



Mike Carroll
Chairman

Pete Carmichael
Committee Member

Sean Crumby
Committee Member

Marina Dutton
Committee Member

Yuni Hunter
Committee Member

Brandon Parole
Committee Member

Sid Ramani
Committee Member

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

July 15, 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@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. SALES AND MARKETING SUBCOMMITTEE APPOINTMENT UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2025-2026

ACTION:

Appoint up to three members of the Hotel Improvement District Operating Committee to serve on the subcommittee.

4. APPROVAL OF THE FISCAL YEAR 2025-2026 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.

5. MINUTES

ACTION:

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on May 27, 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**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

July 15, 2025

- 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 7/8/2025 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

C803E51B14554D2...

Ericka Lozada
Recording Secretary

PRESENTATION

Hotel Improvement District (HID) Operating Committee Meeting

HID Program Director's Report

Quail Hill Community Center



7/15/2025

HID Committee Meeting Agenda

Sales Activities and Results

Tradeshows, FAMs

Website Performance Overview

Budget actuals through May 2025

Pilot Econ Dev Grants Program

Uniquely Driven PR Efforts

Noble Studios Updates

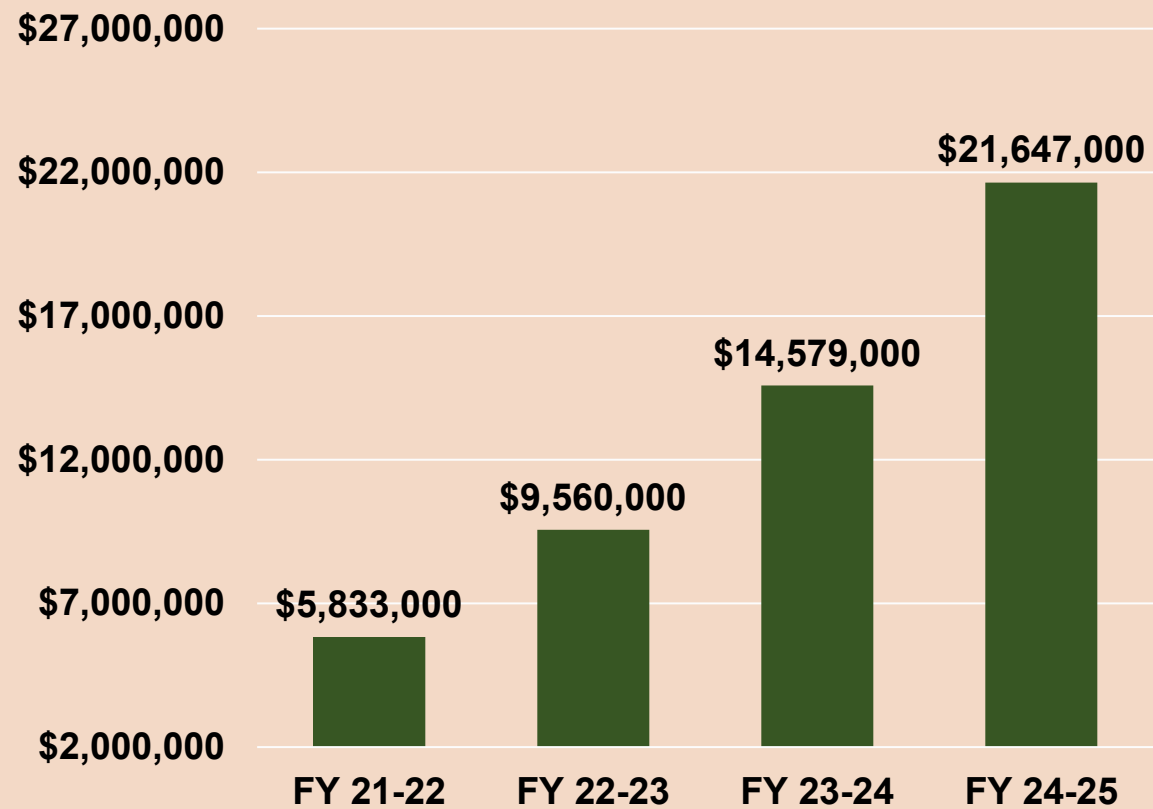


Sales Activities and Results

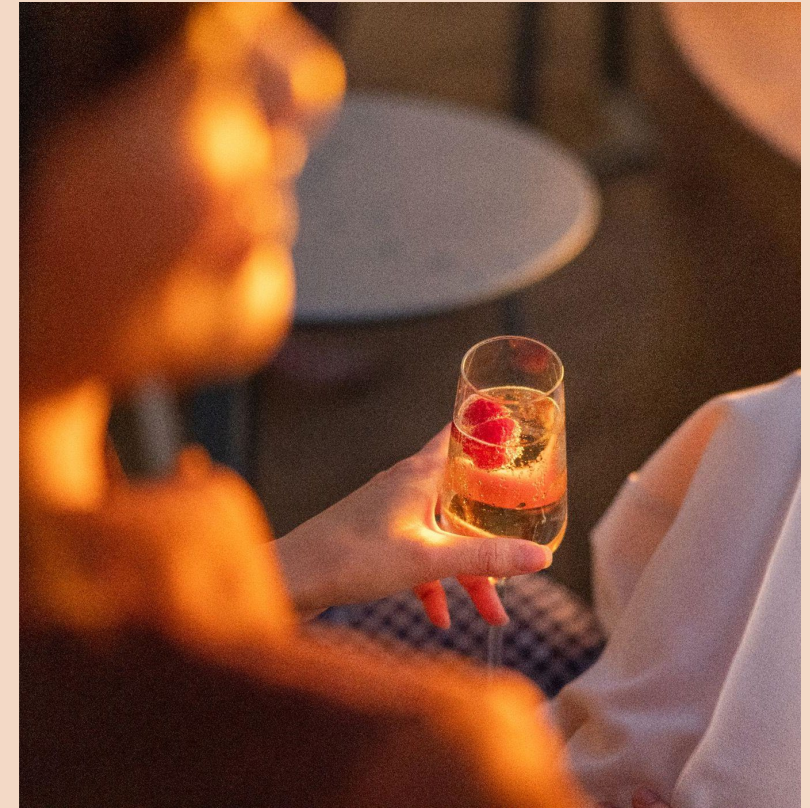
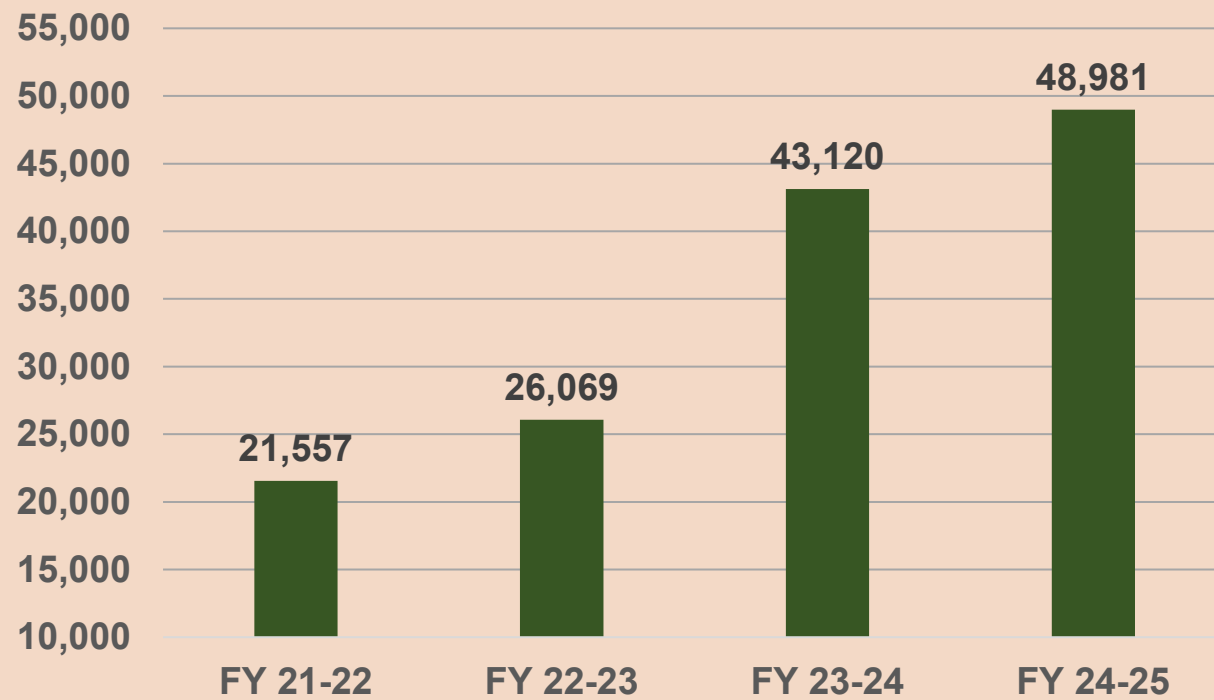


