** Curate destination media mailer boxes with Irvine specific items and deploy to national media to share the destination story and introduce Destination Irvine's refreshed brand.



### Shady Canyon Golf Club in Irvine

**Shady Canyon Golf Club**, established in 2002, was created by master course designer Tom Fazo in Irvine. With a passion for incorporating the natural beauty of an area into his designs, Fazo utilized the canyon and native vegetation to craft a one-of-a-kind golfing experience. Ranked highly among experts for its beauty and function, the course has been ranked a *Golf Digest* top course consistently for over two decades.

### All Ages Welcome at Tanaka Farms on Valentine's Day

**Tanaka Farms** in Irvine will be offering a romantic farm-to-table experience for couples on Feb. 11 from 6-9 p.m. The curated dinner will finish with home-grown chocolate covered strawberries and dessert followed by a romantic wagon ride through the farm as well as live music and dancing. For a kid friendly affair, Tanaka Farms is offering a family cookout the same day from 2-3 p.m. that includes DIY chocolate covered strawberries, tractor rides and visits with some of the barnyard animals.

### Make Believe Land

Children love to play pretend and at the **Pretend City Children's Museum** in Irvine, their fantasies come to life. The museum is a child-size city that invites kids to play grown-up by buying groceries, getting gas, going to the bank, or going to work at the café, the farm or as a doctor.

# 3M

UNIQUE VISITORS  
MONTHLY (UVM)

# \$28.5k

AD VALUE (AVE)

# PR OVERVIEW (cont.)

**bychloecaldwell** and **destinationirvine**  
Paid partnership with **destinationirvine**  
Mellowdy • Wanderlust

**bychloecaldwell** How to spend a weekend with **@destinationirvine** ad.

[Save this for your next trip to Southern California]

**STAY:**  
 🏠 **@mariottirvinespectrum** is in a prime location and offers spacious rooms, a large pool with cabanas, several dining options, and an elevated design.

**EAT & DRINK:**  
 ☕ Start your day with a craft latte from **@coffeedosecafe**  
 🍷 Treat yourself to a fancy steak dinner and wine at **@twentyeightoc**  
 🍽️ Try the unique apps and drinks at **@bennyandmarys**  
 🍹 Enjoy sunset beverages and bites at **@hhrooftopbar**  
 🍵 Indulge in sweet treats and specialty tea or coffee at **@baum\_tea\_coffee**

**PLAY:**  
 🍓 Go strawberry picking at **@tanakafarms**  
 🧴 Relax with a body scrub treatment at I-Spa  
 🌳 Go on a 2-mile walk in the sunshine at Quail Hill  
 🛍️ Go shopping at **@irvinespectrumcenter**

Would you spend a weekend in Irvine? Comment below and follow **@bychloecaldwell** for more California travel tips! ➔

**#destinationirvine #irvine #irvinecalifornia #irvinefoodies #orangecountyca #orangecountyfood #orangecountyfoodie #visitorangecounty #visitcalifornia**  
 Edited · 4w

**destinationirvine** Thank you so much for spending time with

Liked by **ehems98** and **848** others  
 April 16

Add a comment... Post

Chloe Caldwell, [@bychloecaldwell](#) (Followers: 7,229)

Click [HERE](#) to watch this reel

<b>35.1k</b>	<b>867</b>
Views	Likes
<b>667</b>	<b>136</b>
Shares	Comments



# SEO + WEBSITE

- Aug - Sep: SEO performed a content audit on the site at contract beginning to set baseline and to inform brand and content strategy.
- Apr - May: Rebuild of new site on WordPress
- By May 31st: launch of site; ongoing SEO to begin.



VIRTUAL TOUR MEDIA BLOG SEARCH 949-724-6691

THINGS TO DO PLAN YOUR VISIT EVENTS MEETING



## Welcome to IRVINE, CA!

Irvine — centrally located in the heart of Orange County — is a...  
America's most passenger-friendly international airports with...  
daily. Irvine's 23 hotels offer a full range of guest accommodati...  
190,000 square feet of indoor and outdoor meeting and event s...  
experience award-winning, globally-inspired cuisine, eclectic...  
and diverse shopping options.

SKYNAV VIRTUAL TOUR

English

# WHAT'S NEXT?

- LA Media Event
- Meetings Press + Planner Trip (June)
- Sports Planner Trip (June)
- Continual monitoring + optimization of paid media
- PR Newsletter (2/2) Deployment
- FY'25 Media + Strategy Planning

	May	June
<b>Website Migration and Launch</b>	Final QA + Launch	
<b>Ongoing SEO</b>		
<b>Ongoing PR Services</b>		
<b>Paid Media in Distribution</b>		
<b>Press Trips + Media Events</b>	LA Media Event Carly Neil, (5/27-5/29)	Meetings Press FAM
<b>Planner Fams</b>		Meeting Planners FAM Sports Planners FAM



**SPARKING IMAGINATION.**  
**NURTURING  CURIOSITY.**



**CONNECTING PEOPLE TO ~~PLACES~~**

*ITZVINE*



# MINUTES



# REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

**MEETING DATE:** MAY 21, 2024

**TITLE:** MINUTES

DocuSigned by:  
*Erica Lozada*  
C603E51B14554D2...

