



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

# AGENDA

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

**March 18, 2025**

**8:30 AM**

**Las Lomas Community Center**  
10 Federation Way  
Irvine, CA 92603

### **PARTICIPATION AT HOTEL IMPROVEMENT DISTRICT COMMITTEE MEETINGS**

YOU MAY SUBMIT COMMENTS ON ANY AGENDA ITEM OR ON ANY ITEM NOT ON THE AGENDA, IN WRITING VIA MAIL TO "ATTN: HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE," 1 CIVIC CENTER PLAZA, IRVINE, CA 92606 OR BY EMAIL TO [ERLOZADA@CITYOFIRVINE.ORG](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 949-724-6246, 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. ***NOBLE STUDIOS STATUS UPDATES***

**PUBLIC COMMENTS - NON-AGENDIZED ITEMS**

---

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

---

**ANNOUNCEMENTS/COMMITTEE REPORTS**

---

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

---

**COMMITTEE BUSINESS**

---

---

Public comments on 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.

---

### **3. MINUTES**

#### **ACTION:**

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 21, 2024.

### **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
- 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 3/11/2025 by Ericka Lozada as well as on the City's web page.

DocuSigned by:  
  
C603E51B1466402...  
 Ericka Lozada  
 Recording Secretary

# PRESENTATIONS

1



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

March 18, 2025



## **HID Operating Committee Voting**

Per the HID Resolution, the committee serves a two-year term. The first term will expire June 30, 2025.

There is no limit to the number of terms a member can serve.

(3) Appointed City Representatives will remain the same.

Before the May 20 HID Operating Committee Meeting, (4) Hotelier Representatives will be nominated by their peers or self-nominated. Nominees will be voted upon using an email survey.

Nominee must be an employee or owner of the hotel.

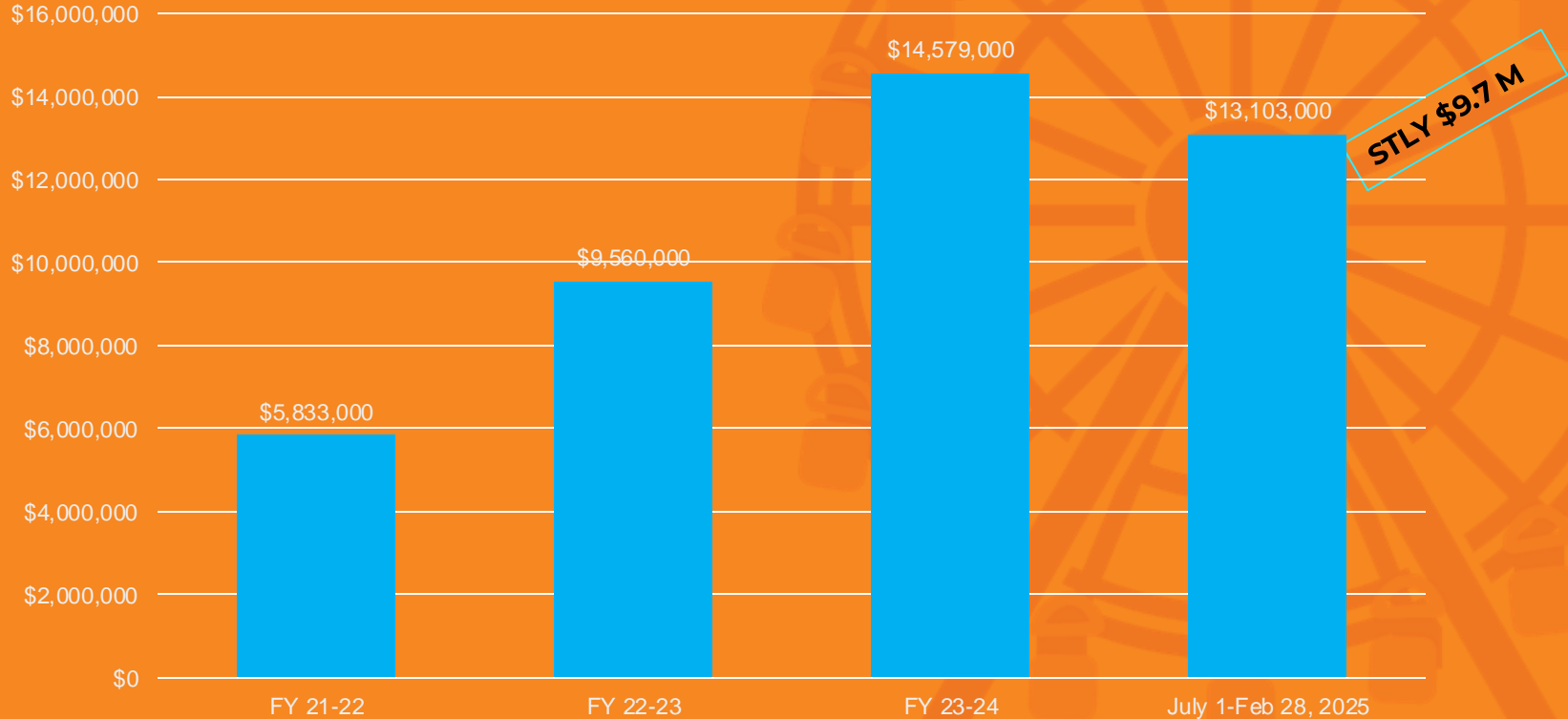
Only the 23 Hotel General Managers will vote.



