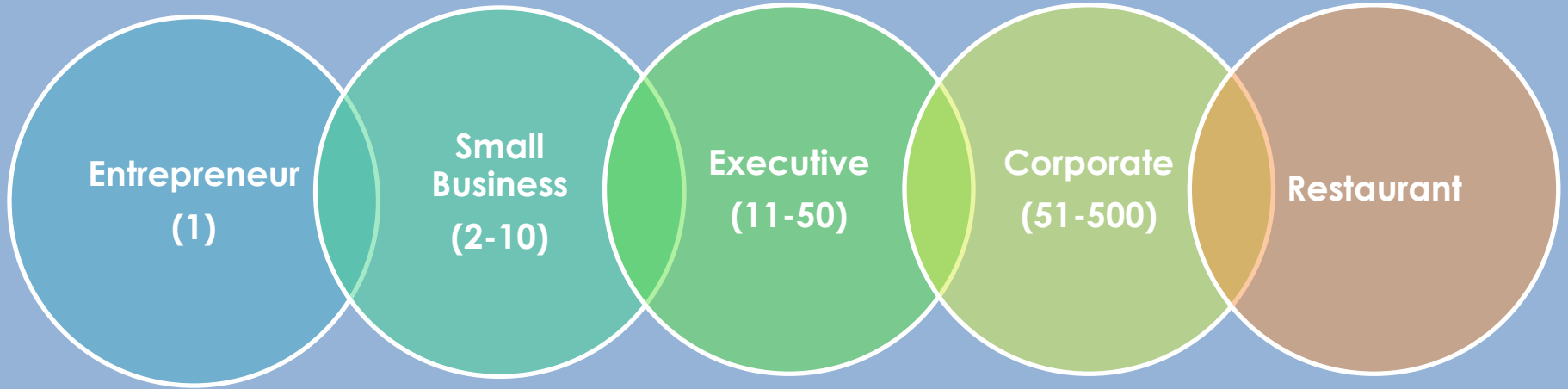




# Greater Irvine Chamber



# Membership Structure





# Leaders Circle

**Gold**

Gold FIVE POINT UC Irvine COX Google Fiber WELLS FARGO Mazda

BRANDMAN University Google IRVINE COMPANY Since 1864 IRVINE AUTO CENTER KAISER PERMANENTE Allergan

SOUTHERN CALIFORNIA EDISON An EDISON INTERNATIONAL Company OCTANE WM WASTE MANAGEMENT SQUARE FOOT HOAG A member of the St. Joseph Hoag Health alliance GDR Group Technology Solutions Provider OC

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**Silver**

Silver SELECT BLUE BOOK KBB.COM The Trusted Resource CBE Edwards Lifesciences Hoag Orthopedic Institute MemorialCare GREATER NEWPORT PHYSICIANS SoCalGas A Sempra Energy utility

CONCORDIA UNIVERSITY IRVINE Jackson Tidus A LAW CORPORATION HORIZON CONSUMER SCIENCE

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**Bronze**

B BRAUN SHARING EXPERTISE Transportation Corridor Agencies INGRAM ORANGE COUNTY REALTORS ROSE HILLS MEMORIAL PARK & MORTUARY HBLA CERTIFIED PUBLIC ACCOUNTANTS easterseals disability services

IRVINE WORLD NEWS ORANGE COUNTY REGISTER PACIFIC WESTERN BANK WHITE NELSON DIEHL EVANS LLP Getting Public Accountants & Consultants ups



# Signature Events



- Business Outlook
- World Trade Week
- Celebrate Irvine
- Women of Influence
- 40 Under 40



# Leads Groups



- 5 Non-compete groups
- 2 Meetings a month
- **\$20 million in business exchanged last fiscal**



# Ambassadors



- Face of the Chamber
- Ribbon Cuttings
- Plaque Deliveries
- Event Volunteers



# Government Affairs



- 13-Member voting committee
- Monthly meeting open to members
- Legislation monitoring
- Advocating on behalf of businesses



# Master Plan Committee



- Examines the progress and potential threats to the Irvine Master Plan
- Develop long-term policy principles for future growth and redevelopment
- Committee consists of Irvine stakeholders