5/10/2024

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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:** May 21, 2024

**TITLE:** STREETLIGHT BANNER ADVERTISING CAMPAIGN AND COSTS

DocuSigned by:  
*Misty Bond*  
DDA4A6471A5A469...

5/9/2024

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.

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

## Hotel Improvement District Operating Committee Regular Meeting

May 21, 2024

Page 2 of 5

<b>Healthcare Area</b>	San Canyon (270), Alton (558), Barranca (446), and Laguna Canyon Road (139)	1,413
<b>Great Park</b>	San Canyon (270), Trabuco (156), Marine Way (84), Ridge Valley Rd (215)	725
<b>Spectrum Area</b>	Alton (561), Irvine Center Drive (362), Gateway Blvd (24), and Pacifica (50)	997
<b>University of California Irvine Area</b>	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
	<b>TOTAL NUMBER OF STREETLIGHT POLES</b>	<b>4,706</b>

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



## Hotel Improvement District Operating Committee Regular Meeting

May 21, 2024

Page 3 of 5

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:

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

## Hotel Improvement District Operating Committee Regular Meeting

May 21, 2024

Page 4 of 5

		(10) City Related		
<b>Business District</b>	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
<b>Healthcare Area</b>	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
<b>University of California Irvine Area</b>	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
<b>Great Park</b>	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

## Hotel Improvement District Operating Committee Regular Meeting

May 21, 2024

Page 5 of 5

	<b>TOTAL NUMBER OF BANNERS</b>	<b>316</b>	<b>\$48,576.00</b>	<b>\$71,346.00</b>
	<b>TOTAL COST OF BANNERS</b>	<b>\$119,922.0</b>		

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

# STAFF REPORT



# REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

**MEETING DATE:** MAY 21, 2024

**TITLE:** APPROVAL OF THE FISCAL YEAR 2024-2025 HOTEL  
IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING  
SCHEDULE

DocuSigned by:  
*Misty Bond*  
DDAA66471A5A469

5/13/2024

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HID Program Director

## RECOMMENDED ACTION

Approve Hotel Improvement District Operating Committee meeting schedule to be the third Tuesday, every other month at 8:30 a.m. – 10:30 a.m.

## EXECUTIVE SUMMARY

Staff is requesting that the regular Hotel Improvement District (HID) Operating Committee meeting cadence to be held every other month, on the third Tuesday at 8:30 a.m. for Fiscal Year 2024-25.

## ALTERNATIVES CONSIDERED

The Committee could propose changing the dates and times.

## FINANCIAL IMPACT

Not applicable.

