



REVISED AGENDA

Mike Carroll
Chairman

Tony Zand
Vice Chairman

Pete Carmichael
Committee Member

Oliver C. Chi
Committee Member

Marina Dutton
Committee Member

Sid Ramani
Committee Member

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE SPECIAL MEETING

**May 27, 2025
8:30 AM**

**Quail Hill Community Center
39 Shady Canyon Drive
Irvine, CA 92603**

PARTICIPATION AT HOTEL IMPROVEMENT DISTRICT COMMITTEE MEETINGS

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

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

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

PLEASE NOTE: THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE IS MAKING EVERY EFFORT TO FOLLOW THE SPIRIT AND INTENT OF THE BROWN ACT AND OTHER APPLICABLE LAWS REGULATING THE CONDUCT OF PUBLIC MEETINGS, IN ORDER TO MAXIMIZE TRANSPARENCY AND PUBLIC ACCESS. FOR QUESTIONS OR ASSISTANCE, PLEASE CONTACT THE CITY MANAGER'S OFFICE AT 949-724-6246, OR VIA EMAIL AT ERLOZADA@CITYOFTIRVINE.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. ***FISCAL YEAR 2025-26 DRAFT BUDGET***
3. ***NOBLE STUDIOS STATUS UPDATES***

DIRECTOR'S REPORT

PUBLIC COMMENTS - NON-AGENDIZED ITEMS

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

ANNOUNCEMENTS/COMMITTEE REPORTS

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

COMMITTEE BUSINESS

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

4. MINUTES**ACTION:**

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 18, 2025.

ADJOURNMENT**ADJOURNMENT**

At 10:00 a.m., the Hotel Improvement District Operating Committee will determine which of the remaining agenda items can be considered and acted upon prior to 10:30 a.m. and will continue all other items on which additional time is required until a future Committee meeting. All meetings are scheduled to terminate at 10:30 a.m.

STAFF REPORTS

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

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

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

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

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

Hotel Improvement District Operating Committee MeetingMay 27, 2025Written Materials/Handouts

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

CITY SERVICES TO FACILITATE ACCESS TO PUBLIC MEETINGS

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

COMMUNICATION AND ELECTRONIC DEVICES


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

MEETING SCHEDULE

Regular meetings of the Hotel Improvement District Operating Committee are held bi-monthly on the third Tuesday of each month at 8:30 a.m. Agendas are available at the following locations:

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

I hereby certify that the agenda for the Regular City of Irvine Hotel Improvement District Operating Committee meeting was posted in accordance with law at the main entrance of City Hall, 1 Civic Center Plaza, Irvine, California on 5/22/2025 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

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 Ericka Lozada
 Recording Secretary

PRESENTATION



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

May 27, 2025





HID Operating Committee for FY 25/26 & 26/27

Per the HID Resolution, the committee serves a two-year term, and the first term expires June 30, 2025. The three (3) appointed city representatives will remain the same. Four (4) hotelier committee members are determined through nominations followed by a vote.

On April 14, Destination Irvine emailed a nomination survey to the hotel community that resulted in eight (8) hotelier nominees.

On April 22, a voting ballot was emailed to hotel general managers. Only Irvine's 23 hotel GMs are eligible to vote.

On May 7, it was announced to the hotel community that three (3) of the four (4) hotelier committee members have been determined and the fourth member resulted in a tie. A tie-breaker voting ballot was emailed to general managers.

On May 14, the fourth committee member was announced.

HID Operating Committee, FY 25/26 & 26/27

City Representatives:

Mike Carroll, City Council Member

Oliver Chi, City Manager

Pete Carmichael, Assistant City Manager

Hotelier Representatives:

Marina Dutton, General Manager, Irvine Marriott

Yuni Hunter, General Manager, AC Hotel

Brandon Parole, Vice President, Asset Management, R.D. Olson Development

Sid Ramani, Area General Manager, Hyatt Regency

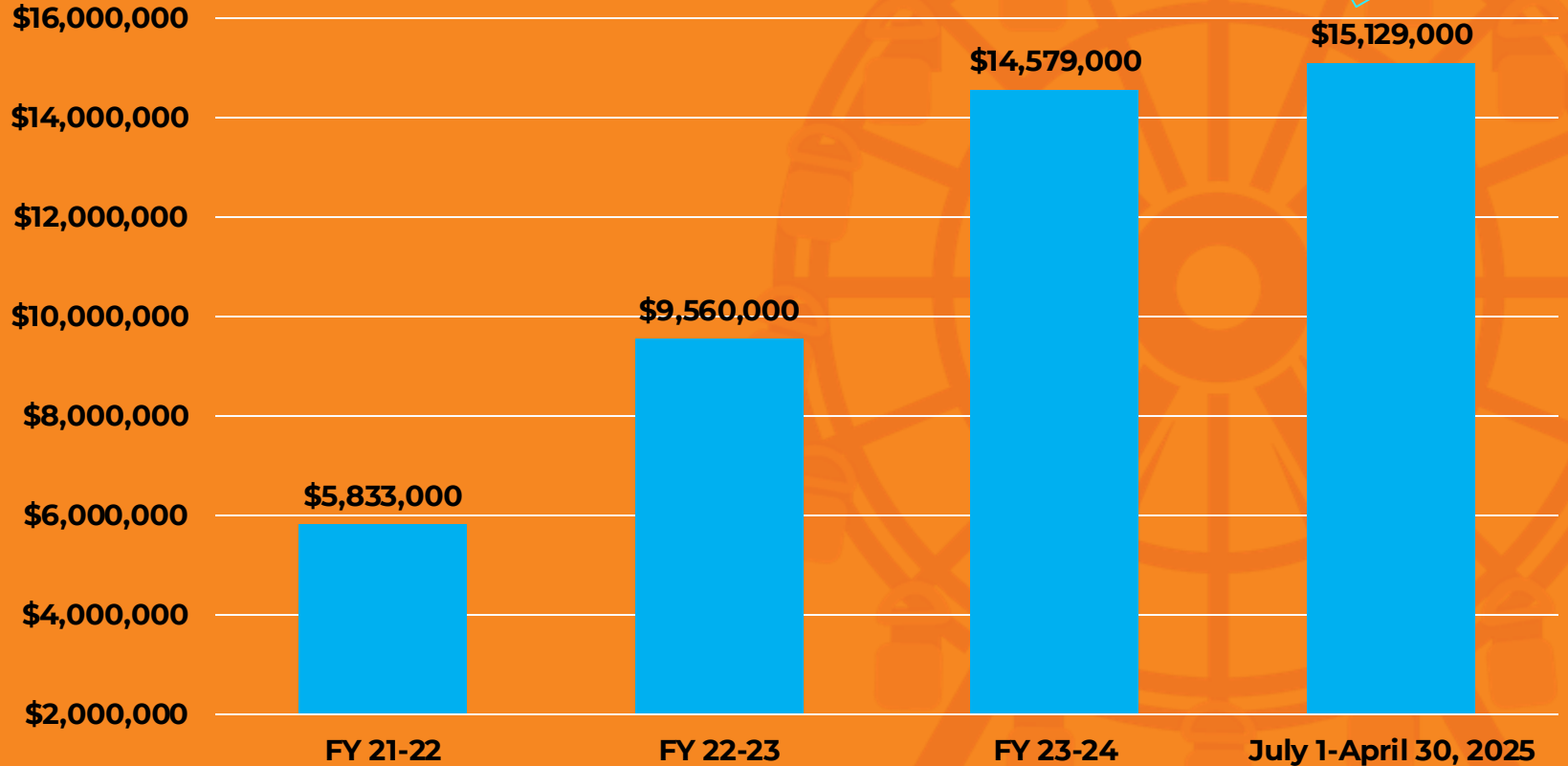




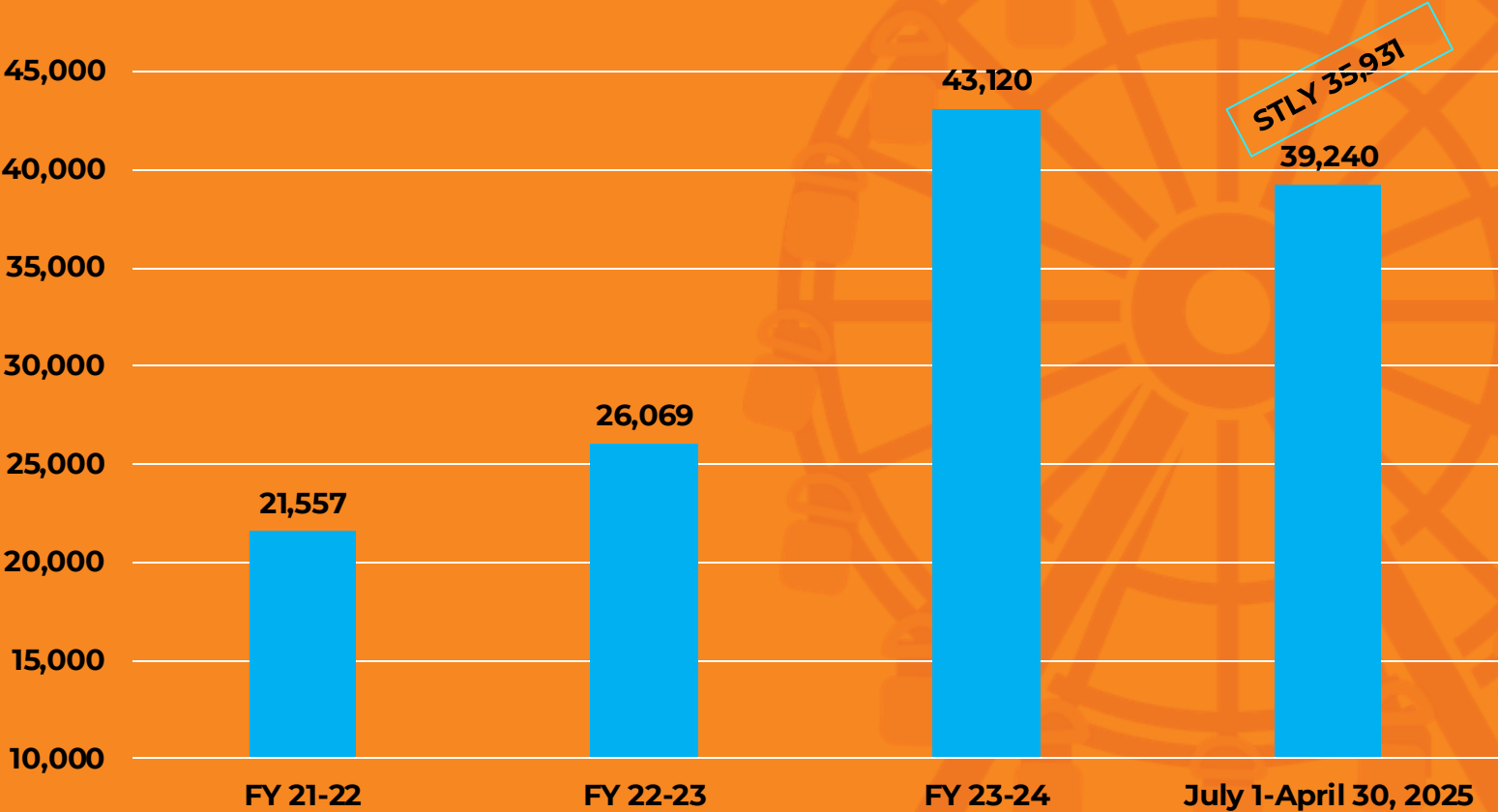
Sales Activities and Results

Group Sales Economic Impact

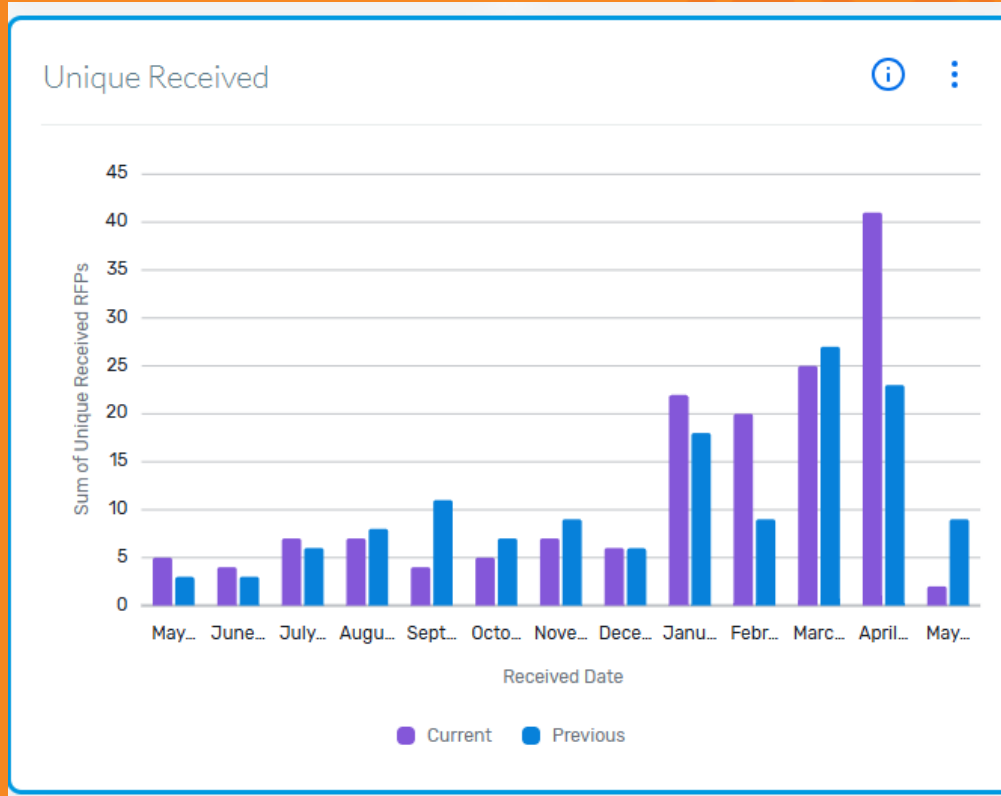
STLY \$12.7 M



Group Room Nights Booked Through Sales Efforts



CVENT Data: Unique Leads Received



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

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



Tradeshows, FAMs, & Events

Remaining Tradeshows FY 2024-2025:

Event	Location	Dates	Who's Attending
Cal Cup 2025	Santa Ynez, CA	6/8-6/13	Dave + Misty
IPW 2025	Chicago, IL	06/14-6/18	Misty
Cvent CONNECT 2025	San Antonio, TX	6/9-6/12	Charles