# Hotel Improvement District

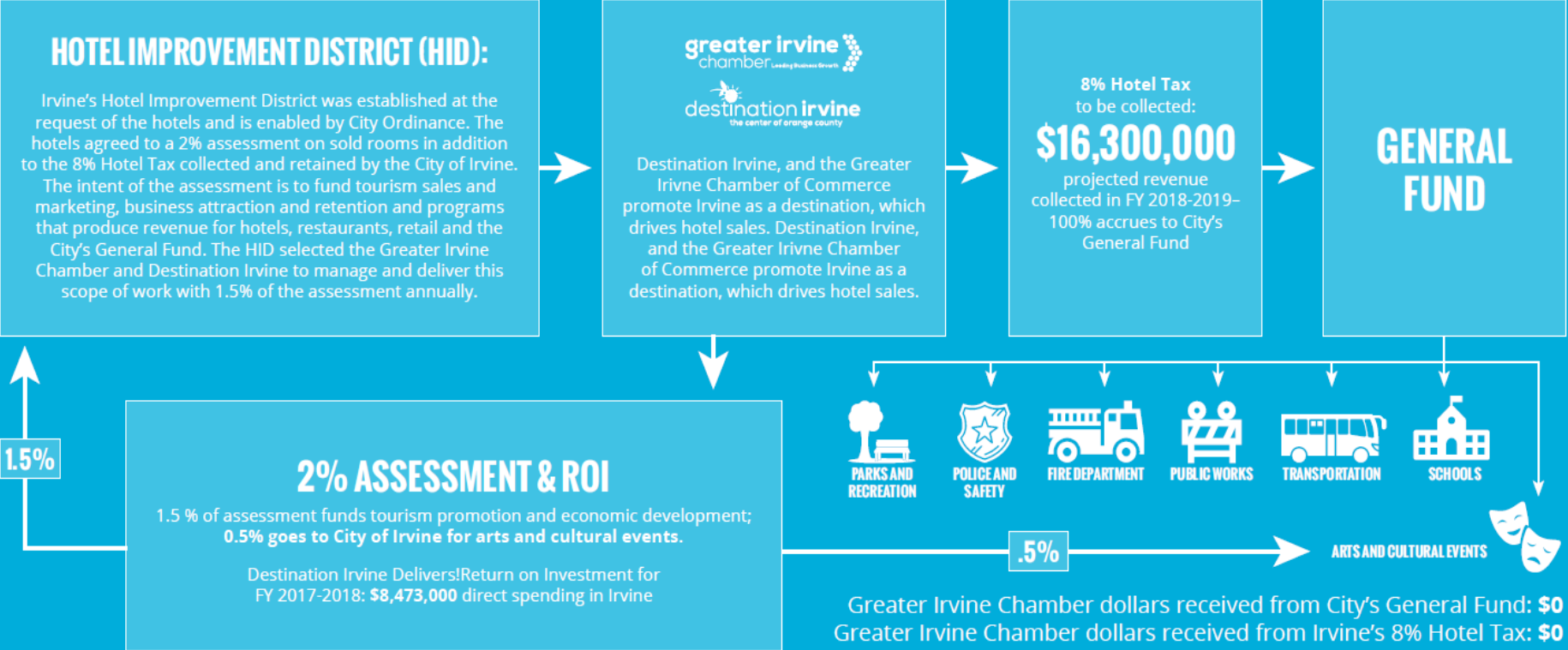




# HID Advisory Council & Operating Committee



# PUBLIC/PRIVATE PARTNERSHIP: AT WORK FOR IRVINE



**MISSION STATEMENT: TO ADVANCE THE ECONOMIC VITALITY OF GREATER IRVINE.**

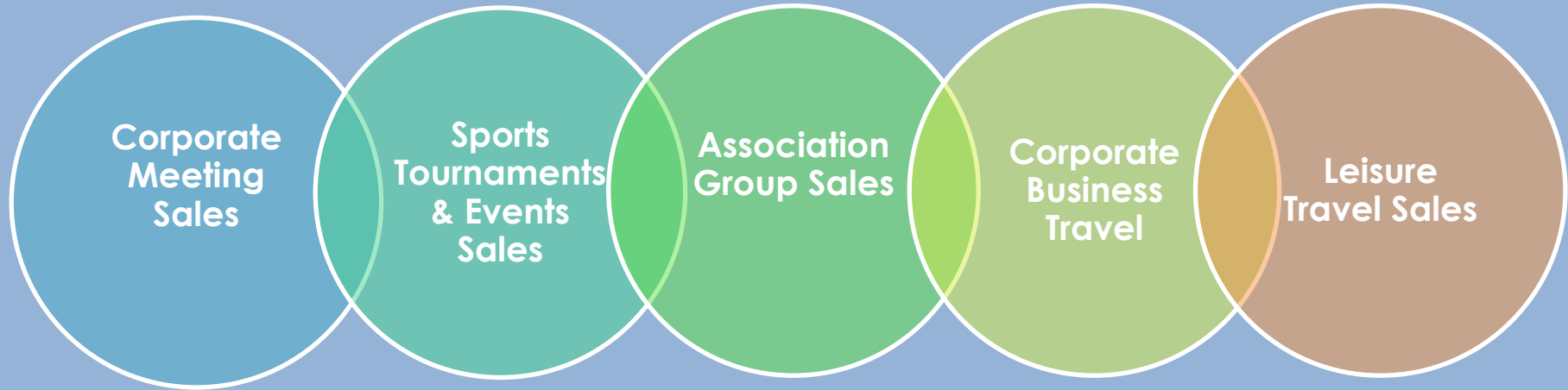


## Meeting & Convention Sales





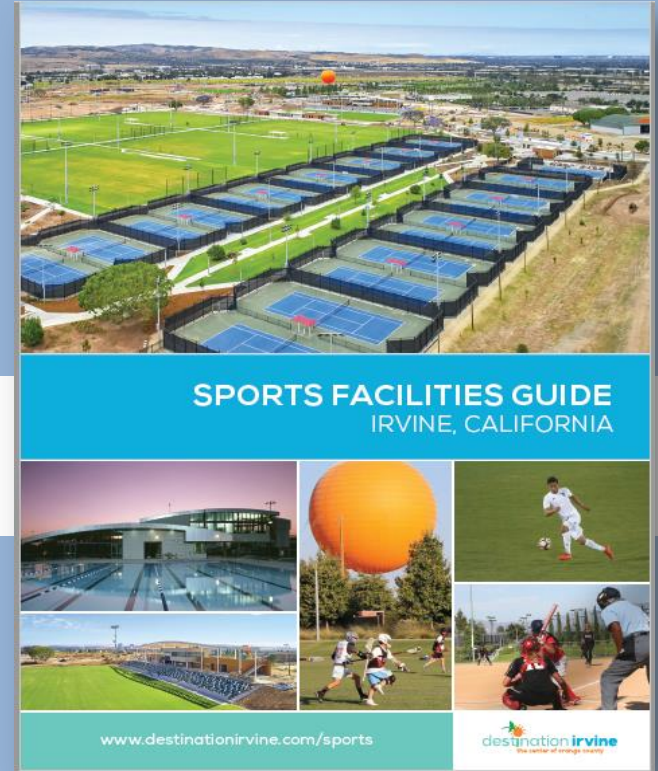
# Target Markets for Direct Sales & Marketing





destination irvine  
the center of orange county

## Sports & Event Sales



**Mission:** To advance the economic vitality of Greater Irvine.



# 2017-2018 Direct Group Sales Revenue Generated






# 2018-2019 Year-to-Date Direct Group Sales Revenue Generated





destination irvine  
the center of orange county

## Leisure Travel Marketing



Destination Irvine's campaign was designed to increase awareness to a specific audience in outside markets. The goal was to encourage people to consider Irvine as a primary destination when traveling to southern California.