**REPORT PREPARED BY** Misty Bond, HID Program Director

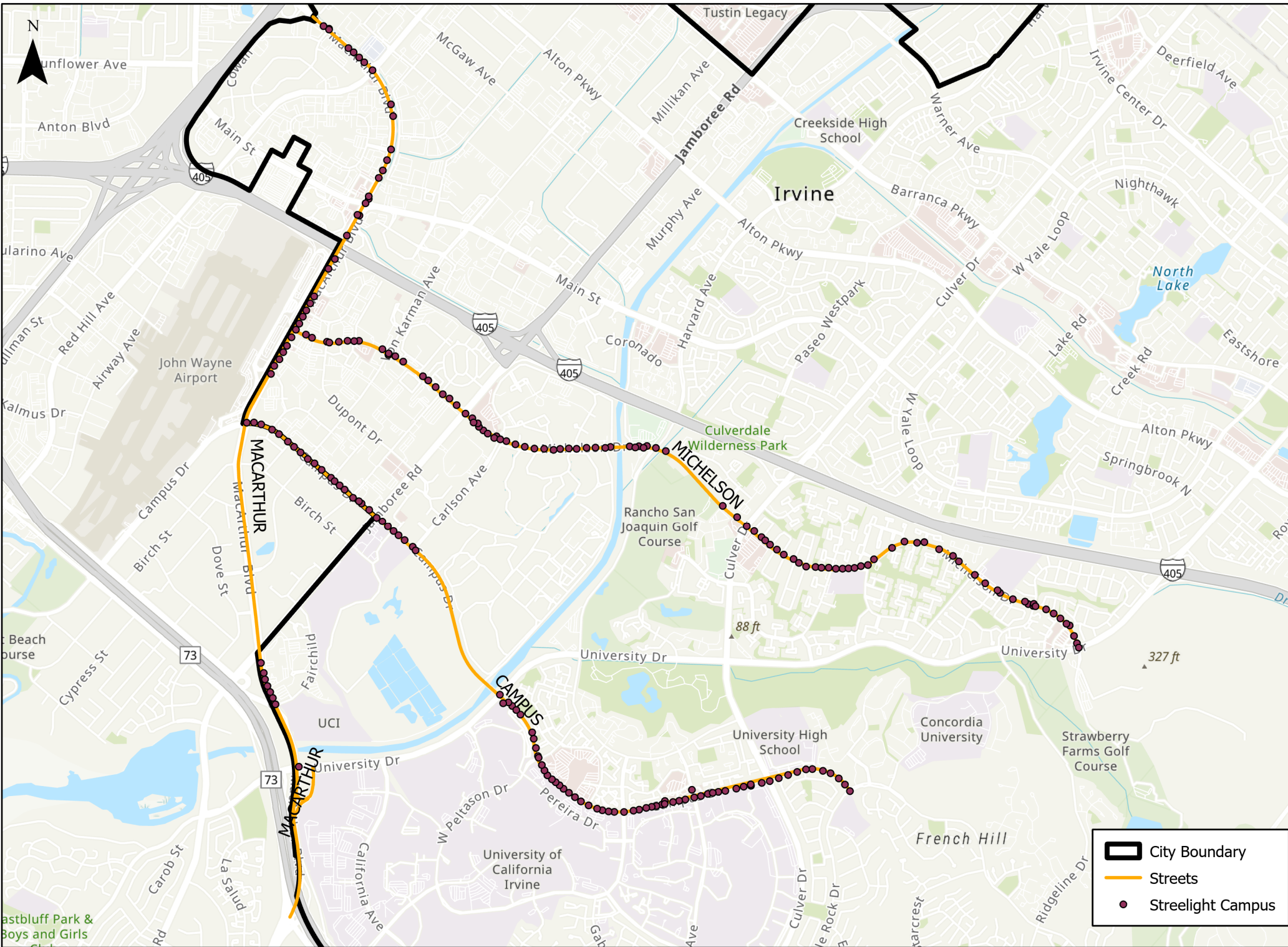
## ATTACHMENTS

1. Fiscal Year 2024-25 Hotel Improvement District (HID) Operating Committee Calendar

# ATTACHMENT

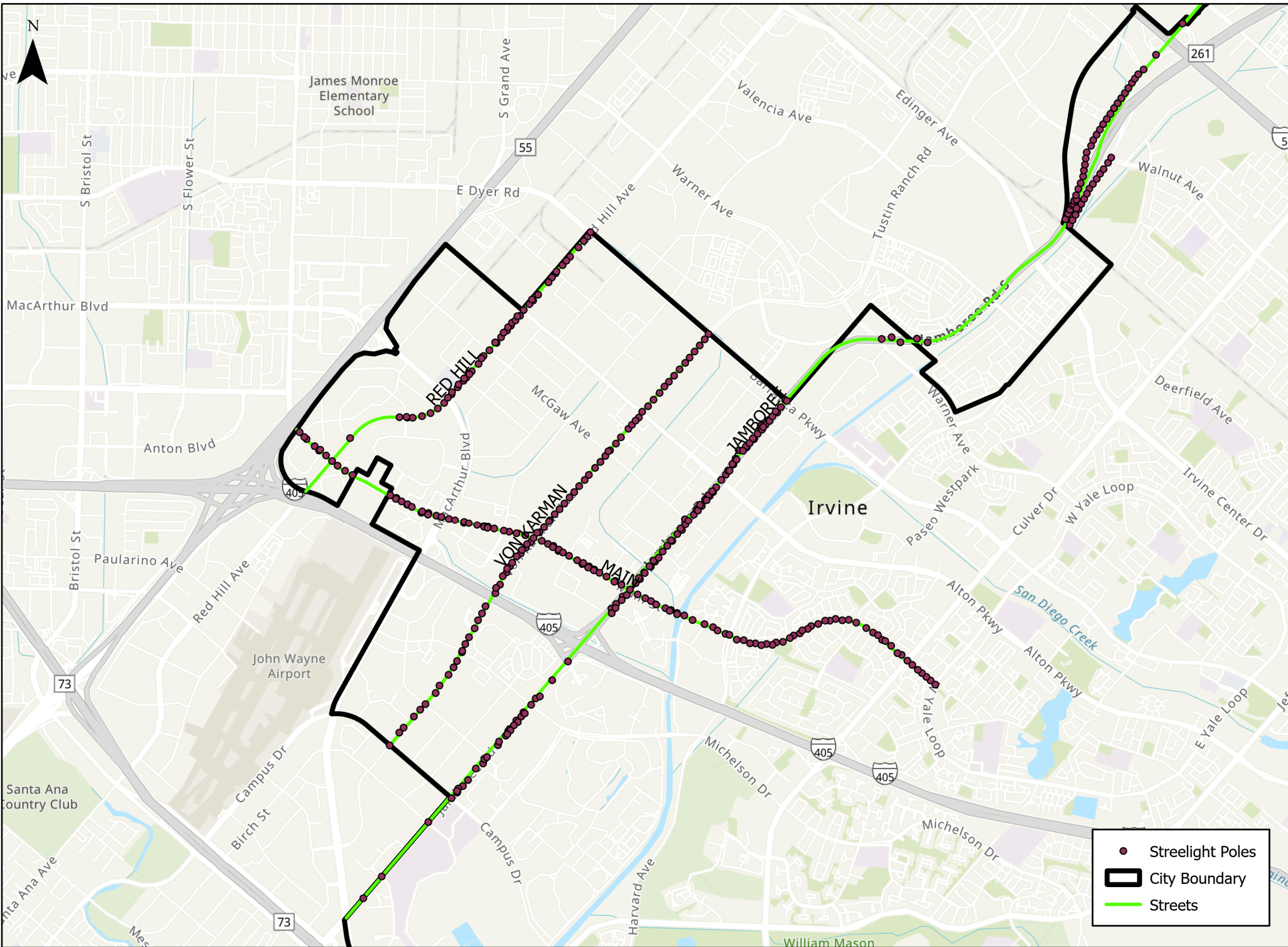