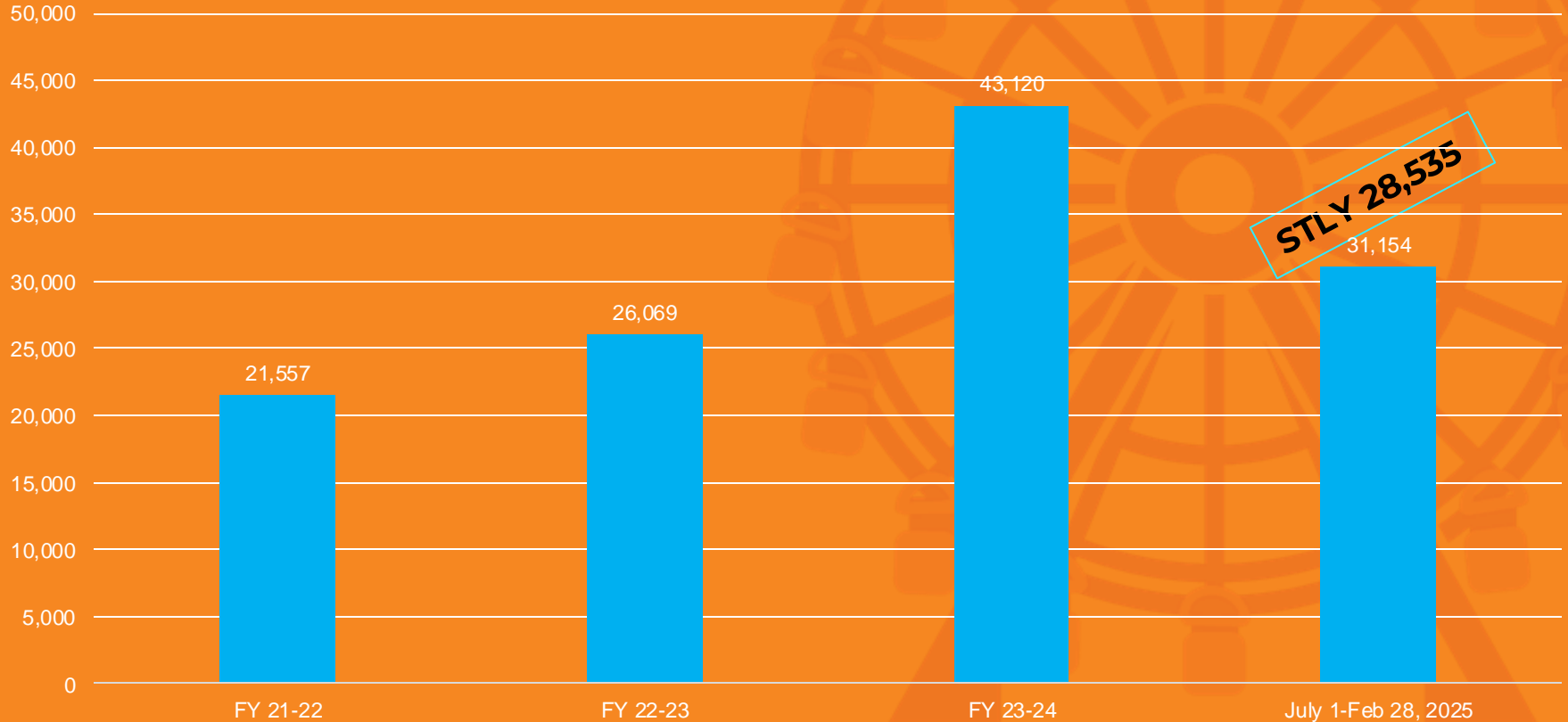
# **Sales Activities and Results**



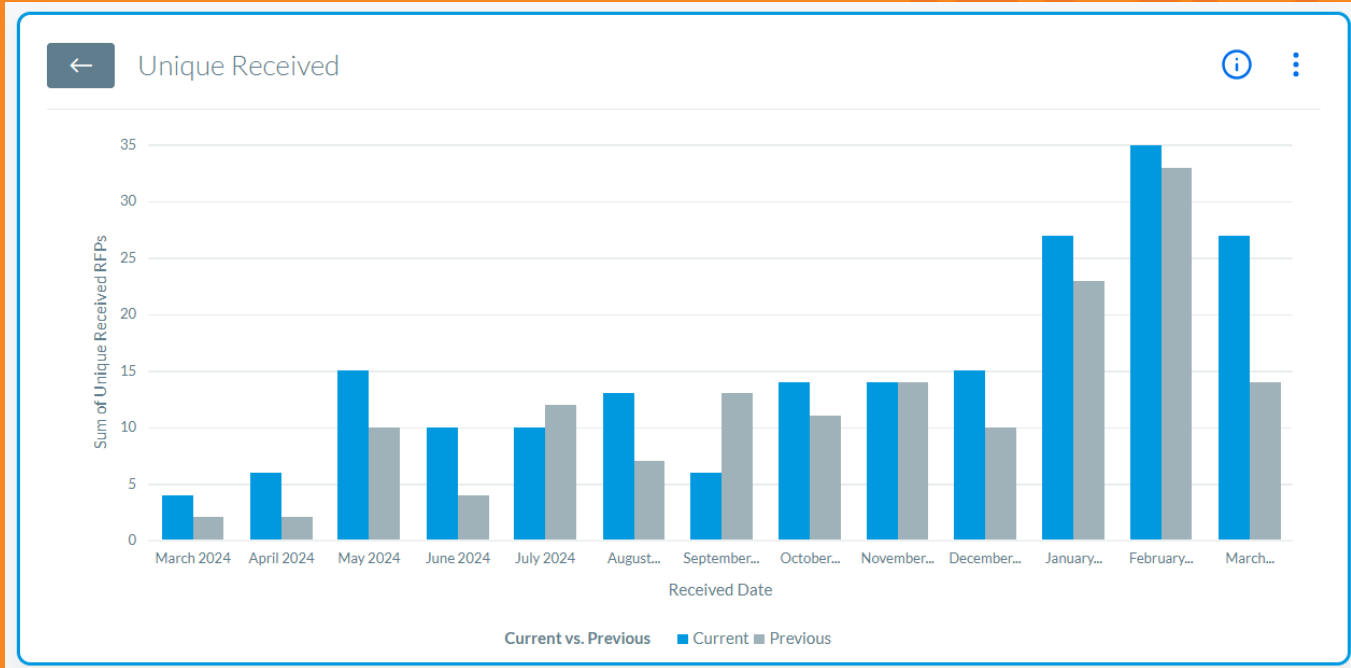
# Group Sales Economic Impact



# Group Room Nights Booked Through Sales Efforts



# CVENT Data: Unique Leads Received



Total \*Unique RFPs that hotels received in the last 12 months (Mar 2024 – Mar 2025)

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

# Fiscal Year 2024-2025 Programs

## **Business Transient (BT) Program:**

*An incentive based on quarterly, actual room night pick-up.*

- Must be noted on a one-year-term BT contract.
- To qualify, customer must agree to specific terms outlined in the program.