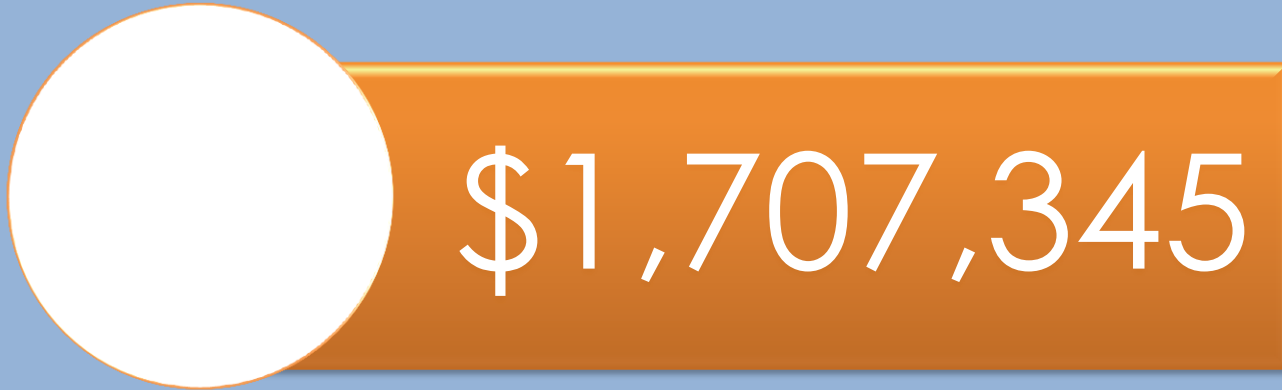
CBS used a series of three short form videos and created native content as a base for the campaign with high impact take overs, banners, skins, email, retargeting, social, mobile, in-feed and more being pushed out to target audiences (geo, demo, behavioral) in key markets to draw viewership, web traffic and (ultimately) bookings to Irvine.

## Visitor Guide





# 2017-2018 Direct Marketing Revenue Generated





# 2018-2019 Year-to-Date Direct Marketing Revenue Generated





# FY 2017-2018 Total Trackable Revenue Generated



➤ FY 2018-2019 YTD Total  
Trackable Revenue  
Generated

\$9,085,714



# Economic Vitality Council



- Business Attraction
- Business Retention
- Foreign Direct Investment
- International Development
- Workforce Development
- Innovation Ecosystem



# Business Attraction

## IRVINE *READY!*

### Irvine/Orange County Gateway Package

**We know that making the decision to expand your company into another country is a big decision.**

We know that choosing where in that country to do business is an equally big decision. We want to make that decision easier.

We want you to consider being part of the 6th largest economy in the world - California. We want you to consider the strength and opportunities of Southern California. We want you to benefit from the strength and innovative spirit of our life science industry cluster.

**We want you to consider Irvine/Orange County.**

The Greater Irvine Chamber, in collaboration with an impressive network of public and private companies and organizations are ready to offer qualified life science companies a resource-rich package of decision-making incentives and transition benefits.

We want to make it easier for you to choose Irvine/Orange County as your gateway to success.



- California/West Coast Attraction Initiative
- Irvine Ready!
  - 80 companies
- Marketing
- Collaborations



# Business Retention



- Business Outreach Resource Guide
- Business Outreach Rally
  - Over 400 members
  - Over 4,000 companies
- Interventions & intelligence

# Foreign Direct Investment



- Target: UK Life Science Companies for Expansion
  - 70 U.K. companies to date
  - 12 companies in progress for expansion
  - Irvine/Life Science Showcase, 2018: ten (10) UK companies site visited.



# International Development



- OC World Trade Week Breakfast & Forum
- Coalition with OC and greater area international chambers
- Presidential E Award 2018 for Export Services



# Workforce Development



- Career Edge
- Irvine Career Discovery Day
- Financial Literacy & Investment Workshop (IUSD)
- Ethics Forum & Curriculum (IUSD)
- Skills Gap Research

# Innovation Ecosystem



- Investor Forums w/OCTANe and UCI Applied innovation
- Startup Assistance & Retention
- Catalog of Ecosystem Resources



# Community Report

## Community Report



**Mission:** To advance the economic vitality of Greater Irvine.



# Award Winning Organization



Recipient of the President's E-Award  
for Excellence in Exporting

**9 Awards Received in One Year**

# Thank You