1

# Airport Area



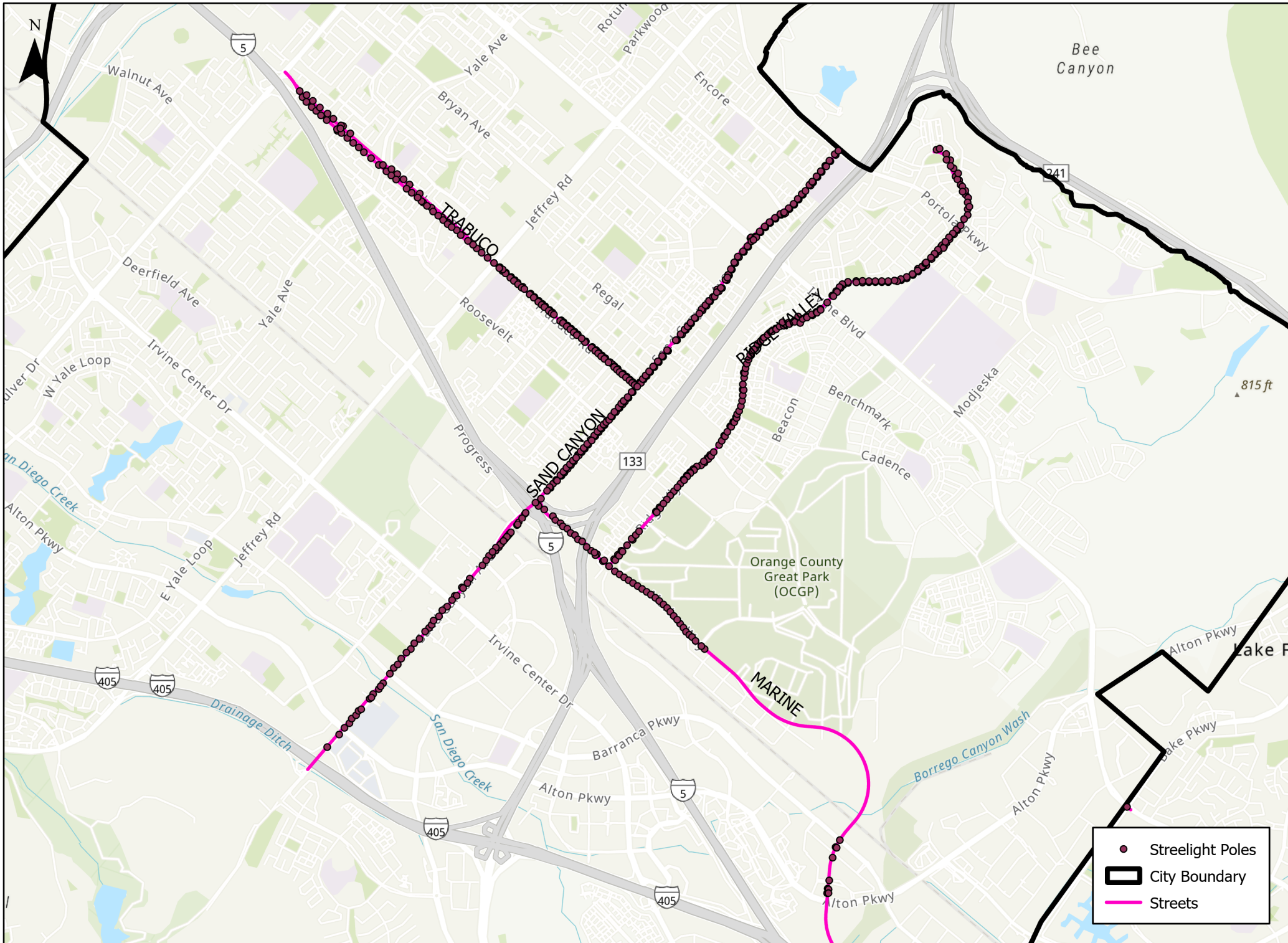


# Business District



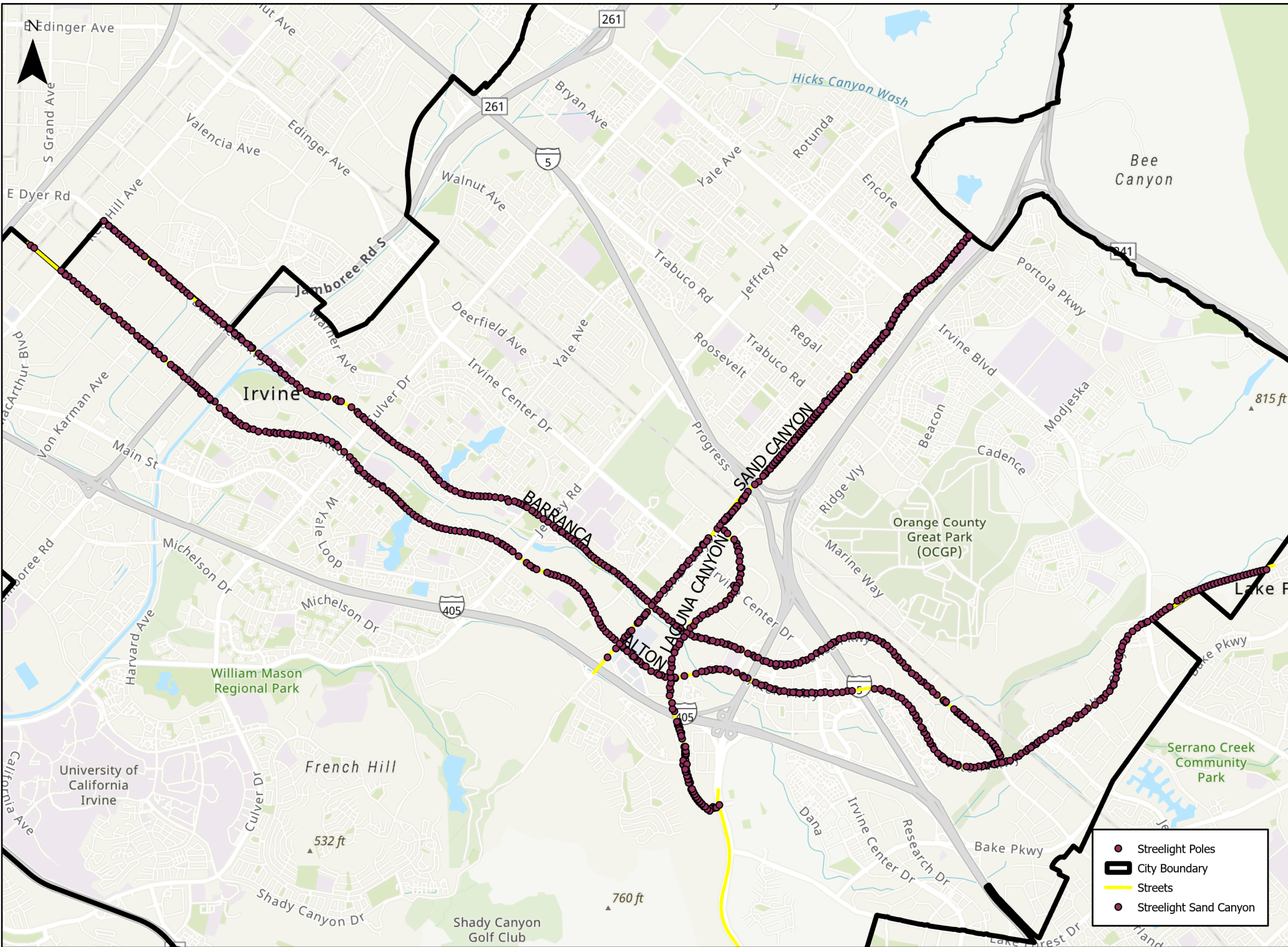


# Great Park Area



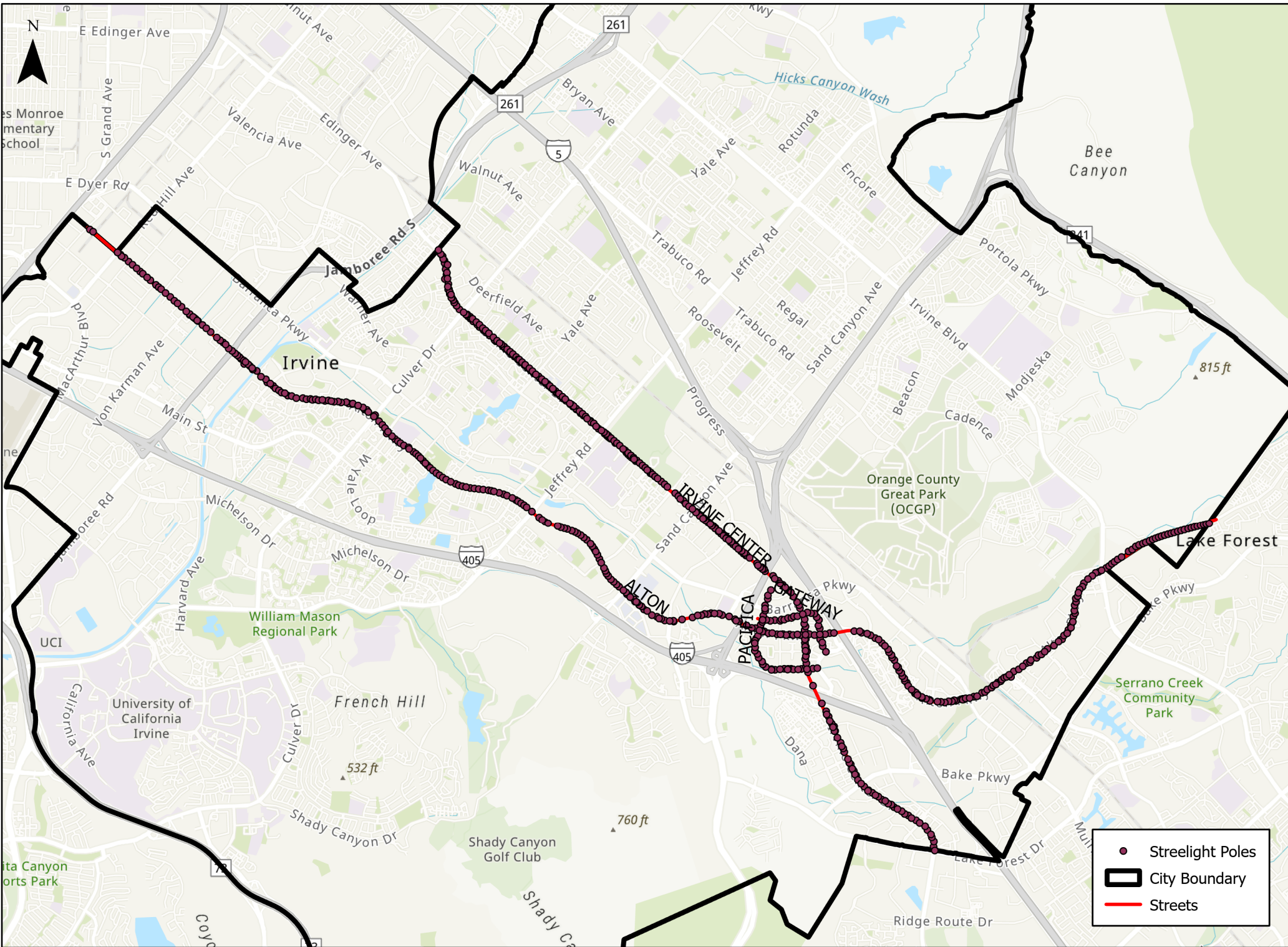


# Healthcare Corridor



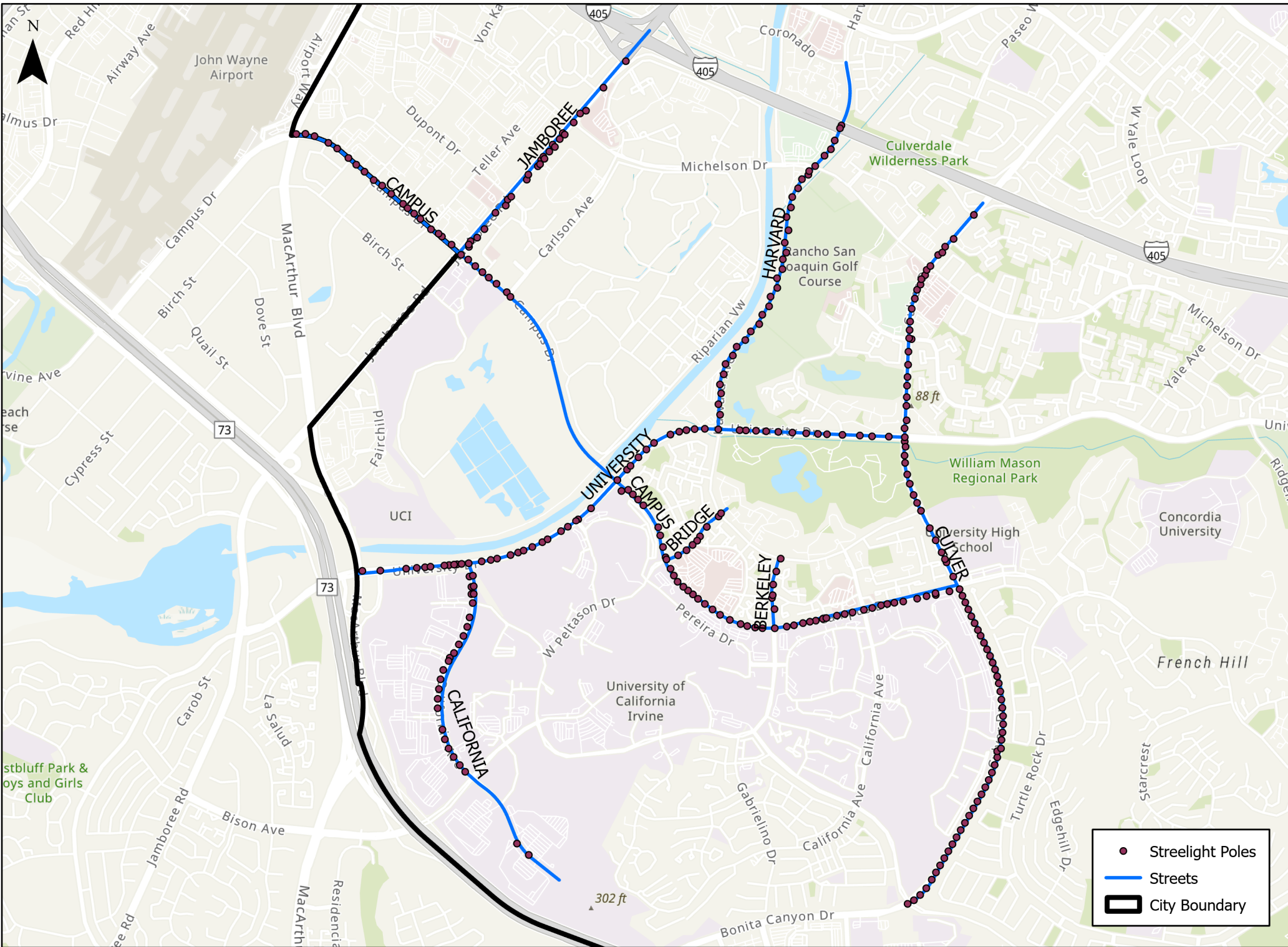


# Spectrum Area





# UCI Area



- Streetlight Poles
- Streets
- ▭ City Boundary

# 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.

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

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

<b>C, Banner Installation and Removal</b>	<b>Quantity</b>	<b>Price Per Banner</b>
	1-24	\$ 63.00
	25-100	\$ 31.25
	100+	\$ 26.25
	<b>Subtotal C:</b>	\$ 120.50

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

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

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

<b>Grand Total: (A-F)</b>	<b>\$ 379.50</b>
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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**