HelmsBriscoe ABC 2025	Toronto, Canada	06/28-6/30	Charles

Upcoming Influencer FAM Trips:

Event	Number of Followers	Dates	Content
@TheWanderLustMamaBear	19.2K	Week of 6/16	Family (with three kids), travel, and experiences
@poppi.doxie & @shermithedoxie	77.8K (combined)	5/27 or 5/28	Two mini dachshunds and their mom. Pet-friendly travel.



State of the Great Park



Visit California – Mexico FAM



visit
California™

destination
irvine

Corporate Fam May 2025



FIFA World Cup 2026



- **Host Countries:** Canada, Mexico, and the United States.
- **Dates:** June 11 to July 19, 2026
- **Number of Teams:** 48
- **Number of Matches:** 104
- **Number of Host Cities:** 16
- **Great Park Hosting a National Team:** Irvine's Great Park will serve as a basecamp for a participating national team during the tournament. We will know the country we are hosting by December 2025.
- **SoFi Stadium** will host a total of eight matches during the 2026 FIFA World Cup. This includes the opening match of the U.S. Men's National Team (USMNT) on June 12, 2026, along with four other group stage matches, two round of 32 matches, and one quarterfinal match.
- **Final Match:** MetLife Stadium in New York.

2028 LA Olympics



- **Olympic Games:** July 14, 2028, to July 30, 2028
- **Paralympic Games:** August 15, 2028, to August 27, 2028
- More than 50 Olympic and Paralympic sports and more than 800 associated events.
- **Venues:** 80+ venues across Southern California, primarily utilizing existing and temporary venues.
- **Orange County Venues-** Honda Center will host Indoor Volleyball and Trestles in San Clemente will host Surfing.
- **Irvine-** 7 Irvine hotels have secured rooms with LA28, and several countries are looking to train in Irvine.

Website Performance Overview (Q3 2025)