7/15/2025

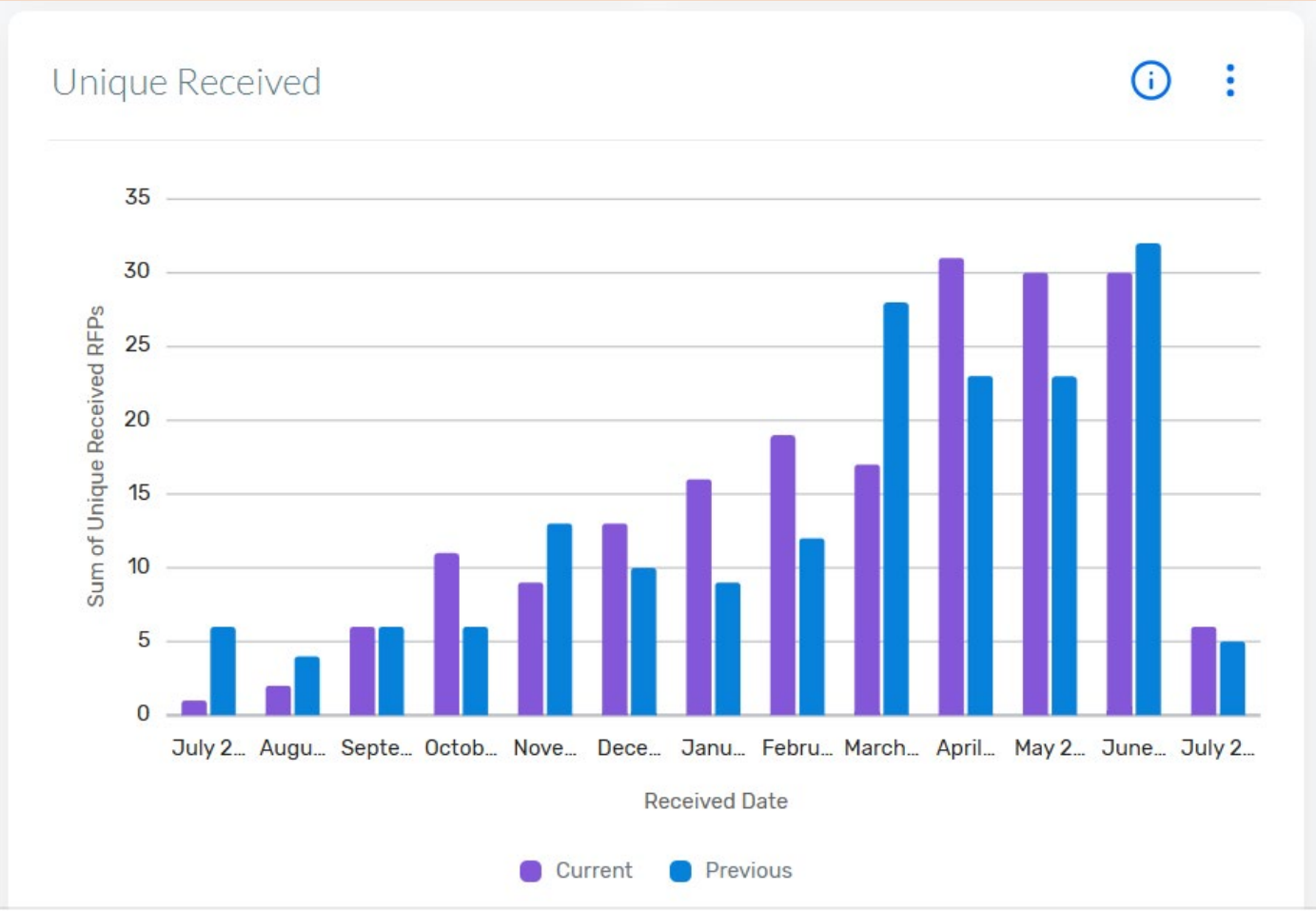
Group Sales Economic Impact FY 24-25



Group Room Nights Booked FY 24-25



CVENT Data: Unique Leads Received



July 2024 - July 2025

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

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

Tradeshows July – September



7/15/2025

Tradeshows July - September 2025

Event	Location	Dates	Who's Attending
ASAE Western States Reception / SoCal Social (Taking place during ASAE)	Los Angeles, CA	8/9/25-8/12/25	Charles
ESTO	Phoenix, AZ	8/17/25-8/19/25	Misty
Connect Marketplace 2025	Miami, FL	8/26/25-8/29/25	Dave
HPN Global 2025 Annual Partner Conference	Las Vegas, NV	8/26/25-8/29/25	Charles

Website Performance Overview (May 2025)



7/15/2025

May Website Performance Review

Sessions	New Users	Engaged Sessions	RFP Submissions	Partner Referrals
41,963	38,291	19,687	20	2,803
13.9% Increase YoY	17.3% Increase YoY	12.2% Decrease YoY	No Data YoY	No Data YoY
15.4% Increase PoP	13.4% Increase PoP	2.5% Increase PoP	0.0% PoP	2.6% Decrease PoP

PoP = Period over period (or month to month)

YoY = Year over year

Next Steps:

- Continue optimizing
- Launch creative refresh
- Brand rollout

PR Efforts



7/15/2025

Public Relations Performance Report

Key deliverables included monthly submissions to Visit California, content creator vetting, the coordination of IPW appointments, pitching, influencer and media familiarization trips, and brand renewal.



Destination Irvine 2024-
2025 End of Year
Summary

PR FY24 25 Report

From July 2024 to June 2025, the Uniquely Driven team focused on amplifying Destination Irvine through strategic media relations, influencer partnerships and curated press experiences. The team secured coverage in top tier outlets, collaborated with influencers in key markets and strengthened relationships with media.