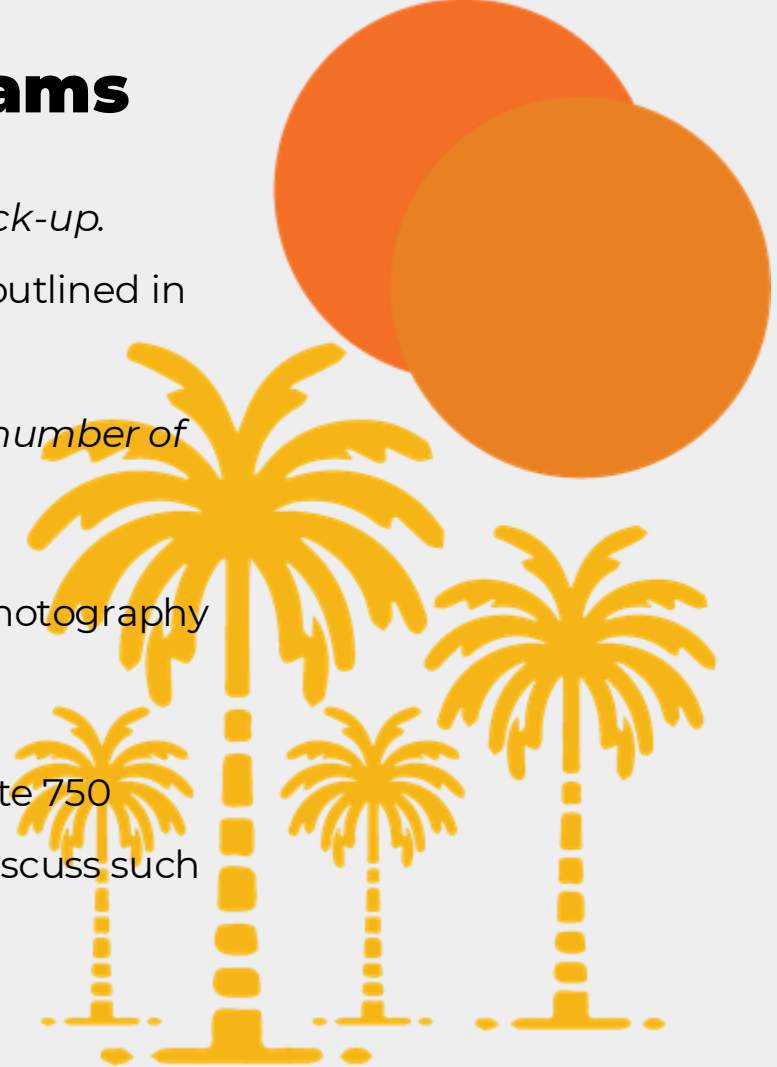
## **Hotel Allowance Program:**

*A \$396,000 fund split between 23 hotels according to number of rooms. Can be used:*

- For group (under 750 room nights) or BT contract enhancements.
- For FAMs, specific VIP, or customer initiatives.
- For marketing initiatives such as Cvent ads, new photography assets, etc.
- Funds not used before June 30, 2025, will expire.

## **Destination Irvine's Incentive:**

- For group or large sporting events that will generate 750 room nights or more.
- Sales teams should contact Destination Irvine to discuss such leads.



# Fiscal Year 2024-2025 Programs (continued)

## **Meeting Planner Incentive:**

An incentive offered directly to independent or third-party meeting planners by Destination Irvine to incentivize meeting planners to book Irvine hotels.

- The dollar amount is based on the number of rooms contracted.
- Incentive payout is made once the group actualizes.





## **Tradeshows**

# China & Korea Mission: November 2024



Misty represented Irvine with the Visit California Delegation in Beijing and Seoul.

Several partners donated certificates for giveaways in both China & South Korea.

Beijing, China:

- 44 new connections made (Trade, Media, and Influencers, a.k.a. Key Opinion Leaders)
- Alasu, a Key Opinion Leader with more than 11 Million followers won our prize package.

Seoul, South Korea:

- 34 new connections made (Trade, Media, and Influencers)
- Sehun Lim won our prize package. He has over 90K followers.



# Remaining Tradeshows FY 2024-2025

Event	Location	Dates	Who's Attending
Conference Direct APM	Philadelphia, PA	3/17-3/20	Charles
MPI Arizona Sunbelt Chapter (Global Meetings Day)	Phoenix, AZ	4/3/25	Charles + Hotelier
ELEVATE Annual Conference 2025	Monterey, CA	4/6-4/9	Charles
Sports ETA	Tulsa, OK	4/14-4/17	Dave
Destination West by Northstar	Denver, CO	4/27-4/29	Charles
SPORT Invitational	Lake Tahoe, CA	5/13-5/15	Dave
Visit California Denver Media Event	Denver, CO	5/14-5/16	Misty
Cal Cup 2025	Santa Ynez, CA	6/8-6/13	Dave + Misty
Cvent CONNECT 2025	San Antonio, TX	6/9-6/12	Charles
HelmsBriscoe ABC 2025	Toronto, Canada	06/28-6/30	Charles
IPW 2025	Chicago, IL	06/25-6/27	Misty