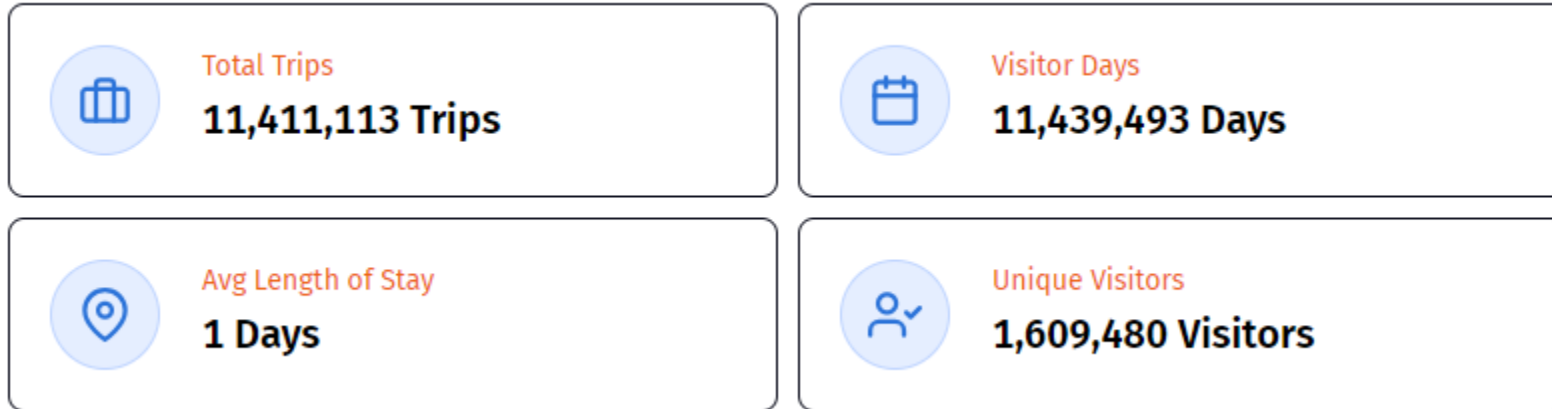
 **Avg Length of Stay**  
**1.2 Days**

 **Unique Visitors**  
**2,390,895 Visitors**

SPECTRUM CENTER AREA

DataFy Geolocation Estimates as of 1/20/24

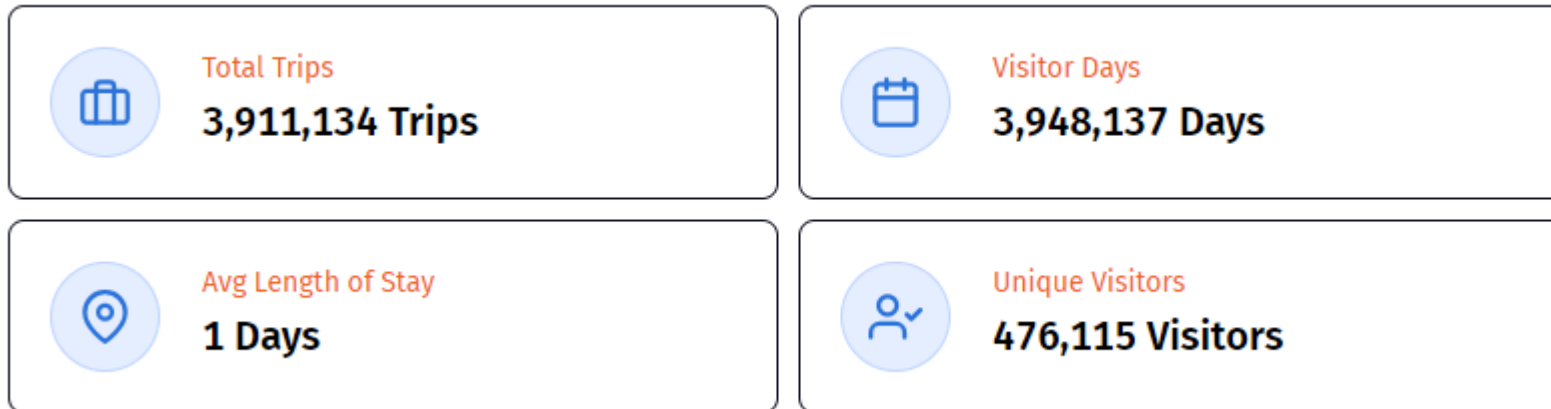
OVERALL VISITATION (1/1/23-1/1/24)



GREAT PARK AREA

DataFy Geolocation Estimates as of 1/20/24

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



# ATTACHMENT

**YOUR**



**STAY-  
CATION**



**AWAITS**



**DESTINATION  
IRVINE**



**REST**



**RELAXATION**



**REJUVENATION**



**DESTINATION  
IRVINE**



# ATTACHMENT

6

# FISCAL YEAR 2024 - 2025 - HID OPERATING COMMITTEE MEETING CALENDAR (PROPOSED)

JULY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**MEETING TIME**  
8:30 A.M. TO 10:30 A.M.

**MEETING LOCATION**  
QUAIL HILL COMMUNITY CENTER  
LAS LOMAS COMMUNITY CENTER



# FISCAL YEAR 2024 - 2025 - HID OPERATING COMMITTEE MEETING CALENDAR (PROPOSED)

JANUARY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**MEETING TIME**  
8:30 A.M. TO 10:30 A.M.

**MEETING LOCATION**  
TBD