Metric	FY24/25 Total
Media Placements	25
Unique Visitors per Month	81,498,641
Top Tier Publications	5
Visit California Monthly Submissions	25
Media FAM Trips Hosted	4
Group FAM Trips Hosted	4
Influencer FAM Trips Hosted	3

Media Hits

- Visit California (558,441 UVM)**
Irvine was featured 11 times
- USA Today (73,481,855 UVM)**
Irvine was featured 1 time
- Go.Visit.Media (UVM N/A)**
Irvine was featured 1 time
- KUSA-NBC (3,500,000 UVM)**
Irvine was featured 1 time
- Best of Southwest (1,087 UVM)**
Irvine was featured 2 times
- Luxe Beat Magazine (9,643 UVM)**
Irvine was featured 1 time
- Blavity (3,400,000 UVM)**
Irvine was featured 1 time
- Orange Coast (31,252 UVM)**
Irvine was featured 3 times
- Metrolink (35,000 UVM)**
Irvine was featured 2 times
- Matador Network (476,005 UVM)**
Irvine was featured 1 time
- Out & About with Kids (5,358 UVM)**
Irvine was featured 1 time
- Sparks N Style (UVM N/A)**
Irvine was featured 1 time

Upcoming Confirmed Media Trips

Event	Type	Dates	Content or Publication
Janice Robinson Celeste	Writer	7/27 – 7/27	Successful Black Parenting
Max and Oksana: Drink Tea & Travel	Travel Writers & Influencers	8/4 – 8/7	Drink Tea & Travel - Award-Winning Sustainable Travel Blog and Instagram: DrinkTeaTravel
Jeroslyn JoVonn	Writer & Correspondent	8/4 – 8/7	Black Enterprise

Fiscal Year 2024 - 2025 Actuals as of May 31, 2025



7/15/2025

FY 2024 - 25 Actuals

	Type	Budget		Actuals	
		\$	% of Total Budget	\$	% of Total Budget
Revenue	HID Assessment Revenue ¹	3.583M	100%	3.008M	84%
	Interest, Reimb. Fees, etc.	0	0%	88K	2%
	Total:	3.583M	100%	3.096M	86%
Expenditures	Sales and Marketing	2.555M	70%	2.045M ³	80% ³
	Salary & Benefits ²	846K	23%	663K	78%
	City's Cost and Expenses ⁴	220K	6%	183K	83%
	Contingency Reserve	40K	1%	-	-
	Total:	3.660M	100%	2.891M	79%

* \$ rounded to nearest thousands; actuals as of May 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 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 \$442K for active contracts
4. City's Cost and Expenses include staffing for economic development programs and administration

FY 2024 - 25 City's Cost & Expenses

Type	Budget			Actuals	
	\$	% of Subtotal	% of Total Budget ¹	\$	% of Budget Type
Staffing for Economic Development Programs ²	156K	71%	4%	129K	71%
Administration ³	64K	29%	2%	54K	29%
Total:	220K	100%	6%	183K	83%

* \$ rounded to nearest thousands; actuals as of May 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

Economic Development Pilot Grants Program



7/15/2025

Proposed Irvine Economic Development Grants Program Pilot Initiative

Purpose of the Program:

To provide strategic investments in initiatives that

- Expand business support services
- Foster entrepreneurship
- Promote inclusive economic opportunity
- Support tourism and destination marketing
- Drive business attraction and retention in Irvine

Eligible Applicants:

- Chambers of commerce and nonprofit organizations focused on supporting Irvine businesses and entrepreneurs
- Initiatives that advance the City's broader economic development goals

Proposed Irvine Economic Development Grants Program Pilot Initiative

Funding Priority:

- Organizations based in Irvine that are primarily dedicated to advancing the City's economic development and have a demonstrated record of measurable impact

Funding Source:

- \$400,000 from HID Assessment revenues for the FY25 - 26 pilot initiative.
- Funding will be represented in the City's Cost and Expenses

Tentative Timeline:

- August 12, 2025: City Council Consideration of the program framework and necessary budget appropriation
- September 2025: Program development and implementation begins

Item #2: Noble Studios Updates



7/15/2025

Item #3: Sales & Marketing Subcommittee Appointment



7/15/2025

Item #4: Approval of the Fiscal Year 2025 - 2026 HID Operating Committee Meeting Schedule



7/15/2025

Item #5: Minutes



7/15/2025

Thank you!

destinationirvine.com



PRESENTATION

DRINK

BRAND BOOK / 2025

Welcome To Irvine's Brand Book.

This is your guide to what our destination
marketing division stands for.

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Brand Platform

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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.

Dare to Dream Big

Be fearless, take risks and be unconstrained by convention. When we dare to dream big, we unlock inspiration and innovation within ourselves and those around us, we stand out from the crowd and do greater things. Become comfortable with the uncomfortable. Go all in.

Be a Champion

We're committed to bettering ourselves and our community.
We champion our city and represent our tourism division
with refinement, pride and respect. This also means taking
accountability for our successes and recognizing our failures,
embracing what works while and letting go of what doesn't.

Build Belonging

We're in this together, building a shared sense of belonging and purpose. We embrace our residents, visitors and each other with open arms, creating a positive environment that fosters safety, health, inclusion and happiness. Our community is our everything. We are one team.

The traits that describe Destination Irvine is as if our brand were a person.

Welcoming

Easy

Fearless

Reliable

Light-hearted

Connected

Surprising

Active

Creative

Resilient

Welcoming
approachable and easygoing, we welcome you with open arms and a genuine smile, making you feel at home from the moment you arrive.

Easy
with a knack for keeping things organized, relaxed, and straightforward, we ensure plans flow effortlessly, letting you focus on what really matters—making the most of every moment.

Connected
rooted in community, we’re right at the heart of things, always linking you to the best spots, people and experiences and making each visit feel both familiar and new.

Reliable
whether it’s a convenient place to stay, a great meal or a seamless experience, you can count on us—we follow through on our promises so you never have to worry about the details.

Light-hearted
we have a playful side and don’t take ourselves too seriously. We’re always up for finding ways to keep things interesting, keep the atmosphere light and bring some joy into every experience.

Creative
fueled by fresh ideas and innovation, we bring out new perspectives that invite others to see things differently and be inspired.

Surprising
just when you think you know everything about us, you discover something new—we keep you on your toes like that.

Active
from sunrise to sunset, we’re always finding ways to fill our time with the things we love. From exploring the outdoors to grabbing a great meal with friends. We keep the energy flowing.

Resilient
no matter the challenge, we bounce back stronger and more determined, always growing and improving without losing our forward outlook.

Fearless
innovative and forward-thinking, we aren’t afraid to go all in or push some boundaries to stand out from the crowd and show the world what makes us distinct.

**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 of it all, Irvine is the easy choice.

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 convenient access to four major airports (all within an hour's drive), diverse accommodations, award-winning dining and a reputation as one of America's safest cities, Irvine is the ideal base for easily experiencing the best of Southern California.

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).

Voice & Tone

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How we express ourselves

Forward-thinking

Friendly

Approachable

Think of Irvine as your trusted friend—smart, refined yet always approachable. They like to keep to a schedule but have been known to surprise you every now and then. They're reliable, but never boring. Polished, but with a playful side. They appreciate the finer things in life, like tasting their way through Irvine's diverse culinary offerings or shopping for luxury goods at the Irvine Spectrum Center, but they're also just as happy spending a laid-back afternoon wandering through a farmer's market or meeting up for a cup of coffee.

Here, we don't overcomplicate things. We speak with confidence but keep it approachable. We're professional with a personal touch. We know who we are, and we're proud to share Irvine with you.

Whether you come here for a sports tournament, on business or a family getaway, you'll find a city that's easy to navigate, endlessly welcoming and full of opportunities to experience something new. It's a vibrant city where innovation and ideas thrive. A place where cutting-edge businesses and world-class universities coexist with miles of hiking trails, open green spaces and year-round sunshine.

Welcome to Irvine. It's Surprisingly SoCal.

How we want people to feel

Comfortable

Inspired

Playful

There's always a flipside when you're in Irvine. We want people to feel that while they may have come to Irvine for a business trip or their kid's soccer tournament, that's just the beginning of their Surprisingly SoCal adventure.

It's the feeling of nailing a big pitch in the conference room and then heading out to catch a ballgame. Of deep dives on strategic planning sessions and in hotel pools. Or coming to Irvine for an important board meeting and ending the day over a charcuterie board.

When you're in Irvine, we want you to feel comfortable and at ease. It's a place where you feel safe, like catching up with an old friend. You'll find yourself effortlessly navigating the well-planned city and surprised at how easy it is to make the most of your Southern California getaway.

It's the feeling of knowing you're creating lasting memories, whether you're taking a ride in the Great Park Balloon, scoring the winning goal in a soccer tournament or simply enjoying a day outdoors in the year-round warm weather. You'll feel like you've discovered a better way to explore SoCal, free from the stress of endless traffic or overcrowded destinations.