# FAMs & Local Client Events\*

	2- Day FAM (Up to 5 clients)	Local Client Events	Influencers & Media
April 2025			<p><b>April 2-4: Visit California Korea FAM</b> Hosting 8 Korean Trade Delegates and Korean Air Representative.</p> <p><b>April 13-15:</b> Julie Diebolt Price: Contributor for Luxe Beat Magazine</p> <p><b>April 27-29:</b> Brenda Medley: Writer at Blavity, ESSENCE Magazine, and others.</p>
May 2025	5/19-5/21 (corporate planners)	5/29	<p><b>May 25-28:</b> Maureen Martin: Co-founder of DivaGals Daily, a lifestyle site for multicultural women.</p>
June 2025	6/23-6/25 (faith-based planners)		<p><b>June 2-6:</b> Janice Robinson-Celeste: Founder and publisher of Successful Black Parenting Magazine.</p>

\*Dates and details are subject to change.

# Media Mentions

## Canadian Media:

Travel and Money Expert, Barry Choi, visited Irvine in July and we received the following earned media:

- Money Matters podcast that aired on August 8, 2024, on iHeartMedia.
- Two television broadcast segments on CTV Morning Live Calgary (555,000 viewers) and CTV Morning Live Vancouver (1,506,00 viewers).

## Holiday Mentions:

- Misty was the spokesperson for Irvine Spectrum Center on Fox 11's Good Day LA live TV segment (28,185 live viewers). [Watch Here](#) (340,050 Unique Monthly Viewers)
- [Orange Coast: Holiday Lights](#)
- [Orange Coast: Things to do in December](#)
- [Orange Coast: Lunar New Year](#)

## MetroLink:

- [MetroLink Trains: Hello Kitty Cafe Irvine](#)
- [MetroLink Trains: Hyatt Regency Irvine](#)



# New Destination Videos by Voda Films

Watch all them at your leisure:

- LEISURE VIDEO
- BLENDED TRAVEL VIDEO
- SPORTS VIDEO
- MEETINGS VIDEO

# **Tourism Streetlight Banners**



# Streetlight Banner Program

## **November 7, 2023, HID Operating Committee Meeting:**

- A \$120,000 budget was approved for a streetlight banner program.

## **May 21, 2024, HID Operating Committee Meeting:**

- Budget allocations were determined.
- Tourism Related Banners: \$48,576 will be allocated from the HID's Contingency Fund.
- City Related Banners: \$71,346 will be allocated from the City's general fund.
- Locations of Tourism vs. City Banners were determined.





# **Tourism Streetlight Banners**

**From December 4 – December 12, 2024,  
466 Tourism-related banners installed  
within the following areas:**

- Business District**
- Airport Area**
- Spectrum Area**
- Healthcare Corridor**
- Great Park Area**

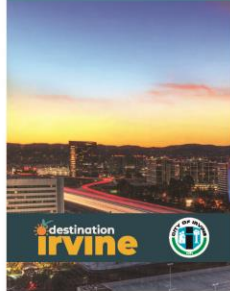
WELCOME  
TO IRVINE!



destination  
**irvine**



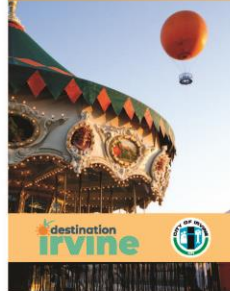
HEART OF  
ORANGE  
COUNTY



destination  
**irvine**



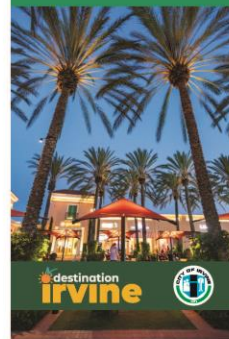
HOME  
OF THE  
GREAT PARK



destination  
**irvine**



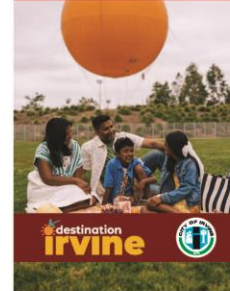
PREMIER  
SHOPPING



destination  
**irvine**



FAMILY-  
FRIENDLY  
FUN



destination  
**irvine**



GLOBAL  
CUISINE



destination  
**irvine**



PERFECTLY  
SUITED  
HOTELS



destination  
**irvine**



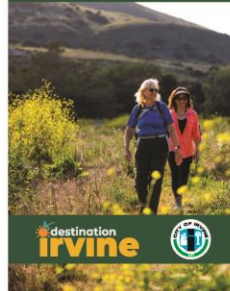
ART &  
CULTURE



destination  
**irvine**



PRESERVED  
OPEN  
SPACES



destination  
**irvine**



BUSINESS  
TRAVEL



destination  
**irvine**



LEISURE  
TRAVEL



destination  
**irvine**



BLENDED  
TRAVEL



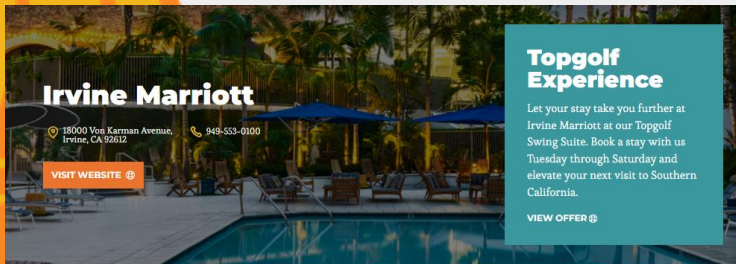
destination  
**irvine**





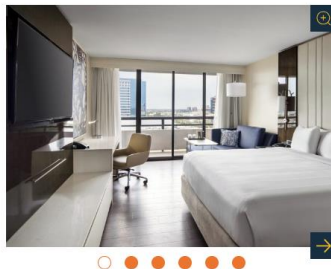
# New Hotel Listings Page & Partner Referrals