Sessions

119,269

↑ 65.5% YoY

↑ 73.9% QoQ

New users

111,870

↑ 77.1% YoY

↑ 74.2% QoQ

Engaged sessions

53,311

↑ 98.0% YoY

↑ 66.5% QoQ

RFP Submissions

52

No data YoY

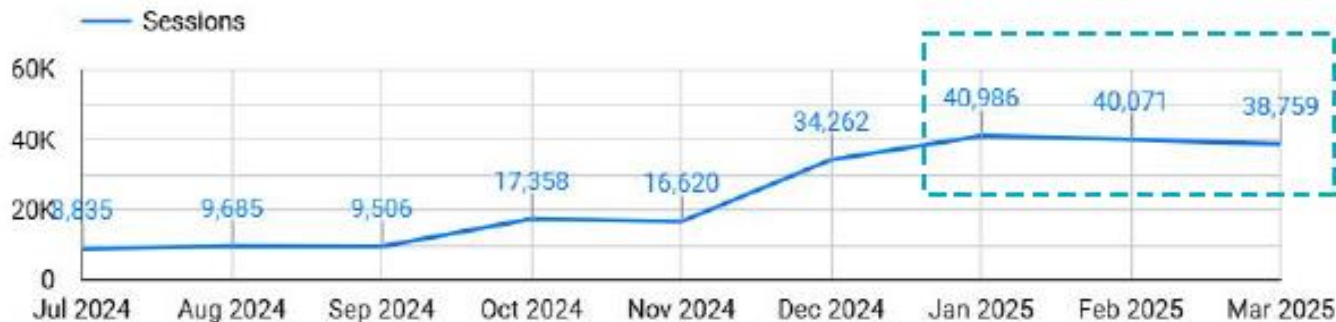
↑ 160.0% QoQ

Partner Referrals

5,983

No data YoY

↑ 16.6% QoQ





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, budget carryovers, 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 ¹	3.583M	100%	2.721M	76%
	Interest, Reimb. Fees, etc.	0	0%	88K	2%
	Total:	3.583M	100%	2.809M	78%
Expenditure	Sales and Marketing	2.555M	70%	\$1.960M ³	77% ³
	Salary & Benefits ²	846K	23%	605K	72%
	City's Cost and Expenses ⁴	220K	6%	171K	78%
	Contingency Reserve	40K	1%	-	-
	Total:	3.660M	100%	2.737M	75%

* \$ rounded to nearest thousands; actuals as of April 30, 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 occupancy 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) five FTE HID staff, including 1 vacant Digital Content Specialist.
3. Actuals does not include encumbered amount of \$538K (15%) 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 ¹			Actual	
	\$	% of Subtotal	% of Total HID Budget ¹	\$	% of Budget Type
Staffing for Economic Development Programs ²	156K	71%	4%	117K	68%
Administration ³	64K	29%	2%	54K	32%
Subtotal:	220K	100%	6%	171K	78%

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

**Fiscal Year 2025-2026 Draft Budget
Item #2**

**Noble Studios Status Updates
Item #3**

**Minutes
Item #4**





PRESENTATION



Draft FY 2025-2026 Budget

**May 27, HID Special Meeting
Item #2**

Draft FY 2025-2026 Budget

Projected HID Assessment Revenue:	3,350,704	
Salaries, Benefits, Admin Costs (SBA)	928,564	
Sales and Marketing Budget (excluding SBA)	2,422,140	
Projected Unused Hotel Allowance	140,000	
Sales and Marketing Budget (MAX)	2,562,140	
	Notes	Estimated Budget
Agency of Record	Includes SEO/website, creative, and marketing dollars	900,000
Public Relations Agency	\$5,960 per month plus \$109K (hard costs) for hosting FAMs, media, and influencers	180,000
Expedia Advertising		300,000
Customer Relationship Management (CRM) Software	Tempest	8,100
Research Platforms	DataFy, STR, and Annual Reports	65,000

Draft FY 2025-2026 Budget

Professional Memberships	CalTravel, Destinations International, GBTA, MPI, OC Sports Commission (\$16.5K)	28,000
Outside Services	Theshold360, Crowdriff, and Voda Films (photo and video). Excludes SkyNav.	132,000
Hotel Allowance Program	Split proportionally amongst 23 hotels according to the number of room keys.	396,000
Meeting Planner Incentive		7,500
Business Transient Incentive		5,000
Destination Irvine's Incentive Fund	For groups of 750+ room nights.	150,000
Miscellaneous	Rutan legal services & unknown expenses	37,040
Industry Outreach	Quarterly hotelier events, HID & Sales Meetings, Host CalCup (up to \$25K) additional FAMs not covered by Public Relations contract	71,000
Destination Irvine Collateral Giveaways	For tradeshow and local engagement (city events, site visits, media visits, etc.)	20,000
Tradeshows	SMERF, Corporate, Media/Trade, Marketing, etc.	180,000
Sales & Marketing Budget (including projected unused hotel allowance funds)		2,562,140
Balance		82,500



Rejoining the OC Sports Commission

Leading up to 2026 FIFA World Cup and 2028 LA Olympics, staff recommends rejoining OC Sports Commission to amplify Irvine's brand awareness and to help synchronize efforts in securing events, training facilities, and hotel rooms in Irvine and Orange County.