Irvine is a city inspired by innovation. It's a place where you can dare to dream big and become the best version of yourself. At the same time, Irvine is a place where you can feel free to let your playful side out, with wide-open green spaces, water parks, go-karts and more. Here, you'll experience the freedom to explore and enjoy the SoCal way of life.

Welcome to Irvine. It's Surprisingly SoCal.

Surprisingly SoCal



“Surprisingly SoCal” is an invitation to embrace all that Irvine offers. The idea that every time you visit, there’s something new to discover.

The line speaks to how surprisingly easy it is to get around. How many globally-inspired restaurants there are just waiting for you to try. And how easy it is to make the most of your SoCal getaway when you make Irvine your homebase. Get ready to be pleasantly surprised, time and time again.

Irvine, California.

It's a place full of pleasant surprises.

From our globally-inspired cuisine,

To miles of wide-open spaces,

To year-round sunshine,

There is so much to explore.

Irvine is a vibrant city.

A center for sports, recreation and innovation.

And just when you think you know us.

You discover something new.

Here, it's surprisingly easy to make the most of SoCal.

Whether you're looking to surf the California waves,

Spend a magical day riding rollercoasters,

Or make some family memories at Irvine's Great Park.

It's all just a short car ride away.

And you may be surprised to learn,

We're one of the safest cities in America.

So get ready to be surprised in all the best ways.

Destination Irvine.

It's Surprisingly SoCal.



Short Version

Destination Irvine is the tourism division for the city of Irvine. Located in the heart of Orange County, Irvine is a hub for innovation and full of globally-inspired cuisine, world-class shopping, outdoor recreation and family-friendly activities. It's one of the greenest cities in America with thousands of acres of dedicated open space, including miles of hiking and biking trails, preserved natural habitats and the iconic Great Park. It's also consistently ranked as one of America's safest cities. And its convenient location provides easy access to some of the region's most iconic attractions, making it the ideal base for a SoCal adventure





Long Version

Destination Irvine is the tourism division for the city of Irvine. Located in the heart of Orange County, Irvine is a hub for globally-inspired cuisine, world-class shopping, outdoor recreation and family-friendly activities. Both visitors and locals alike enjoy the city's close proximity to some of SoCal's most iconic attractions, such as Disneyland, Newport Beach, Laguna Beach, Los Angeles and San Diego — making Irvine the ideal base to get the most out of your Southern California getaway.

Irvine is consistently ranked as one of America's safest cities. It's also easily accessible, with close proximity to major highways, Irvine's Amtrak Train Station and four airports: John Wayne Airport (SNA), Los Angeles International Airport (LAX), Ontario International Airport (ONT) and Long Beach Airport (LGB). And with everything from luxury to affordable hotels, Irvine offers accommodations to fit every traveler's needs and budget.

Known as a hub for innovation, Irvine offers more than 190,000 square feet of meeting and event space. Additionally, Irvine has thousands of acres of dedicated open space and is one of the greenest cities in America. And when it comes to sporting events, Irvine is unmatched with a wide array of world-class sports facilities that are well-equipped for everything from local competitions to international tournaments.

03

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Brand Color Palette

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Primary colors define the brand’s core identity and should be used predominantly in logos, backgrounds, typography, and key design elements. They establish consistency and recognition, ensuring a strong visual presence. When applied thoughtfully, they create a cohesive and impactful brand experience while maintaining clarity and readability.

DOWNLOAD SWATCHES

<div><div>PANTONE: 5605 C</div><div>HEX: 233D22</div><div>RGB: 35 61 34</div><div>CMYK: 85 45 90 60</div></div>	<div><div>PANTONE: 475 C</div><div>HEX: F3D9C6</div><div>RGB: 243 217 198</div><div>CMYK: 0 15 20 0</div></div>	<div><div>PANTONE: 7579 C</div><div>HEX: D35A30</div><div>RGB: 211 90 48</div><div>CMYK: 12 78 93 2</div></div>	<div><div>PANTONE: 635 C</div><div>HEX: B3DBEA</div><div>RGB: 179 219 234</div><div>CMYK: 35 0 0 0</div></div>
<div>TINT: 75%</div>	<div>TINT: 75%</div>	<div>TINT: 75%</div>	<div>TINT: 75%</div>
<div>TINT: 50%</div>	<div>TINT: 50%</div>	<div>TINT: 50%</div>	<div>TINT: 50%</div>
<div>TINT: 25%</div>	<div>TINT: 25%</div>	<div>TINT: 25%</div>	<div>TINT: 25%</div>

Secondary colors should complement primary brand colors by adding depth and visual interest. They can be used for accents, backgrounds, icons, and call-to-action elements while ensuring contrast and readability. Applied sparingly, they enhance the brand’s aesthetic without overpowering the core identity, maintaining a balanced and cohesive look.

<div><div></div><div>PANTONE: 6 C</div><div>HEX: 101820</div><div>RGB: 16 24 32</div><div>CMYK: 83 71 60 78</div></div>	<div><div></div><div>PANTONE: 380 C</div><div>HEX: E9FF60</div><div>RGB: 233 255 96</div><div>CMYK: 14 0 75 0</div></div>	<div><div></div><div>PANTONE: 129 C</div><div>HEX: F6D330</div><div>RGB: 242 206 48</div><div>CMYK: 5 16 92 0</div></div>	<div><div></div><div>PANTONE: 502 C</div><div>HEX: EBC6CB</div><div>RGB: 235 198 203</div><div>CMYK: 5 24 11 0</div></div>
<div><div></div><div>TINT: 75%</div></div>	<div><div></div><div>TINT: 75%</div></div>	<div><div></div><div>TINT: 75%</div></div>	<div><div></div><div>TINT: 75%</div></div>
<div><div></div><div>TINT: 50%</div></div>	<div><div></div><div>TINT: 50%</div></div>	<div><div></div><div>TINT: 50%</div></div>	<div><div></div><div>TINT: 50%</div></div>
<div><div></div><div>TINT: 25%</div></div>	<div><div></div><div>TINT: 25%</div></div>	<div><div></div><div>TINT: 25%</div></div>	<div><div></div><div>TINT: 25%</div></div>

Color choices play a key role in accessibility, and certain combinations are essential to meet ADA compliance standards. To ensure readability and inclusivity, use high-contrast color pairings—such as dark text on a light background or vice versa—to support users with visual impairments.

All brand color applications have been tested to meet a minimum contrast ratio of 3:1, ensuring they maintain legibility and support accessibility.

This standard helps create a more inclusive, user-friendly experience for all audiences by providing sufficient contrast between text and background colors.



04

Index

Brand Typography

Primary	25
Layout Anatomy	26



DM Sans

DM Sans is a modern geometric sans-serif typeface known for its clean and minimalistic design. With well-balanced letterforms and a geometric structure, it ensures high readability, making it suitable for both body text and headings.

The font is optimized for small text, making it ideal for digital and print applications. Available in multiple weights and styles, including Light, Regular, Medium, and Bold, DM Sans offers versatility for various design needs. As a free and open-source font under the Open Font License, it is widely used in web design, branding, UI/UX, and print materials, making it a go-to choice for modern typography.

DOWNLOAD FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Light	Aa
Regular	Aa
Medium	Aa
Semi Bold	Aa
Bold	Aa
Extra Bold	Aa
Black	Aa

! ? @ & < " " > [. , ;] (-) # / \$ % ®

Font: DM Sans
Weight: Extra Bold
Tracking: -30
Case: Sentence

This is a headline.

Font: DM Sans
Weight: Semi Bold
Tracking: -30
Case: Sentence

**This is a sub-headline DM Sans is a
modern geometric sans-serif typeface.**

Font: DM Sans
Weight: Medium
Tracking: 0
Case: Sentence

This is body copy DM Sans is a modern geometric
sans-serif typeface known for its clean and
minimalistic design. With well-balanced letterforms
and a geometric structure, it ensures high readability,
making it suitable for both body text and headings.

Font: DM Sans
Weight: Extra Bold
Tracking: 0
Case: CAPS

CALL TO ACTION

Logo Guidelines

Primary Logo Variations	28
Secondary Logo Variations	29
Tertiary Logo Variations	30
Logo Scale	31
Logo Restrictions	32
Logo Clear Space	33
Partner Logo Pairings	34



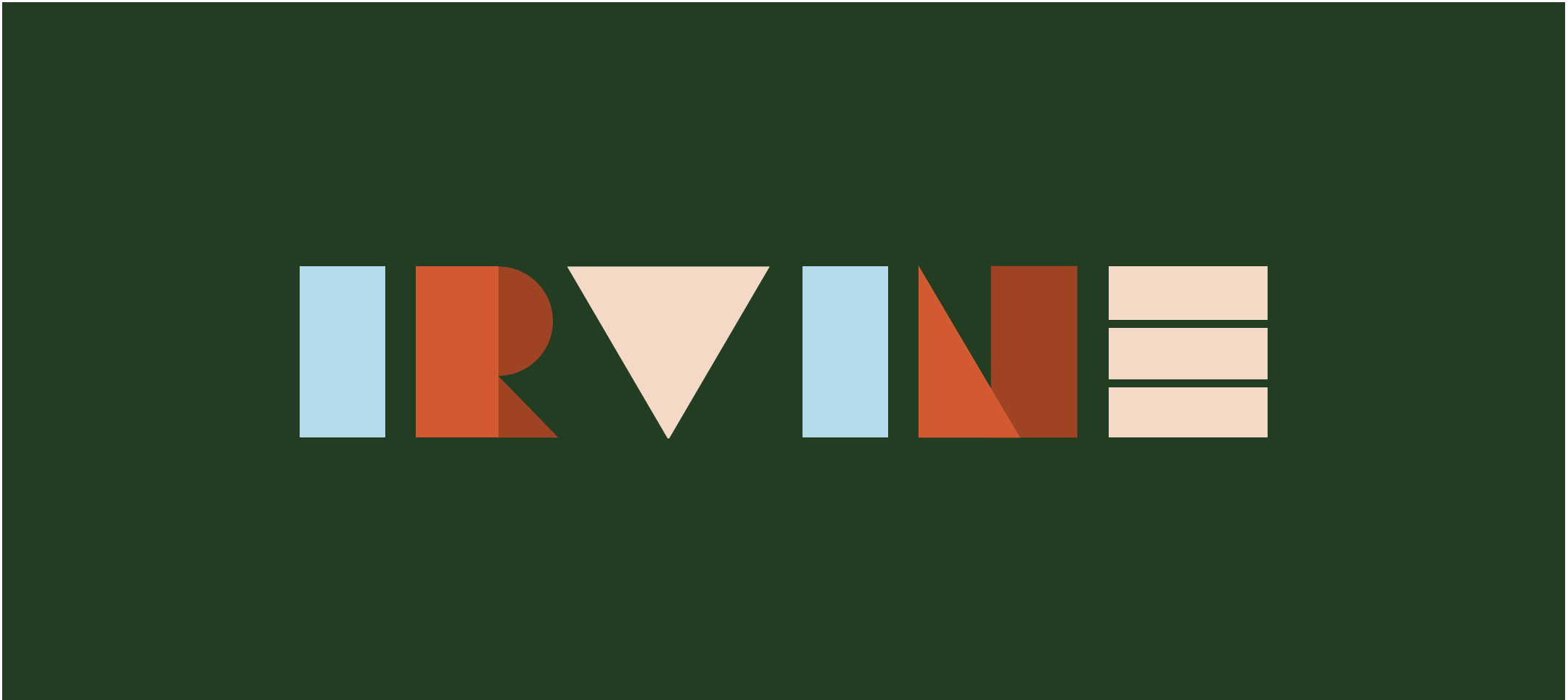
The primary logo with the brand line should be used whenever possible to represent the Irvine brand. This reinforces brand recognition and communicates our identity clearly and consistently. Ideal for prominent placements like print materials, websites and signage, this version should be used when there is sufficient space to ensure legibility of both the logo and the brand line.

DOWNLOAD LOGOS



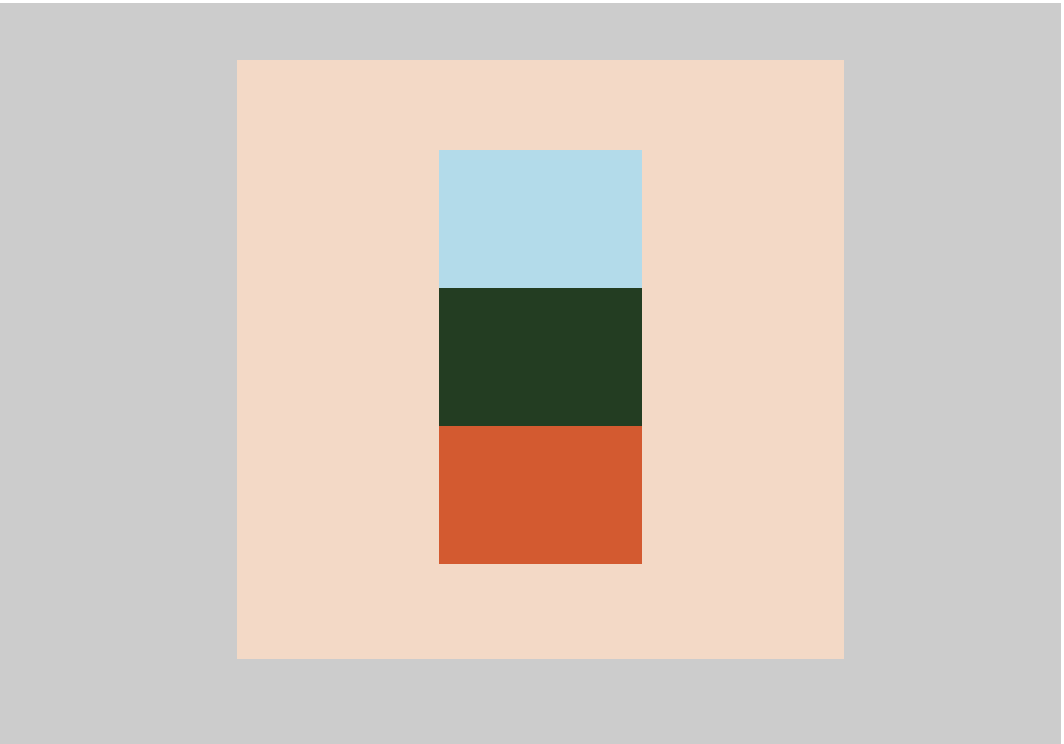
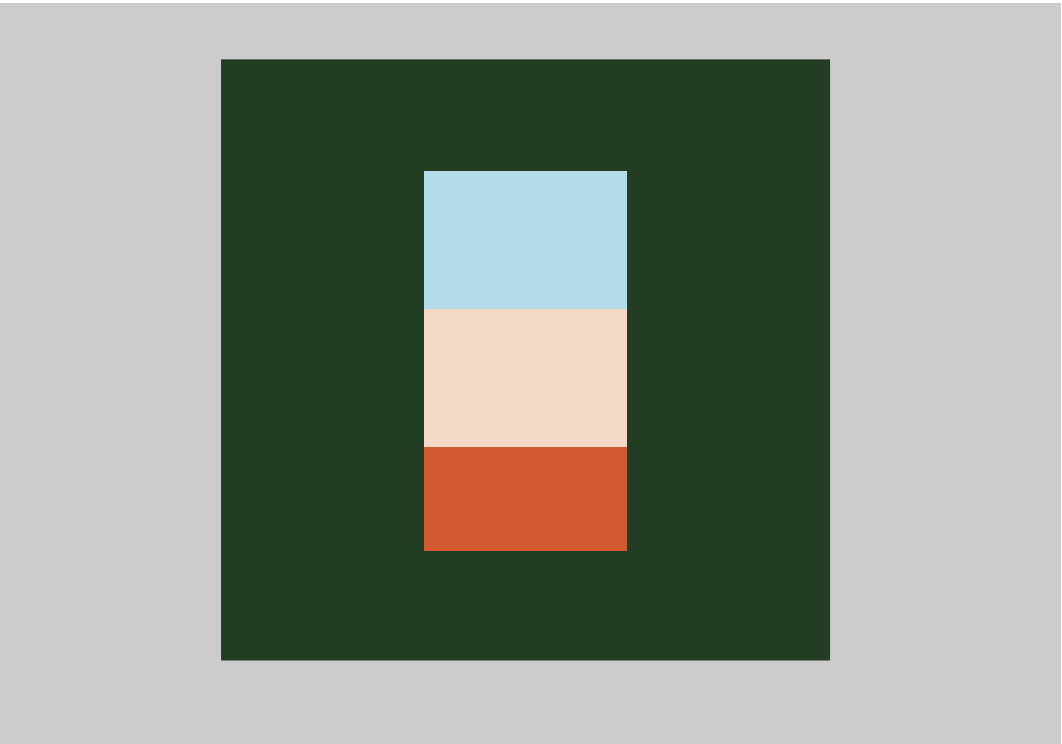
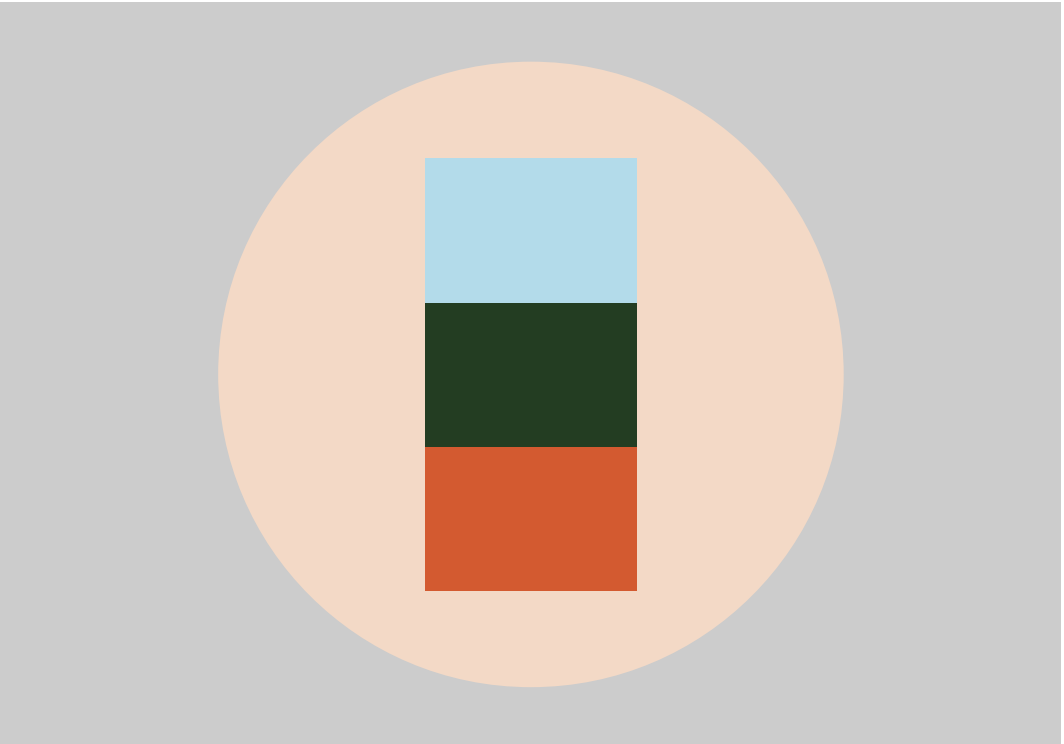
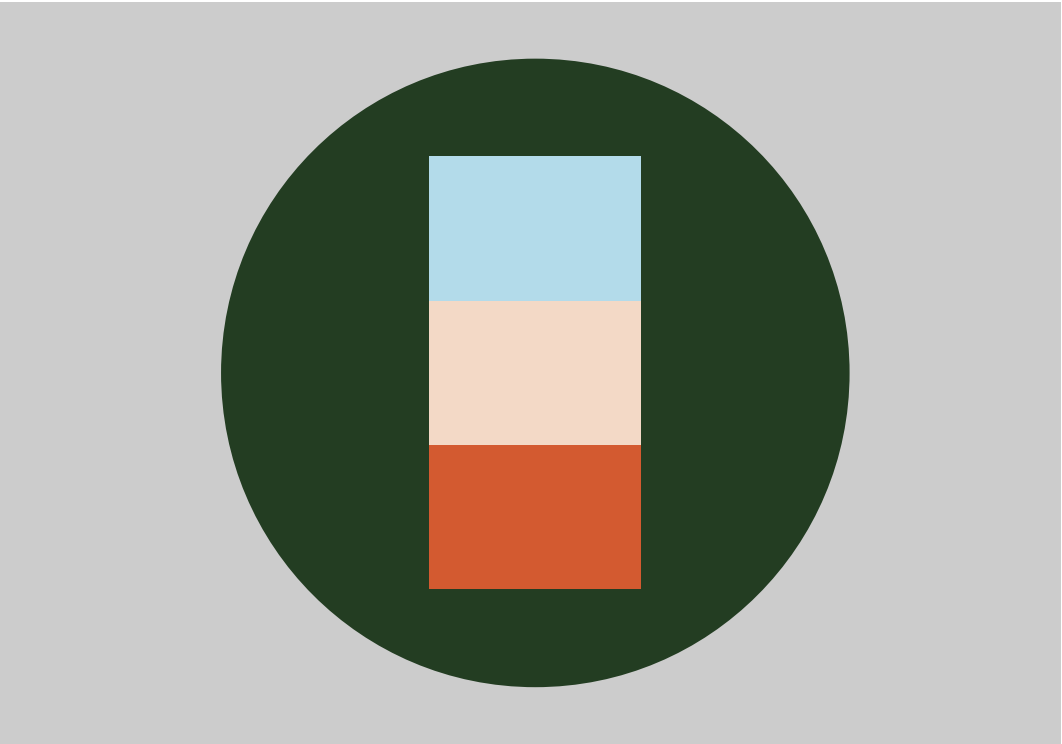
The secondary logo, without the brand line, is intended for situations where space is limited or the brand line becomes difficult to read. This version maintains the integrity of the core logo while allowing for greater flexibility across smaller formats such as social media icons, promotional items or mobile interfaces. While it offers a more compact solution, it should only be used when the primary logo with the brand line is not practical, ensuring the brand remains recognizable and consistent across all applications.

DOWNLOAD LOGOS



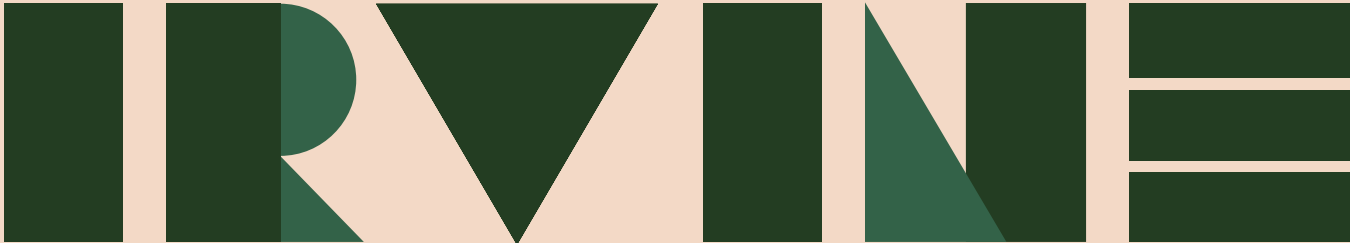
Tertiary logos are designed for very small applications, such as social media profile images or web browser avatars. They should only be used in these rare instances where space is extremely limited and the primary or secondary logos are not practical. This ensures the brand remains recognizable, even at minimal sizes.

DOWNLOAD LOGOS



In certain situations where space is limited or the full logo would become illegible—such as small digital applications, social media profile images or compact merchandise—the full logo may not be suitable. In these cases, an approved alternate mark, such as the logomark or a simplified version, should be used to maintain brand recognition while ensuring clarity and visual impact

Use whenever space permits and full visibility can be maintained.



Use this in situations where the brand line becomes illegible.



Use this in situations where the brand line becomes illegible.



In rare cases where the full logo cannot be displayed, use this alternate version.





Don't skew the logo



Don't rotate the logo



Don't change the pre defined proportions



Don't use non approved colors

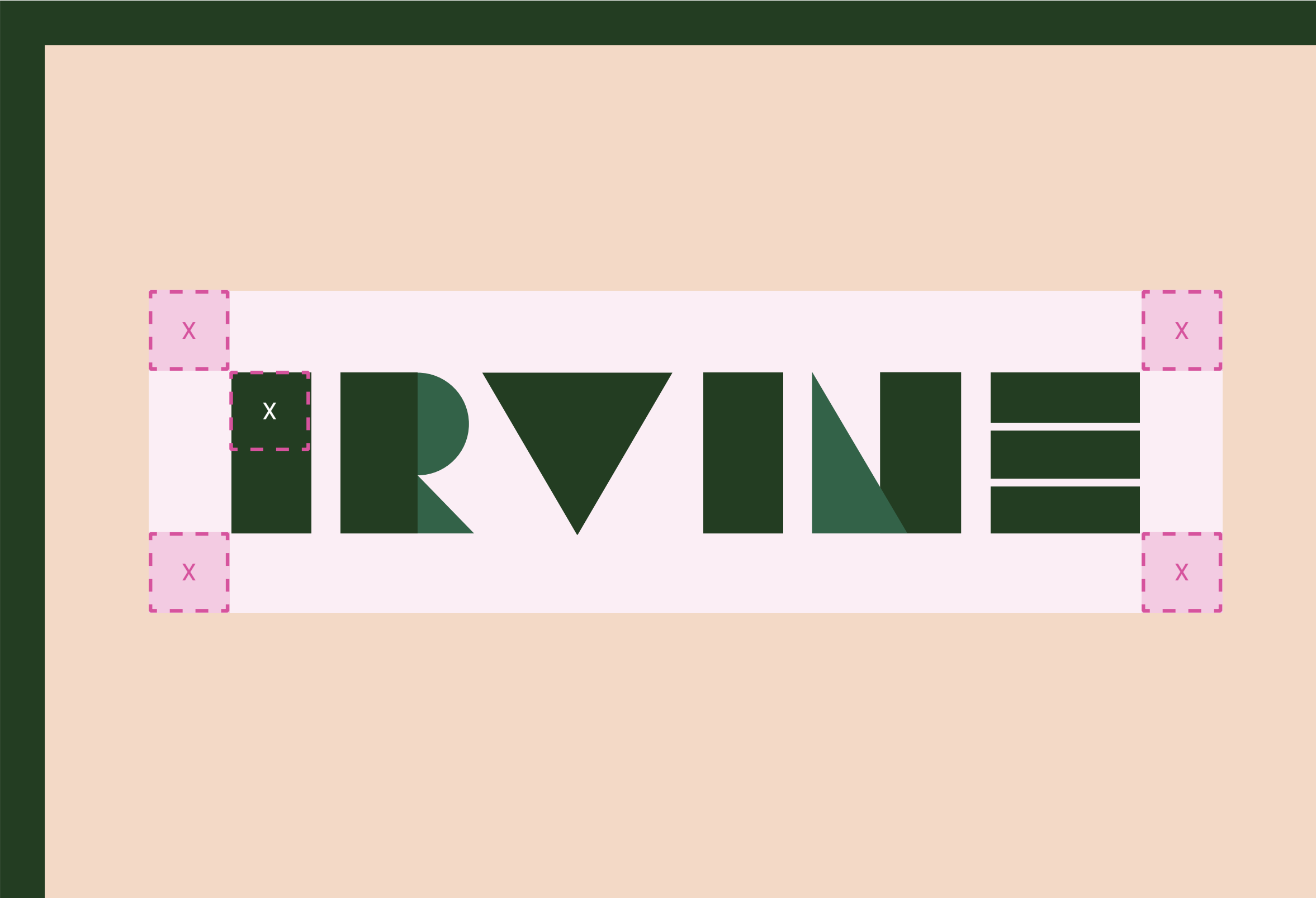


Don't use any text or image effects



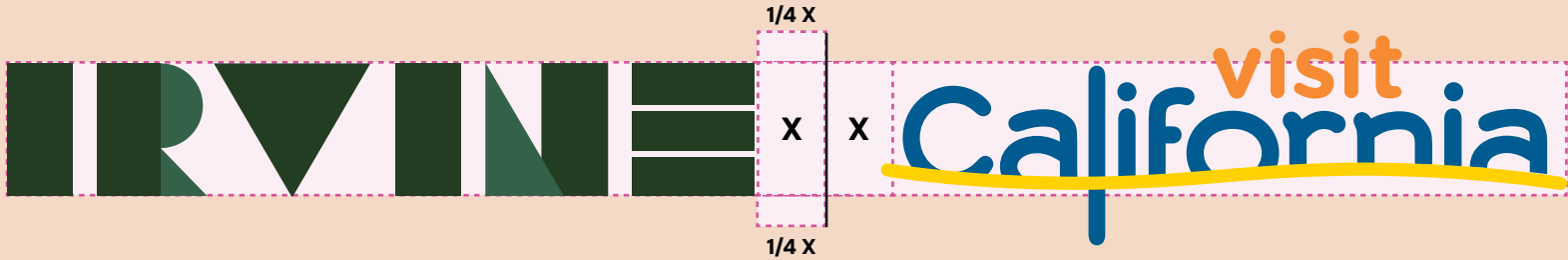
Don't use color combinations with low contrast

The clear space around the logo, defined by the value X, ensures that it remains visually distinct and uncluttered. This buffer prevents interference from other elements, maintaining the logo’s impact and legibility. Always keep at least X of space on all sides to preserve brand integrity and consistency across all applications.

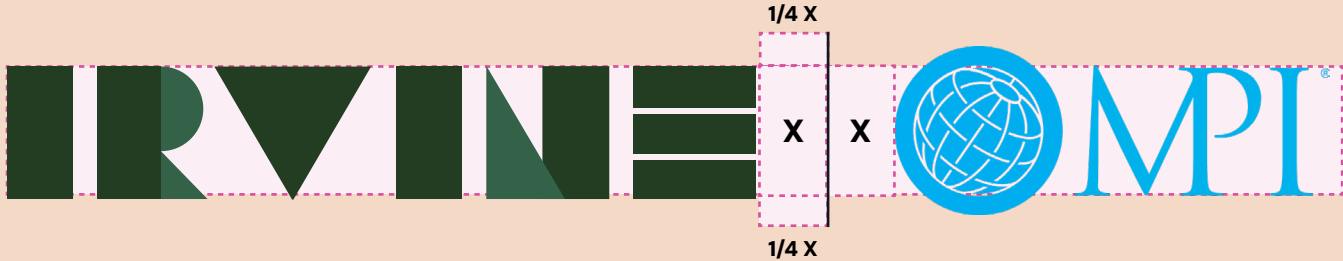


It’s important to maintain visual balance and clarity when using the Irvine logo alongside other logos for co-branding opportunities. Make sure there’s enough clear space around the Irvine logo, which is defined by “X,” which equals the height and width of the letter “I” in the logo.

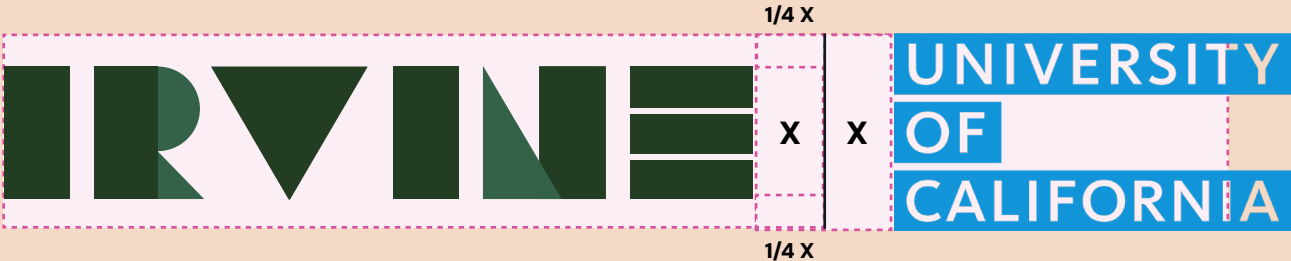
Horizontal logos typically align well with Irvine’s logo and help create a streamlined layout.



Logos that include logomarks should be spaced appropriately to avoid visual clutter, ensuring each brand maintains its identity.



For logos that are taller than Irvine’s, align them by optical center or adjust scale proportionally to maintain harmony without overpowering the Irvine logo.



06

Index

Photo Guidelines

Photography Inspiration	36
Photography Do's and Don'ts	37



Our photography is guided by a personality that's easygoing, creative, light-hearted, surprising and fearless.

We capture moments with a relaxed, approachable feel—never too polished, always authentic.

Creativity is at the heart of framing and composition, while a light-hearted tone brings warmth and playfulness to every shot.

We embrace the unexpected, finding beauty in spontaneity. And we're fearless in exploring bold perspectives that make our visual storytelling stand out.



Our photography should feel authentic, vibrant and true to our brand personality.

Do use natural lighting, candid moments and diverse, real people to tell genuine stories. Keep compositions clean and uncluttered, with a sense of ease and creativity.

Don't use overly staged setups, heavy filters or stock imagery that feels generic or forced. Avoid visuals that feel too serious or rigid—our photography should always reflect a light-hearted, fearless spirit.



Marketing Samples

Conferance Signage	39
Business Card	40
Tshirt	41
Hat	42
Tote Bag	43
Waterbottle	44
Vertical Signage	45
Postcard	46
Out of Home	47
Duratron	48





Surprisingly SoCal









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SoCal**

IRVINE





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meeting.**



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board meeting.**



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work easy.



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work easy.

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COMMITTEE BUSINESS



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 15, 2025

TITLE: SALES AND MARKETING SUBCOMMITTEE APPOINTMENT
UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING
COMMITTEE FOR FISCAL YEAR 2025-2026

Signed by:
Misty Bond
DDA4A6471A5A469...

7/8/2025

HID Program Director

RECOMMENDED ACTIONS

Appoint up to three members of the Hotel Improvement District Operating Committee to serve on the subcommittee.

EXECUTIVE SUMMARY

The HID engages in a variety of activities to support the growth and vitality of Irvine Hotels including strategic marketing, direct sales, travel packages, data collection and reporting. As such, staff recommends channeling more specific focus of the Committee's expertise through a sales and marketing subcommittee.

COMMISSION/BOARD/COMMITTEE RECOMMENDATION

Not applicable.

ANALYSIS

The sales and marketing subcommittee members will contribute their expertise by offering guidance and feedback on the HID's sales and marketing plans. The subcommittee will evaluate the effectiveness of marketing campaigns with Expedia and other campaigns being run through the HID's full-service marketing agency. Subcommittee members will also offer suggestions on new initiatives and efforts to increase Irvine's overall brand awareness. The subcommittee will report back to the full committee during HID Operating Committee meetings at key milestones.

ALTERNATIVES CONSIDERED

The HID Operating Committee could alter the recommendation or decline the continuation of the sales and marketing subcommittee.

FINANCIAL IMPACT

Hotel Improvement District Operating Committee Meeting

July 15, 2025

Page 2 of 2

Not applicable.

REPORT PREPARED BY

Misty Bond, HID Program Director

ATTACHMENTS

Not applicable.

COMMITTEE BUSINESS



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 15, 2025

TITLE: APPROVAL OF THE FISCAL YEAR 2025-2026 HOTEL
IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING
SCHEDULE

Signed by:
Misty Bond
DDA4A6471A5A469...

7/3/2025

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 2025-26.

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 2025-26 Hotel Improvement District (HID) Operating Committee Calendar

MINUTES

5



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 15, 2025

TITLE: MINUTES

DocuSigned by:
Erica Lozada
C603E51B14554D2...

7/8/2025

Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on May 27, 2025.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE SPECIAL MEETING

May 27, 2025
Quail Hill Community Center
39 Shady Canyon Drive
Irvine, CA 92603

CALL TO ORDER

The special meeting of the Hotel Improvement District Operating Committee was called to order at 8:45 a.m. on May 27, 2025, 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:	Marina Dutton
		Committee Member:	Sid Ramani
		Vice Chairman:	Tony Zand
		Chairman:	Mike Carroll

PLEDGE OF ALLEGIANCE

Committee Member Chi 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 sales activities, with group sales and economic impact surpassing Fiscal Year 2023-24 numbers. He reported that Great Park will serve as a base camp for the 2026 FIFA World Cup and seven Irvine hotels have secured room night bookings for the 2028 LA Olympics.

Charles Behnke, Hotel Improvement (HID) Sales Manager, highlighted that the month of April had the most leads according to CVENT data. Tradeshow efforts, influencer partnerships, and familiarization trips with Visit CA-Mexico and corporate groups are proving successful. Destination Irvine website analytics show an increase in user engagement, volume, and traffic.

Melissa Haley, Director of Communications and Engagement, provided an update on Fiscal Year 2024-25 budget.

Committee discussion included: targeting 2028 LA Olympic overflow from cancellations and upcoming Great Park development anticipated to drive more Irvine hotel visits.

By consensus of the members present, received and filed.

2. *FISCAL YEAR 2025-26 DRAFT BUDGET*

Melissa Haley, Director of Communications and Engagement, presented an overview of the proposed Fiscal Year 2025-26 budget, noting staff recommendation to rejoin the Orange County Sports Commission and the opportunity to host the California Cup (CalCUP) Golf Invitational.

By consensus of the members present, received and filed.

3. *NOBLE STUDIOS STATUS UPDATES*

By consensus of the members present, the presentation by Noble Studios has been moved to the next Hotel Improvement District Operating Committee regular meeting, due to technical difficulties.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There were no public comments.

ACCOUNCEMENTS/COMMITTEE REPORTS

Vice Chairman Zand departed the committee, expressing his appreciation for his tenure and collaboration with the City of Irvine.

COMMITTEE BUSINESS

4. MINUTES

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

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

ADJOURNMENT

Moved by Vice Chairman Zand, seconded by Chairman Carroll, and unanimously carried by those members present to adjourn the regular meeting at 9:30am.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

ATTACHMENT

FISCAL YEAR 2025 - 2026 - 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						
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24	25	26	27	28	29	30
31						

SEPTEMBER						
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21	22	23	24	25	26	27
28	29	30				

OCTOBER						
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19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
S	M	T	W	T	F	S
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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 2025 - 2026 - 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						
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			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