## Irvine Marriott Hotel Page example:



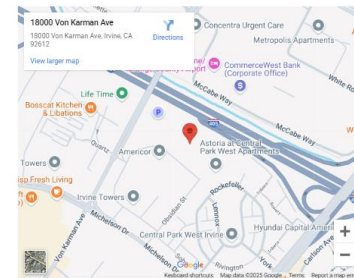
### Details

Irvine Marriott is a contemporary coastal sanctuary, inspiring guests with a profound sense of wonder. Our stylish Southern California ambiance merges coastal and urban influences, offering a versatile canvas for imagination to thrive in dining, socializing, and leisure. Indulge in the unexpected at YNK (You Never Know), where our mixologists transport guests to a bygone era. Journey through the heart of the kitchen to discover the Butchershop, a haven for innovative libations. Craft new memories in the Topgolf Swing Suite. Immerse yourself in a lively culture of food and beverage at Hot Shoppes, proudly serving Starbucks®. Located in the heart of Southern California's iconic attractions lends



### Getting Here

Von Karman and Michelson Drive are the major streets surrounding property.



# Website Organic Performance Overview (January 2025)

## Overview YoY

Sessions

**5,274**

‡ 301.1% from previous year

New users

**4,631**

‡ 318.7% from previous year

Engaged sessions

**3,747**

‡ 313.1% from previous year

Key events

**889**

‡ N/A from previous year

Stay Partner Referrals

**19**

‡ N/A from previous year

Sports Partner Referrals

**22**

‡ N/A from previous year

Meetings Partner Referrals

**241**

‡ N/A from previous year

Things To Do Referrals

**605**

‡ N/A from previous year

# Website Organic Performance Overview (January 2025)

## Overview PoP

Sessions <b>5,274</b> ‡ 9.9% from previous month	New users <b>4,631</b> ‡ 10.9% from previous month	Engaged sessions <b>3,747</b> ‡ 16.2% from previous month	Key events <b>889</b> ‡ 144.9% from previous month
Stay Partner Referrals <b>19</b> ‡ 137.5% from previous month	Sports Partner Referrals <b>22</b> ‡ 1,000.0% from previous month	Meetings Partner Referrals <b>241</b> ‡ 117.1% from previous month	Things To Do Referrals <b>605</b> ‡ 150.0% from previous month

### Takeaways

- All YoY & PoP tracked metrics in January yielded **tremendous growth**. Most notable is the **YoY growth in New Users which grew 319%**.
- **Events** page has seen **+633% in PoP sessions**, with new users making up 83%
- **Things to do** experiences **+124% YoY sessions and +118% in New Users**, driven by the **kid-friendly page** which grew **+154% in sessions and 170% in New Users**.



## **Financial Updates**

# Budget Summary

## ● BACKGROUND:

- City Council approved HID's FY 2023–25 budget on 6/13/2023, in preparation for HID's transition on 7/1/2023:
  - Staff presented the FY 2023–24 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.
  - City Council approved the mid-year budget for HID on 6/11/2024.

## ● REVENUE:

- FY 2024–25 budget is **\$3.58M**, compared to previous year's budget of \$3.33M (7.7% increase)
- FY 2023–24 assessment revenue came in at \$3.406M, 2% higher than the budget, and with **ending fund balance of \$1.24M** including \$600K one-time transfer from the Chamber of Commerce and accrued interests.

## ● EXPENDITURE:

- FY 2024–25 budget is **\$3.66M**, compared to previous year's budget of \$3.33M (10% increase)
- This includes contingency reserves and salary & benefits for new position of Digital Content Specialist.
- FY 2023–24 total actuals is \$2.95M, or appx. 89% of the total budget:
  - Sales & Marketing has spent at 92%; additional 6% is set aside for active contracts.

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

# FY 24–25: Budget to Actuals

	Type	Budget		Actual	
		\$	% of Total BUD	\$	% of Budget Type
Revenue	HID Assessment Revenue <sup>1</sup>	3.583M	100%	0.813M	51%
	Interest, <u>Reimb.</u> Fees, etc.	0	0%	80K	N/A
	Total:	3.583M	100%	1.893M	53%
Expenditure	Sales and Marketing	2.555M	70%	\$1.605M <sup>3</sup>	63% <sup>3</sup>
	Salary & Benefits <sup>2</sup>	846K	23%	432K	51%
	City's Cost and Expenses <sup>4</sup>	220K	6%	118K	58%
	Contingency Reserve	40K	1%	-	-
	Total:	3.660M	100%	2.155M	59%

\* \$ rounded to nearest thousands; actuals as of January 31, 2025.

1. The HID Assessment Revenue is forecasted based on historical data, year-to-year growth rate per hotel, and industry trends. If historical data is unavailable for new hotels, the City may use the vacancy rate (%) and the ADR (average daily rate) by the STR report to forecast TOT and HID Assessment revenues for Irvine.
2. Salary and Benefits is for (5) four FTE HID staff, including 1 vacant Digital Content Specialist.
3. Actuals does not include encumbered amount of \$681K (19%) for active contracts
4. City's Cost and Expenses include staffing for economic development programs and administration

# FY 24–25: City's Cost and Expenses

Type	Budget <sup>1</sup>			Actual	
	\$	% of Subtotal	% of Total HID Budget <sup>1</sup>	\$	% of Budget Type
<b>Staffing for Economic Development Programs<sup>2</sup></b>	156K	71%	4%	82K	52%
<b>Administration<sup>3</sup></b>	64K	29%	2%	37K	58%
Subtotal:	220K	100%	6%	119K	54%

\* \$ rounded to nearest thousands; actuals as of January 31, 2025

1. Total budget for expenditure is \$3.66M
2. Staffing is comprised of portions of salaries & benefits of four staff operating economic development programs
3. Administration includes Internal Service Fund Charges and Audit Fees



destination  
irvine



# PRESENTATIONS

2

Destination Irvine

# Brand Strategy & Platform

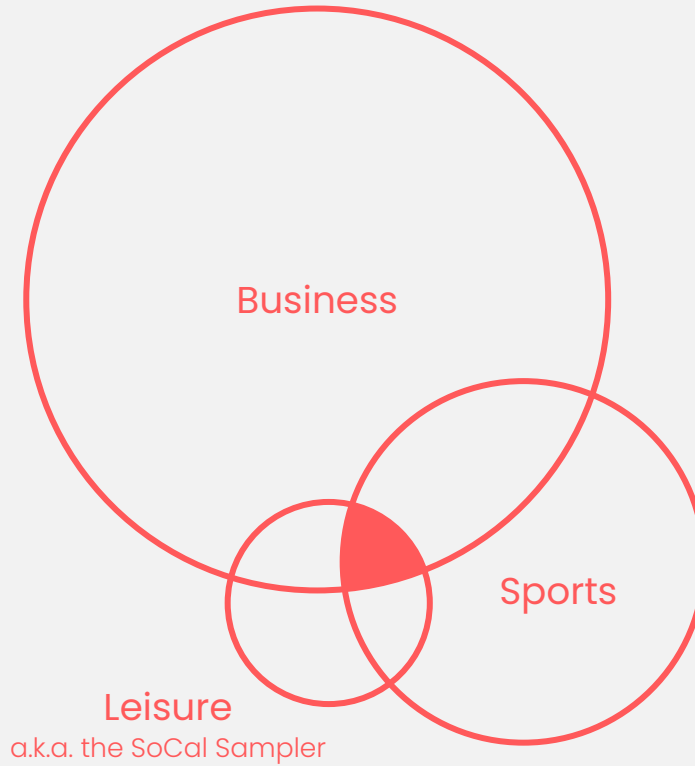
Noble Studios | 3.18.2025





# Brand Strategy

**Destination Irvine**



# Business Problem

People don't think of Irvine—and if they do, they don't think of it as a leisure destination.

The majority of visitors come to Irvine for business, sports or university-related functions without considering it in terms of its leisure offerings, while others are generally unaware of Irvine or what it has to offer.

Destination Irvine seeks to: Increase destination awareness; Differentiate from regional competitors including Newport Beach, Anaheim and Costa Mesa; Drive weekend bookings to complement already strong midweek visitation



# Consumer Problem

*The problem is...*

Needing to travel for work or a sporting event or some other requirement feels like an obligation rather than an opportunity for enjoyment or relaxation.

And with the long travel times between Southern California attractions, visitors are often forced to limit their experience rather than enjoy all the region has to offer.



# Key Insight

*However...*

You don't need to choose  
Irvine to love it.

Because the same things that make Irvine great for living, make it great for visiting, too. Irvine makes it easy to turn every trip into an opportunity to enjoy the very best of Southern California.



# Solution

*We need to show that...*

Irvine is the easy way to make the most of Southern California.

Whether visiting for business, sports or leisure, Irvine's central location provides convenient access to the region's top attractions, along with a vibrant, well-planned city that's safe, easy to navigate and full of refined amenities which make the most of every visit to Southern California.





# Consumer Goal

*So that...*

Every visit to Irvine is an easy opportunity to enjoy, explore and make the most of Southern California.

For those needing to travel, coming to Irvine is no longer an obligation but an opportunity to extend their stay, while those leisure travelers looking to experience the best the region has to offer have an easy choice.



# Business Goal

*Helping Destination Irvine to...*

Elevate Irvine's appeal as a top leisure destination, changing "You have to go Irvine," to "You **have** to go Irvine!"

Increasing destination awareness, driving overall visitation, extending weeknight stays and increasing in-market spending.

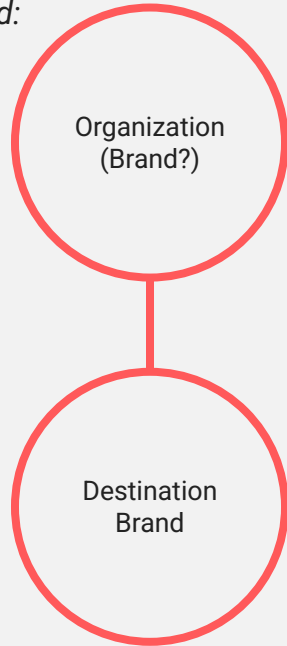


# Brand Platform

**Destination Irvine**

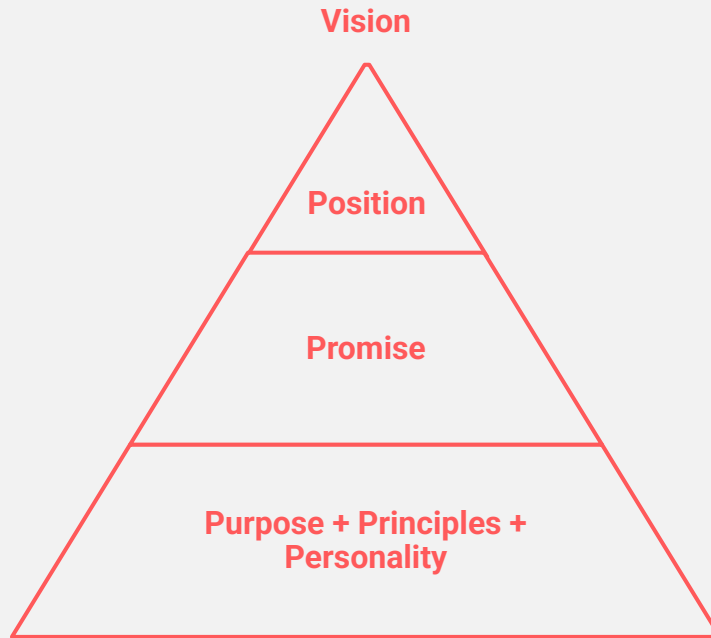
# How Destination Brands Work

*How they're considered:*



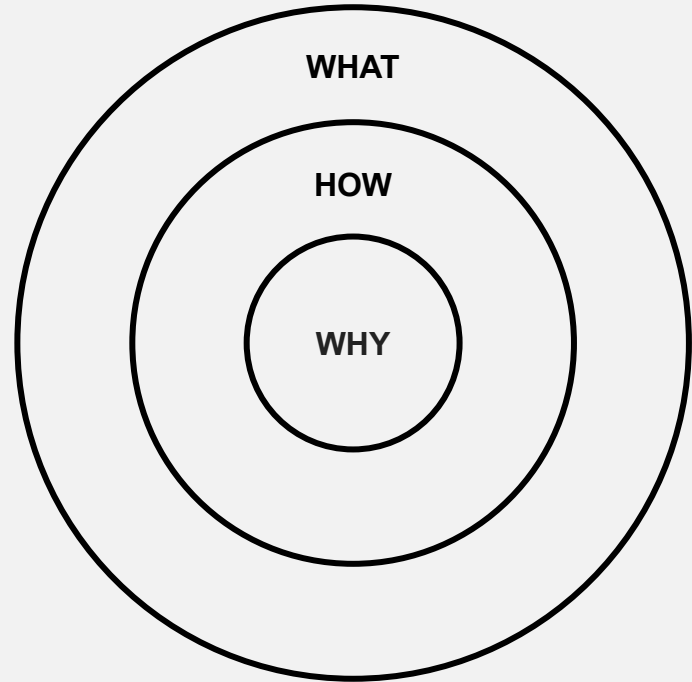
*How they function best:*



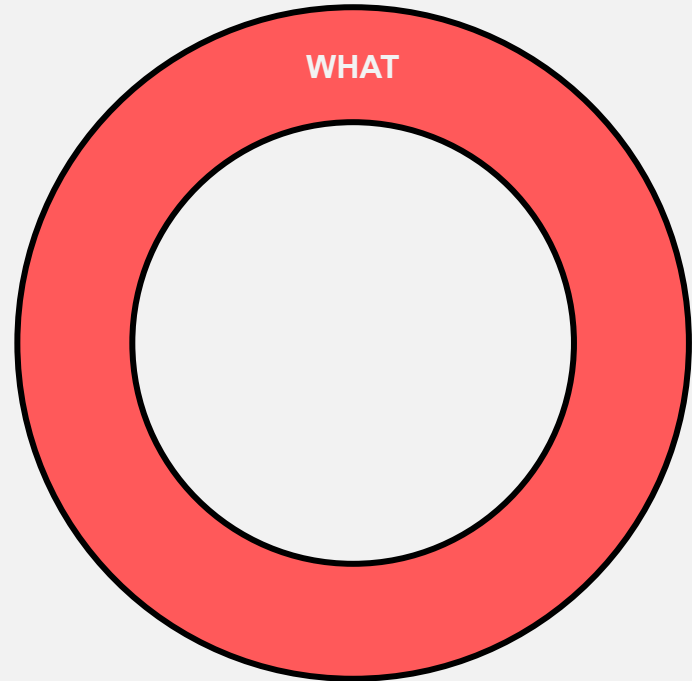


# Purpose





The official Convention and Visitors Bureau for the City of Irvine, responsible for managing the branding, sales, marketing and promotional efforts to attract leisure, business and group overnight stays as well as conventions and trade show participation.

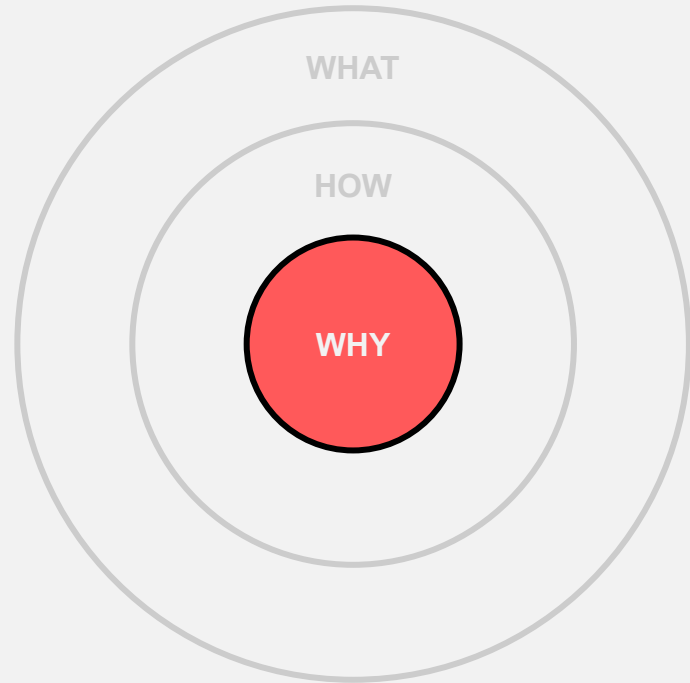




Through direct sales efforts including database marketing, lead generation, trade show participation and familiarization tours as well as promoting Irvine through marketing, advertising and public relations efforts across a broad range of media channels to targeted audiences and markets.



We believe that the same qualities which make Irvine an incredible place to live make it an extraordinary place to visit, too.



# To Love Irvine Loudly

Thoughtfully crafted and globally inspired, Irvine is an easy place to love. In loving it loudly, we elevate our city, sharing its story and welcoming the world in. Together, we connect our community, businesses, and visitors, because we believe that the same qualities which make Irvine an incredible place to live make it an extraordinary place to visit, too. As we work to bring the world to Irvine, we invite them to explore, enjoy and come to love it as loudly as we do.

# Promise



# The easy way to make the most of Southern California

No matter what brings you to Irvine...

Irvine makes it easy to make the most of Southern California. Centrally located and accessible, Irvine serves as your ideal base to enjoy the region's top attractions—from Disneyland to catching waves at the beach to exploring Irvine's world-class dining, shopping, entertainment and parks. Thoughtfully designed, safe and convenient, Irvine allows you to explore more, and enjoy more, of Southern California. Here, at the center, Irvine is the easy choice.

# Position



# Irvine is SoCal made easy

Located in the heart of Orange County, Irvine is an easily accessible, thoughtfully designed city where visitors and residents enjoy world-class amenities and close proximity to the region's top attractions. With a passenger-friendly international airport, diverse accommodations, award-winning dining and reputation as one of America's safest cities, Irvine is the ideal base for easily experiencing the best of Southern California.

# Vision





After 10 years of Loving Irvine Loudly...

Irvine will be known, considered and loved as a premier Southern California leisure destination (and never again confused with Irving, Texas).

# Platform Overview





# Platform Overview

Purpose	To Love Irvine Loudly
Principles	Dare to Dream Big, Build Belonging, Be a Champion
Personality	Welcoming, Easy, Fearless, Reliable, Light-hearted, Connected, Surprising, Active, Creative, Resilient
Promise	The easy way to make the most of Southern California
Position	Irvine is SoCal made easy
Vision	Irvine will be known, considered and loved as a premier Southern California leisure destination (and never again confused with Irving, Texas).

The background of the entire image is a dark charcoal grey, covered with a repeating pattern of bright red, stylized L-shaped symbols. Each symbol is composed of two thick, rounded lines that meet at a right angle, creating a sense of movement and rhythm across the frame.

**LET'S  
BE  
BETTER  
EVERY  
DAY**

A solid white square is positioned in the lower-left corner of the image. It contains the text 'noble studios' in a clean, lowercase, sans-serif font. A small trademark symbol (TM) is located to the right of the word 'studios'.

noble  
studios™

# MINUTES



# REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

**MEETING DATE:** MARCH 18, 2025

**TITLE:** MINUTES

DocuSigned by:  
*Erica Lozada* 3/11/2025  
C803E51B14554D2...

---

Recording Secretary

## RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 21, 2024.



## MINUTES

# CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

**May 21, 2024**  
**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 8:35 a.m. on May 21, 2024, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Chairman Carroll presiding.

### ROLL CALL

Present:	6	Committee Member:	Pete Carmichael
		Committee Member:	Oliver C. Chi
		Committee Member:	Marina Dutton
		Committee Member:	Jeff Mitrovic
		Committee Member:	Sid Ramani
		Vice Chairman:	Tony Zand
		Chairman:	Mike Carroll

### PLEDGE OF ALLEGIANCE

Vice Chairman Zand led the Pledge of Allegiance.

## **PRESENTATIONS**

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

Charles Behnke, Hotel Improvement District (HID) Sales Manager, provided a brief report on present occupancy, average daily rates, and CVENT, an event marketing and hospitality management platform.

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

Misty Bond, Hotel Improvement District (HID) Program Director, reported on Expedia campaign results, subcommittee meeting discussion, and updates on the sales and marketing budget.

Melissa Haley, Director of Communications and Engagement, provided current financial standing.

Committee discussion included: leveraging Great Park to sports groups, familiarization (FAM) trips, and the rewards program for meeting planners.

**By consensus of the members present,** received and filed.

### **2. *MADDEN MEDIA STATUS UPDATES***

Kristin Dialessi, Sr. Vice President of Madden Media provided updates on current campaign results, press releases, SEO and website performance.

**By consensus of the members present,** received and filed.

## **PUBLIC COMMENTS – NON-AGENDIZED ITEMS**

Curtis Drever, President of Love Irvine, presented about the organization's upcoming outreach efforts and partnership opportunities.

## **ACCOUNCEMENTS/COMMITTEE REPORTS**

Chairman Carroll announced the grand opening of Hyatt Regency's resort-style pool on June 4, 2024.

## **COMMITTEE BUSINESS**

### **3. *MINUTES***



**ACTION: Moved by Committee Member Chi, seconded by Committee Member Ramani, and unanimously carried by those members present to:**

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***

Misty Bond, Hotel Improvement District Program Director presented.

**ACTION: Moved by Committee Member Chi, seconded by Committee Member Ramani:**

- 1) Approve the streetlight banner campaign.
- 2) Approve budget appropriation for banner campaigns, splitting costs between the City and the Hotel Improvement District, with \$48,576 to be deducted from the Hotel Improvement District funds.

The motion carried as follows:

AYES:	6	COMMITTEE MEMBERS:	Carmichael, Chi, Dutton, Ramani, Zand, Carroll
NO:	1	COMMITTEE MEMBER:	Mitrovic

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

Chairman Carroll opened the floor for discussion on the formation of a sales and marketing subcommittee and its members for Fiscal Year 2024-25.

Committee Member Dutton appointed as new member, with Committee Member Carmichael, Committee Member Chi, Committee Member Ramani, and Vice Chairman Zand retaining their role as members of the sales and marketing subcommittee.

**ACTION: Moved by Committee Member Chi, seconded by Committee Member Ramani, and unanimously carried (Committee Member Mitrovic voting no) by those members present to:**

- 1) Approve sales and marketing committee 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: Moved by Chairman Carroll, seconded by Committee Member Chi, and unanimously carried by those members present to:**

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. with the first meeting of the fiscal year occurring on July 16, 2024.

**ADJOURNMENT**

**Moved by Committee Member Chi, seconded by Committee Member Mitrovic, and unanimously carried by those members present to adjourn the regular meeting at 9:37am.**

\_\_\_\_\_  
CHAIRMAN, HID OPERATING COMMITTEE

\_\_\_\_\_  
RECORDING SECRETARY

\_\_\_\_\_  
DATE