The cost to join is 0.5% of the HID Budget which equates to approx. \$16.5K per year.



OC Sports Commission

501(c)(3) Nonprofit

About the Orange County Sports Commission

The Orange County Sports Commission (OCSC) is on a mission to provide a foundation for economic development opportunities through sports with a demonstrable economic return on investment. In collaboration with local event operators, venues, and businesses, OCSC aims to maximize hosting opportunities through unique partnerships.

Mission

To enhance the economic, social, and culture vitality of Orange County communities through sports.

Vision

Using the sports platform to make Orange County a premier place to live, work, visit, and play.

Benefits

ADVOCACY

Advocate for healthy living programs and the formation of community engagement across Orange County. Create new sporting opportunities for Orange County.

BRAND LOYALTY

People support brands that support community. By becoming a sponsor of OCSC programs, meet and get to know the community that supports your business.

CUSTOMER ENGAGEMENT

Support local community initiatives to advance healthy community living and participation.

Hosting California Cup Golf Invitational, 2026

CalCup is an intimate and exclusive event that is produced by TESMARK Enterprises, in partnership with Visit California. Attendees are executive-level, national and international travel trade delegates.

In addition to California destinations, here are examples of the 30-40 delegates in attendance:

- Air Canada
- Travel Managers Australia
- Visit CA International Offices: Japan, Germany, Korea, and others.
- United Airlines
- AmericanTours International

The event is comprised of a four-day itinerary complete with golfing, city, and hotel tours.

Hosting CalCup:

The program is valued at over \$100K, but the host city pays about a fifth of the cost. The estimated cost to host is \$15-\$20K.

The event is flexible to fall over a weekend and near Easter, suiting Irvine's ideal stay-pattern. Most of the planning and heavy lifting is done by the conference organizer. It's a great opportunity to showcase Irvine to the top decision makers.



Noble Studios Updates Item #3

Minutes Item #4

PRESENTATION

MINUTES

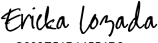
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REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: MAY 27, 2025

TITLE: MINUTES

DocuSigned by:

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Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 18, 2025.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

March 18, 2025
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 March 18, 2025, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Chairman Carroll presiding.

ROLL CALL

Present:	4	Committee Member:	Pete Carmichael
		Committee Member:	Marina Dutton
		Vice Chairman:	Tony Zand
		Chairman:	Mike Carroll
Absent:	3	Committee Member:	Oliver C. Chi
		Committee Member:	Jeff Mitrovic
		Committee Member:	Sid Ramani

PLEDGE OF ALLEGIANCE

Vice Chairman Zand led the Pledge of Allegiance.

PRESENTATIONS

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

Dave Lucey, Hotel Improvement District (HID) Director of Sales, reported on current group sales economic impact, room nights booked through sales efforts, allowance programs, and leads received from CVENT, an event marketing and hospitality management platform.

Misty Bond, Hotel Improvement District (HID) Program Director, reported on Visit California's China and Korea mission trips, upcoming trade shows and client events, media mentions, website performance, and updates on the installed tourism banners and the voting process for the new HID Operating Committee.

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

Committee discussion included: events and tournaments taking place at Great Park, future amenities at Great Park, 2028 Olympics, and committee participation in familiarization (FAM) trips.

By consensus of the members present, received and filed.

2. *NOBLE STUDIOS STATUS UPDATES*

Jeff Deikis, VP of Strategy and Insights and Kelsey Audas, Associate Director of Client Experience of Noble Studios, provided updates on brand strategy and platform.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There were no public comments.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chairman Carroll announced the State of the Great Park event on May 6th.

Misty Bond, HID Program Director, shared that S3 Hospitality will be building a new hotel in Irvine, which will be the City's 24th hotel.

COMMITTEE BUSINESS

3. *MINUTES*

ACTION: Moved by Vice Chairman Zand, seconded by Committee Member Carmichael, and unanimously carried by those members present to:

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

ADJOURNMENT

Moved by Committee Member Carmichael, seconded by Chairman Carroll, and unanimously carried by those members present to adjourn the regular meeting at 9:33am.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE