



Melinda Liu
Chair

Sid Ramani
Vice Chair

Pete Carmichael
Committee Member

Sean Crumby
Committee Member

Marina Dutton
Committee Member

Yuni Hunter
Committee Member

Brandon Parole
Committee Member

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

July 21, 2026

8:30 AM

Irvine Civic Center

1 Civic Center Plaza, Room L102

Irvine, CA 92606

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. ***OFFICE OF ECONOMIC DEVELOPMENT PRESENTATION***
3. ***UNIQUELY DRIVEN PRESENTATION***

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.

CONSENT CALENDAR

All matters listed under Consent Calendar are considered to be routine and will be enacted by one roll call vote. There will be no discussion of these items unless members of the committee request specific items to be removed from the Consent Calendar for separate discussion.

4. *MINUTES*

ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 19, 2026.

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.

5. *HOTEL IMPROVEMENT DISTRICT (HID) FY 2026-27 SALES AND MARKETING BUDGET ADJUSTMENT*

ACTION:

Recommend the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the city-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget.

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
- 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 7/14/2026 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

Ericka Lozada

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Ericka Lozada

Recording Secretary

PRESENTATION

Hotel Improvement District (HID) Operating Committee Meeting

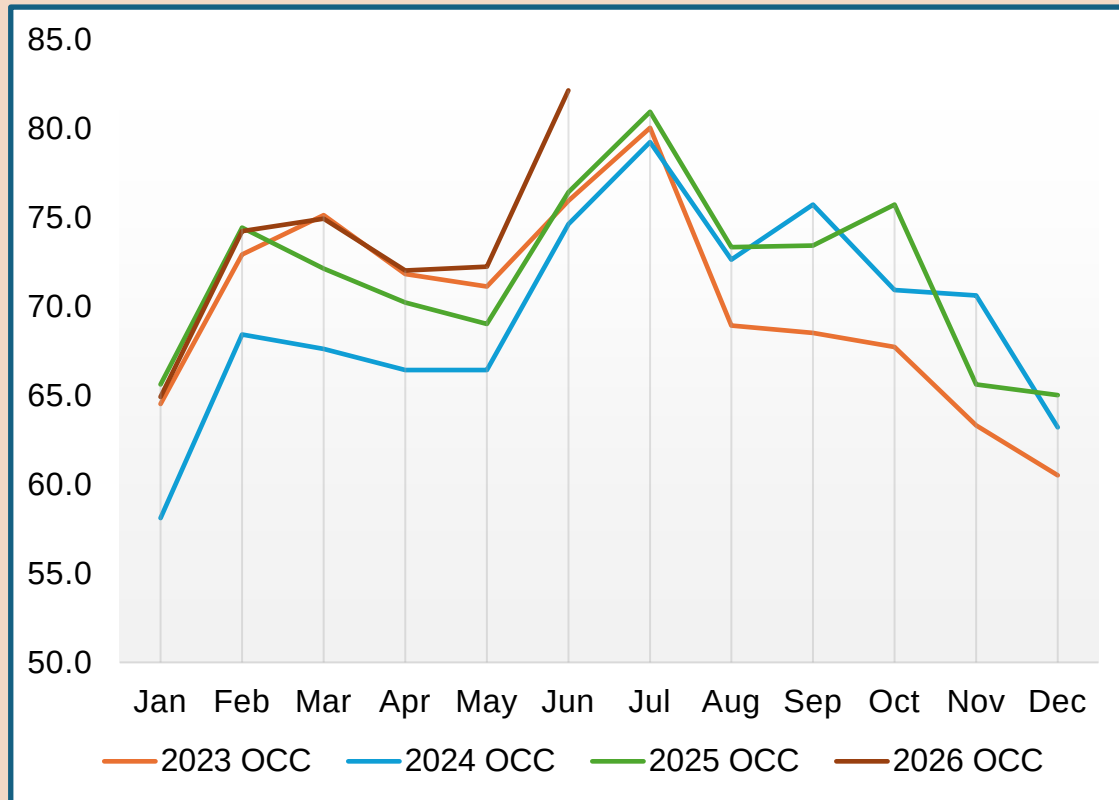
July 21, 2026



Average Hotel Occupancy & ADR

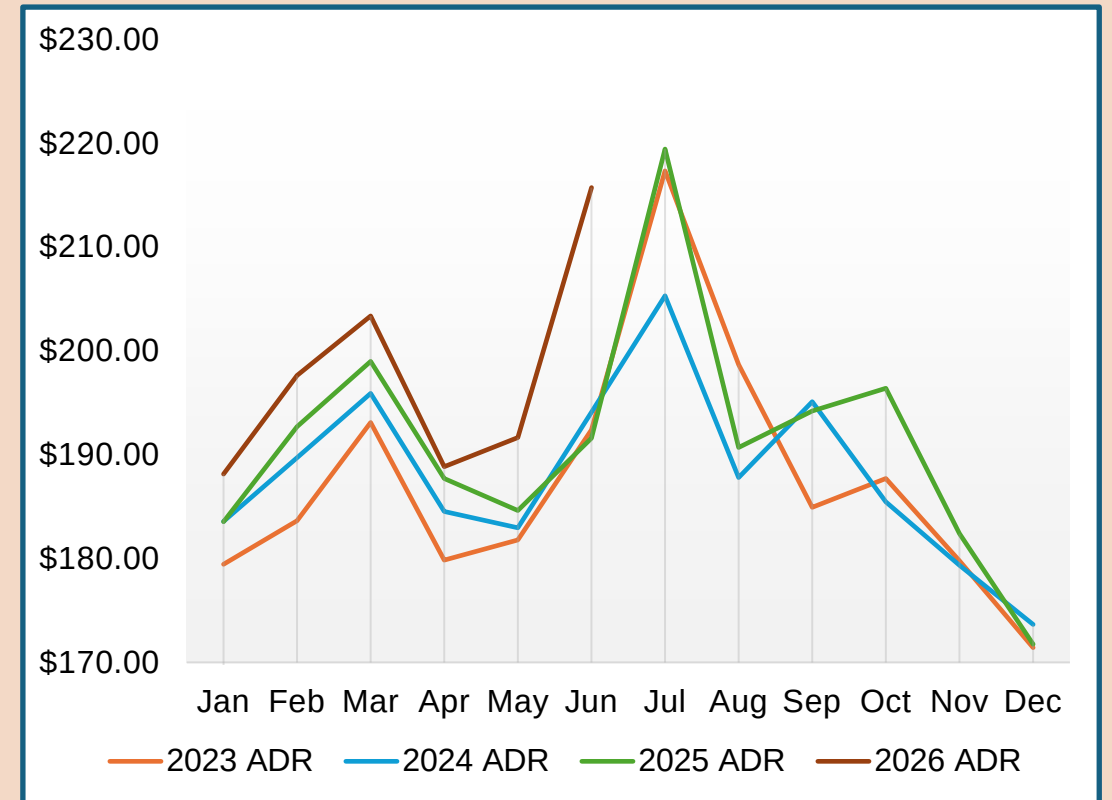


Average Hotel Occupancy



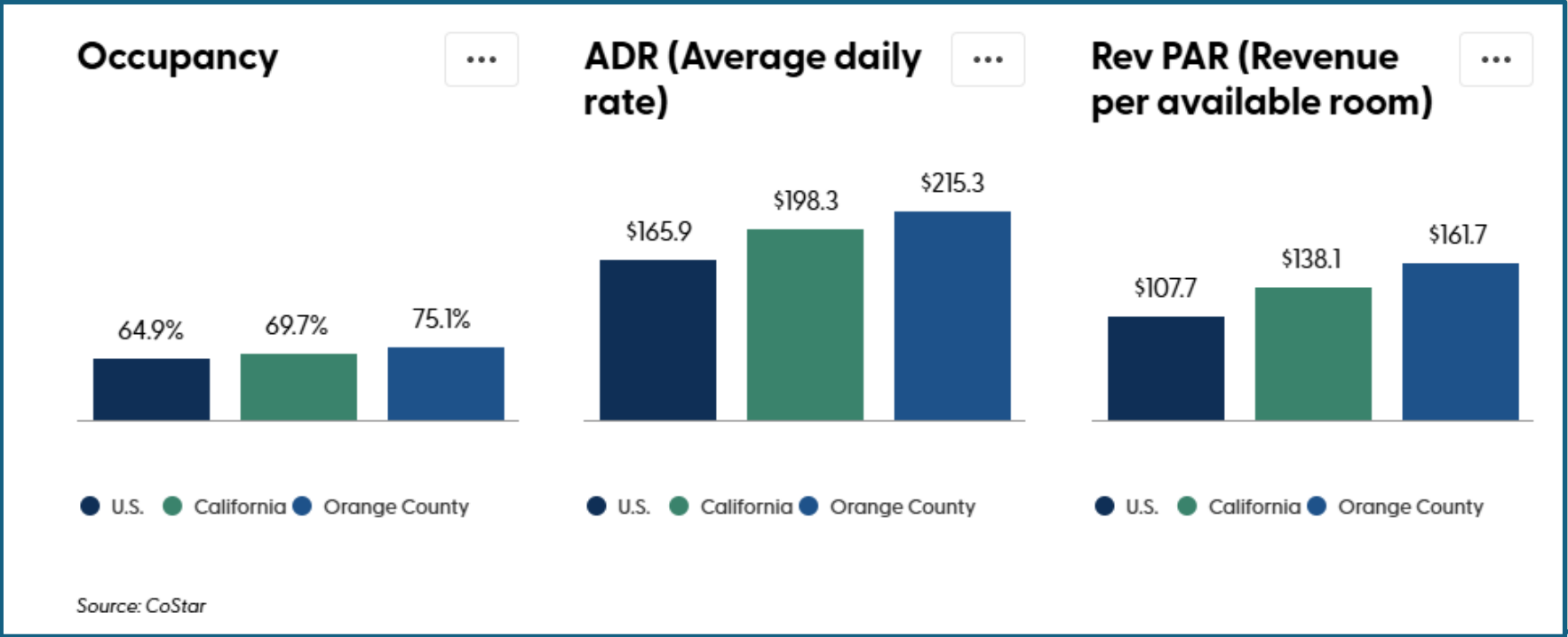
79.8% OCC MTD for June

Average Daily Rates

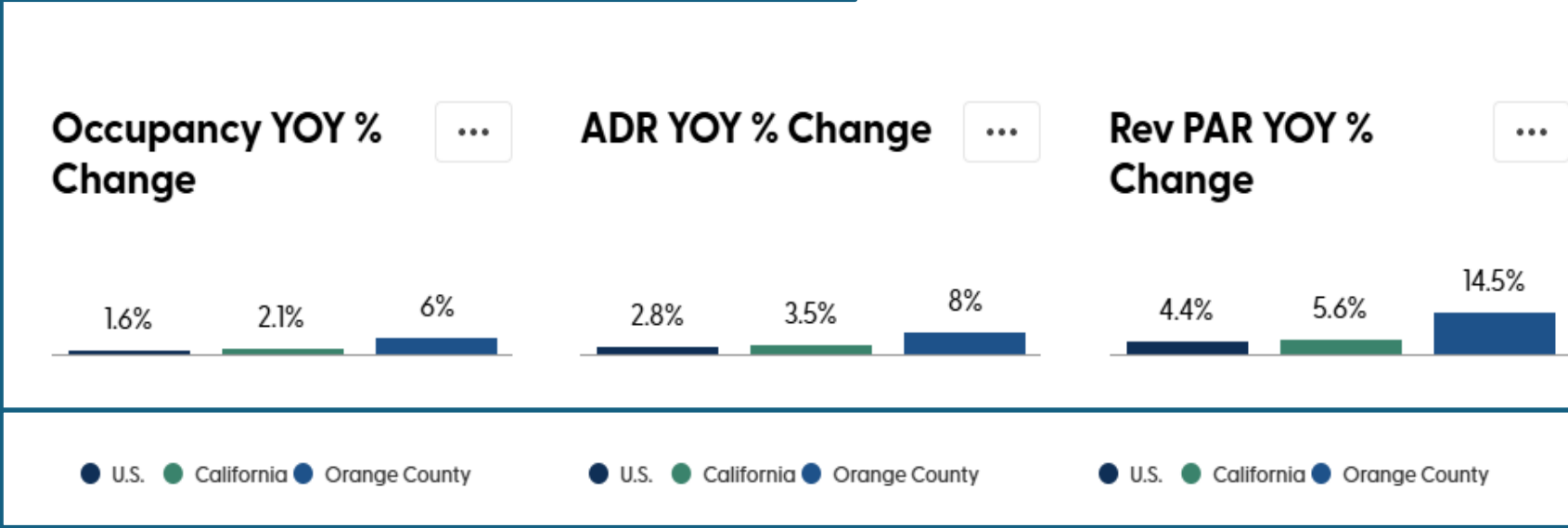


\$213.59 ADR MTD for June

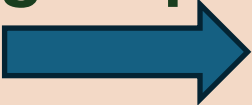
U.S., CA, & OC Hotel Metrics (April 2026)



Source: VisitCalifornia.industry.com & CoStar



Monthly STR Report Update

Now features group vs. transient. 

Current Month												
Transient			Group			Contract			Total			
This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change	
Occupancy (%)												
Sunday	48.0	42.1	14.0	6.3	10.3	-39.0	1.7	2.2	-21.3	56.0	54.6	2.6
Monday	52.9	48.3	9.3	12.6	14.6	-14.1	1.7	2.1	-22.0	67.1	65.1	3.0
Tuesday	60.1	56.0	7.5	17.2	18.2	-5.3	1.3	2.0	-35.5	78.6	76.1	3.3
Wednesday	59.7	58.2	2.7	16.9	15.1	11.7	1.7	2.0	-16.4	78.2	75.2	4.0
Thursday	52.8	48.7	8.3	13.4	16.4	-18.1	1.8	2.0	-7.6	68.0	67.1	1.4
Weekday	54.4	50.6	7.5	12.9	15.0	-13.7	1.6	2.1	-20.3	68.9	67.6	2.0
Friday	59.4	50.0	18.8	13.5	15.8	-14.7	1.5	2.1	-26.8	74.4	67.9	9.6
Saturday	64.5	59.6	8.3	13.5	14.8	-8.7	1.3	1.6	-19.0	79.3	76.0	4.4
Weekend	62.0	54.8	13.1	13.5	15.3	-11.8	1.4	1.8	-23.4	76.9	71.9	6.9
Total	57.1	53.2	7.4	12.8	13.7	-6.5	1.6	2.1	-26.3	71.5	69.0	3.6
ADR												
Sunday	171.25	161.87	5.8	197.06	173.22	13.8	137.60	131.32	4.8	173.11	162.78	6.3
Monday	200.70	190.41	5.4	210.57	203.89	3.3	137.45	128.45	7.0	200.99	191.41	5.0
Tuesday	222.48	214.49	3.7	207.90	213.78	-2.8	134.06	128.21	4.6	217.83	212.05	2.7
Wednesday	218.83	211.95	3.2	203.83	202.59	0.6	135.68	125.65	8.0	213.84	207.80	2.9
Thursday	183.13	184.53	-0.8	195.05	182.36	7.0	138.51	126.19	9.8	184.29	182.28	1.1
Weekday	199.65	194.33	2.7	203.59	196.31	3.7	136.86	127.96	7.0	198.90	192.75	3.2
Friday	168.33	164.40	2.4	188.57	173.38	8.8	143.78	129.47	11.0	171.50	165.42	3.7
Saturday	178.18	170.88	4.3	193.01	177.78	8.6	141.69	128.37	10.4	180.12	171.34	5.1
Weekend	173.46	167.92	3.3	190.79	175.51	8.7	142.82	128.99	10.7	175.94	168.55	4.4

Fiscal Year 2025–2026 Actuals as of May 31, 2026



FY 2025-26 Revenue Budget vs Actuals

Revenues - 2% Assessment	FY 2025-26 Budget	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 Apr Actual	FY 2025-26 May Actual	FY 2025-26 YTD Actuals	Revenue Balance
HID Activities & Economic Development	3,635,541	262,916	276,721	300,949	366,565	295,654	3,209,910	529,538
City of Irvine Cultural Events ⁽¹⁾	1,226,847	87,639	100,355	94,596	122,188	98,551	1,043,449	108,398
Total Revenue	4,862,388	350,555	377,077	395,545	488,753	394,205	4,253,359	637,936
Maximum Rev Allocation to HID Sales & Marketing	2,760,311	199,816	208,847	229,751	278,589	224,697	2,444,305	316,006

HID 2% HID Assessment Revenues:

- 1.5% of HID Assessment (or \$3.6M Directed Funding) is used to fund programs to attract and recruit business and tourism to Irvine. It also covers the four dedicated HID staff (considered direct costs).
- 0.5% of HID Assessment is used to fund Irvine’s cultural programs and events.

City of Irvine Cultural Events (1)

- 100% of revenue is earmarked and used to provide partial financial support to the City’s cultural programs.

FY 2025-26 Expenditure Budget vs. Actual (May 31, 2026)

Expenditures (HID Marketing Budget Only)	FY 2025-26 Budget	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 Apr Actual	FY 2025-26 May Actual	FY 2025-26 YTD Actuals	Expenditure Balance
Total Salaries & Benefits	831,197	95,519	63,076	62,959	63,491	63,491	734,131	97,066
Total Sales & Marketing Costs	2,364,224	228,618	59,853	206,128	133,684	149,212	2,338,480	25,744
Total Expenditures ⁽¹⁾	3,195,421	324,137	122,929	269,087	197,175	212,703	3,072,611	122,810

Expenditures (HID City Admin & Econ Dev)	FY 2025-26 Budget	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 Apr Actual	FY 2025-26 May Actual	FY 2025-26 YTD Actuals	Expenditure Balance
C&E HID Administration Cost ⁽²⁾	237,574	34,965	15,602	15,602	28,079	16,071	228,485	9,089
Total Expenditures	237,574	34,965	15,602	15,602	28,079	16,071	228,485	9,089

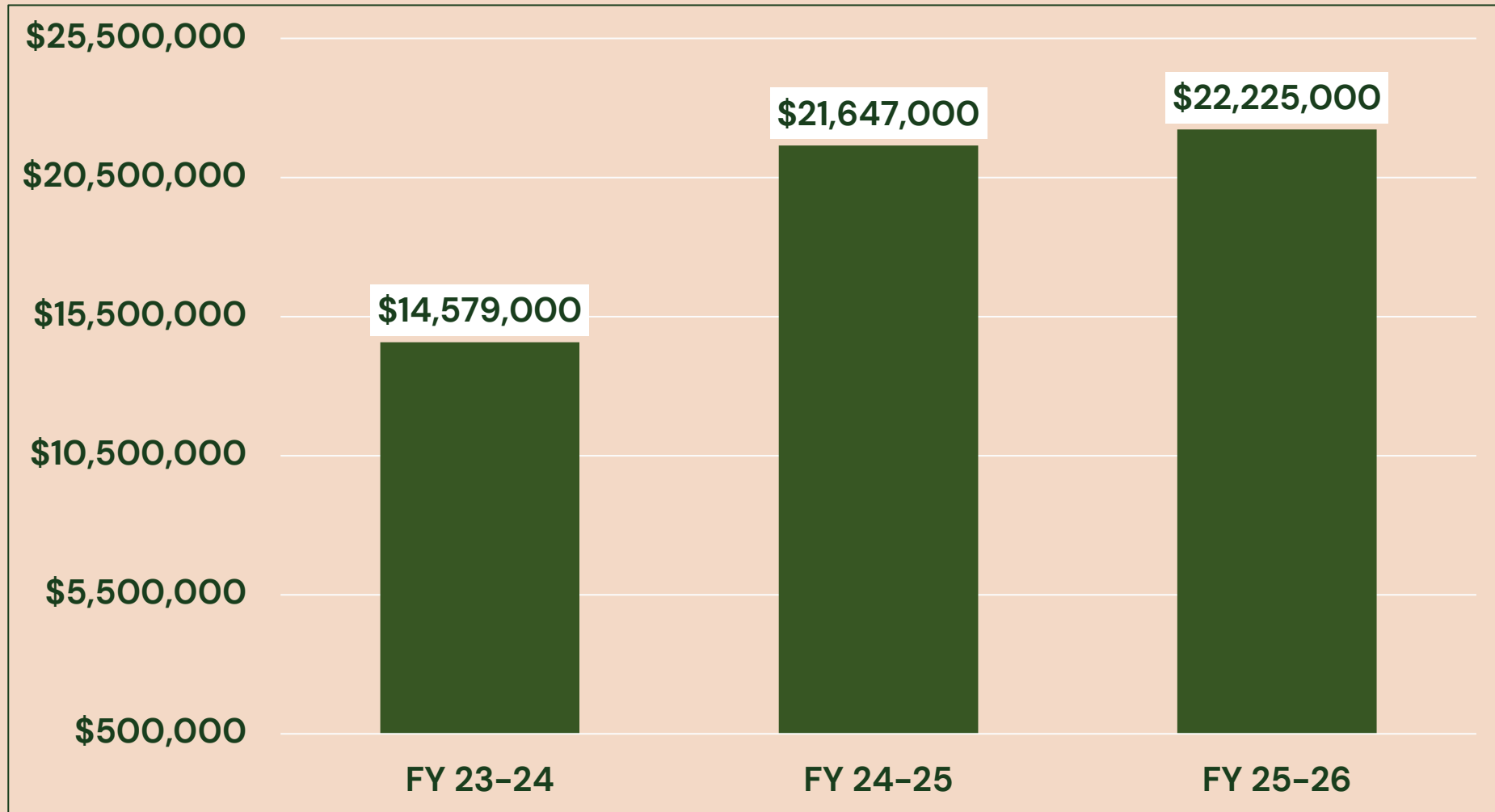
(1) Expenditure Balance does not include encumbered funds for contract and advertising services. Total encumbered funds as of May 31, 2026, is \$66,093.41.

(2) Administration includes Salary & Benefit costs for CE Director 30%, MA II 15%, PIO 10%, Admin Assistant 5%, plus Internal Service Charges such as IT, legal, and telecommunication support.

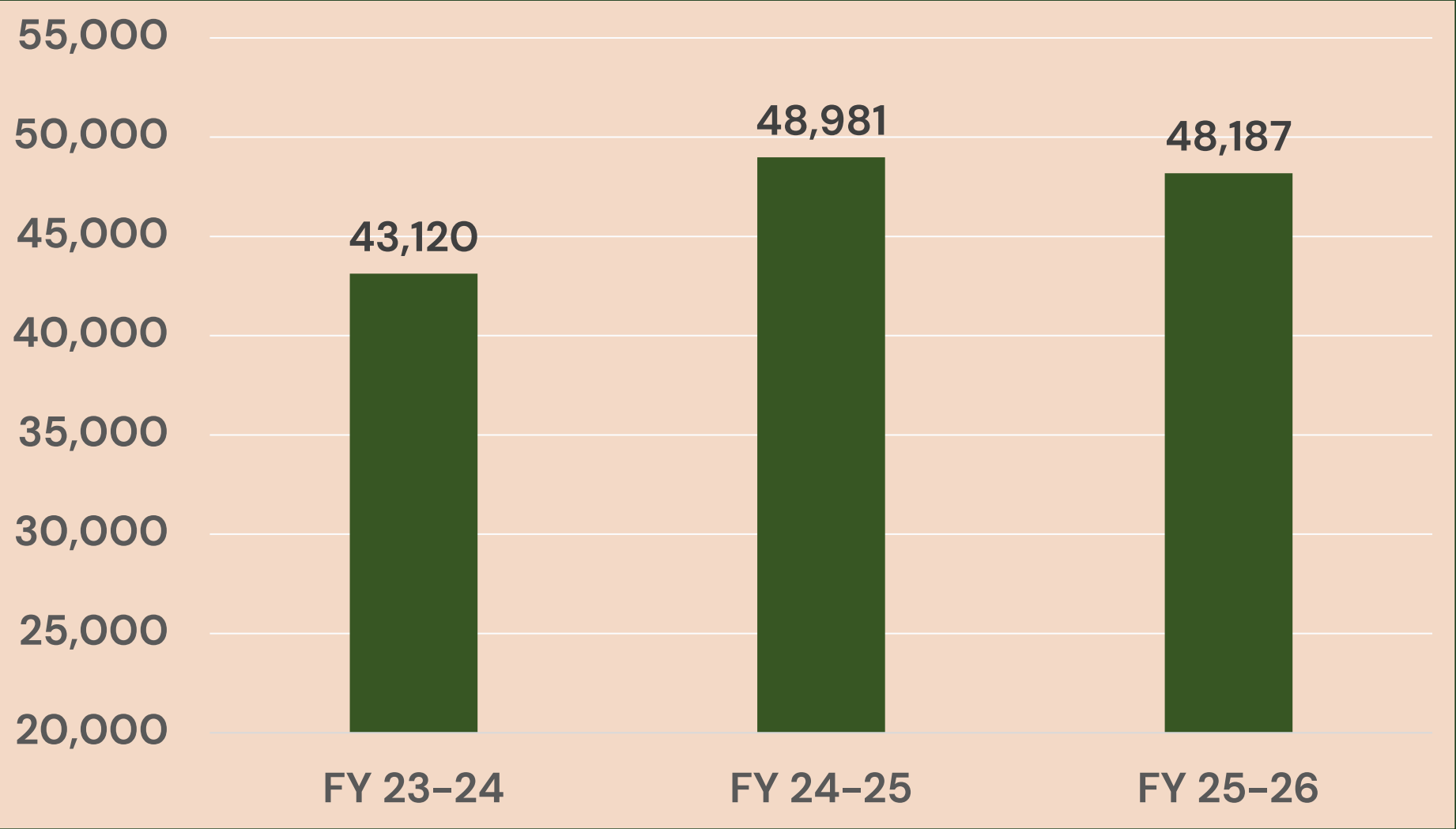
FY 25/26 Sales & Marketing Results



Group Sales Economic Impact FY 25/26



Definite Group Room Nights Booked FY 25/26



*Definite room nights from leads received through website, direct, and through Cvent. Data is tracked in the CRM.

Expedia & Visit California Co-Op End of Campaign Results

- Value of the Campaign: \$375K but, because we partnered with Visit California, we received a \$75K rebate making actual cost of the campaign \$300K
- Room Nights Generated (July 2025–June 2026): 35,061
- Average Daily Rate: \$205.27
- Total Hotel Revenue Generated: \$7,191,898.00

For every dollar spent, \$29.60 in revenue was generated.



Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$243,240	15.6M	8,003	0.05%	\$7.2M	29.6
EG Reach Products	Ad Spend	Impressions	Clicks	CTR	Viewability	
	\$80,673	2.0M	1,544	0.08%	97%	
Other Display	Ad Spend	Impressions	Link Clicks	CTR	Reach	Engagement
	\$51,750	1.6M	31,635	1.93%	1,019,537	37,204

Expedia Campaigns Continued: Come for Soccer Stay for SoCal 13

- Value of the Campaign: \$75,000
- Room Nights Generated (April 15 – June 30, 2026): 12,312
- Average Daily Rate: \$230.00
- Total Hotel Revenue Generated: \$283,000
- Return on Ad Spend (ROAS): \$45.00

Impressions	Clicks	CTR %	Ad Spend	ROAS
5,650K	4,201	0.07%	\$62.9K	45.0
5,650K	4,201	0.07%	\$62.9K	45.0

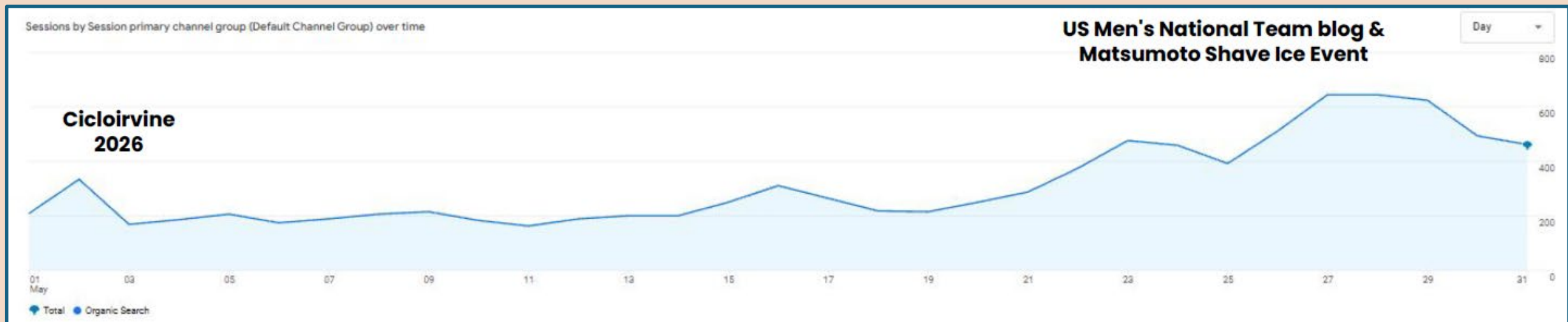
Revenue	Rooms	Room Nights	Travelers	ADR
\$2,830K	5,785	12,312	11,629	\$230
\$2,830K	5,785	12,312	11,629	\$230

May 2026, Digital Performance Report Summary

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Key Takeaways

- **YoY Growth:** Organic traffic increased 47% YoY following a recovery on the *Great Park* page.
- **Baseline Traffic:** The site maintains a healthy baseline of ~200 daily sessions.
- **Event-Driven Spikes:** While *CicloIrvine* brought a minor lift, the *USMNT & Matsumoto Shave Ice* event tripled traffic to over 600 sessions in a single day. Watch Matsumoto Shave Ice Reel here: [Matsumoto Shave Ice + Destination Irvine Collab](#)
- **Content Success:** The new USMNT blog post generated 878 organic sessions in under two weeks, quickly becoming the 2nd most-trafficked page on the site in May. [Here's the blog.](#)



June 2026, Digital Performance Report Summary

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June delivered continued momentum across key metrics, with paid media driving lodging and trip-planning referrals while organic search captured increased interest surrounding the Great Park Live World Cup Watch Party.

- **Lodging referrals increased +36% YoY**
- **Things To Do referrals increased +98% YoY**
- **Event referrals increased nearly nineteen-fold YoY**

As Irvine enters the peak summer travel period, the goal is to sustain this momentum by selectively scaling media investment behind lodging and high-performing trip-planning content, while continuing to capitalize on organic demand generated by major events and seasonal experiences.



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Tradeshows



Highlights from Tradeshow Attended since May 19 HID Meeting:

Tradeshow	Number of Appointments	Leads Received To-Date	# of qualified buyers
Small & Boutique Meetings by Northstar	23	2	50

Tradeshows for first quarter of FY 26–27:

Tradeshows	Location	Dates	Who's Attending
AXS 2026 Lamont & Associates	Las Vegas, NV	7/21/26–7/24/26	Charles
Destinations International Certified Destination Management Executive	Portland, OR	7/17/26–7/20/26	Misty
ESTO	Philadelphia, PA	8/23/26–8/26/26	Misty
INFORMA Connect Marketplace with Visit CA Lunch	Tampa Bay, FL	8/23/26–8/27/26	Dave
Destination CA by Northstar	Burlingame, CA	8/31/26–9/2/26	Charles
Cal Travel Summit	Napa, CA	8/31/26–9/2/26	Misty
HPN Global Annual Partner Conference	Tulum, MX	9/9/26–9/12/26	Charles

Recommended Tradeshows for Hoteliers to Attend

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Tradeshows	Location	Dates	Destination Irvine Booth?
HPN Global Annual Partner Conference	Tulum, MX	9/9/26-9/12/26	No
IMEX 2026	Las Vegas, NV	10/12/26-10/15/26	No
TEAMS 2026	Birmingham, AL	10/26/26-10/29/26	Yes
Seasonal Spectacular 2026	Sacramento, CA	12/14/26-12/17/26	Yes

HPN Global:

- HPN is one of the highest lead producers.
- Irvine hoteliers who attend are encouraged to collaborate with Destination Irvine on hosting and engaging clients during the tradeshow.

IMEX 2026:

- Registration is free; hoteliers could consider attending.
- Destination Irvine will be part of Visit California's booth.

Notable Call-Outs



Notable Call-Outs

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Early Return on Investment from CalCup:

- 4 Seasons Golf Tour, a tour company specializing in bringing Korean golf travelers to the U.S., attended CalCup in April and reached out to us about hosting Na Yeon Choi, 2012 LPGA Champion from South Korea.
- On June 5, Ms. Choi conducted a training session at Oak Creek Golf Course and we co-hosted a reception at the AC Hotel Irvine on June 8.
- These events received earned media on the following channels: [YouTube](#) (30K views) and [Korea Daily News](#) (UVM 1,329,247), and [미주 한인 골프 커뮤니티 | Mykoalla](#)

Watch the AC Hotel Irvine Event Highlight Video ➡



Notable Call-Outs

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Theatre on Ice Nationals at Great Park Ice, 6/23/26–6/27/26

- This was a first-time event for Great Park Ice which attracted around 2,000 athletes, 103 teams from across the country.
- A total of 6,000 room nights were picked up around Orange County with 3,600 room nights picked-up in Irvine.
- Nine (9) Irvine hoteliers volunteered at our Destination Irvine table.



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Updates for this FY



Updates for this FY

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- **August 29, 2026, Daisy Chain Fields Festival:** Destination Irvine connected with Jampack in advance of tickets going on sale. They contracted with fourteen of Irvine's twenty-three hotels. Within minutes, 643 Irvine room nights were sold for this festival.
- **November 14 – 15, 2026, For You Festival:** Jampack connected with most of our hotel partners to obtain room blocks for the [For Your Festival](#). This is a content creator festival that will highlight podcasts, beauty and fashion, culinary, meet & greets, and music. 120 Room nights were contracted in Irvine.
- **June 12 – 19, 2027, Police & Fire Games:** Following direction from City Council, Destination Irvine is coordinating with the California Police Athletic Foundation, the event owners, and Irvine Police Department to bring the Police & Fire Games to from San Diego to Irvine in 2027.
- **Tourism Readiness and Wage Assessment:** Per City Council direction, we are engaging a consultant and UCI to assist with a focused tourism readiness and wage assessment. Final deliverable is expected by September 15, 2026.

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Updates for this FY

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- **Brand Study platform**, TrackSuit, will be active by August 1. TrackSuit will survey 4,000 qualified travelers per year and ask them about what they know or think about Irvine. This will inform how effective our new brand and advertising strategies are.
- An agreement with a local company to build an **online retail store as well as a wholesale link** for hotel partners to purchase Destination Irvine items is in process. The goal is to have the stores live before the end of summer.



Biopharmaceutical firm, SpyGlass Pharma, is relocating its headquarters from Aliso Viejo to the Irvine Spectrum, doubling its square footage. The ophthalmology company leased an entire 33,000-square-foot facility at 15326 Alton Parkway.

SpyGlass is developing an intraocular lens (IOL) platform capable of continuously delivering glaucoma medication directly into the eye for up to three years.

Destination Irvine & the Economic Development Team is supporting SpyGlass' growth by:

- Partnering with employer to ensure timely delivery of facility.
- Workforce development support and funding for headcount growth.
- Public relations and enhancing global visibility through the coordination of a grand opening and national newswire release to reinforce Irvine's strength in medtech.
- Streamlining group and business travel accommodations and moving lodging needs to Irvine.

This exemplifies a new process of coordinated integration of the City's economic development efforts including Destination Irvine to maximize opportunities.

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Leisure/Transient-Focused Marketing Flowchart

	July	August	September	October	November	December	January	February	March	April	May	June
Google Ads (Paid Search)	Search Text Ads											
Google Ads (Display)	Static & Responsive Display											
Google Ads (YouTube)	15-30 Second Video Ad											
Meta Ads	Static & Video Ad											
Sunset (West Coast)				Email							Email	
Audacy			Display Ads							Display Ads		
FlightPath3D	Listings											

Meetings-Focused Marketing Flowchart

	July	August	September	October	November	December	January	February	March	April	May	June
Google Ads (Paid Search)	Search Text Ads											
Google Ads (Display)	Static & Responsive Display											
LinkedIn Ads	Static Ads											
North Star Meetings							Email					
Meeting Planners International							Email					
UC Partnership	Membership											

FY 26/27 Media Plan Continued

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Cvent Marketing

- 2-Diamond Listing puts Destination Irvine's ad to be within the first two destination search pages.
- Diamond Plus Supplier Profile
- Cvent Destination Intel
- CVB Copy Feature

ConferenceDirect Marketing

- (1) Broadcast communication sent to 400+ ConferenceDirect Associates.
- Customized Video and marketing materials posted on ConferenceDirect's LearningLab
- Top 10 Search Placement for 12 months

HelmsBriscoe Marketing

- Preferred listing on HelmsBriscoe's hotel RFP management system
- Access to their partner website
- Increased communication and engagement with HelmsBriscoe planners

HPN Marketing

- Automatic copy on RFPs
- A virtual presentation to planners
- A promotional email

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Follow-Up from May 19 HID Meeting



Irvine Barclay Theatre HID Funding History Memo

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On November 12, 2002, the City Council adopted Resolution No. 02-152 establishing the Irvine Hotel Improvement District (HID) at the request of Irvine hoteliers. The HID created a 2% self-assessed charge on hotel stays of less than 30 days, with revenues allocated as follows: 1.5% for destination marketing to attract business and tourism to Irvine and 0.5% for City-directed cultural programs.

Following establishment of the HID, the City Council directed a portion of the City's cultural programs allocation to support the Irvine Barclay Theatre (IBT). This direction reflected the Council's recognition of IBT as a premier cultural asset jointly owned by the City of Irvine and the University of California, Irvine, and as an important contributor to the City's economic development and tourism objectives. The theatre hosts regional performances, university events, conferences and cultural programming that support hotel activity and enhance Irvine's visitor experience.

29

Irvine Barclay Theatre HID Funding History Memo

Continued

30

On March 14, 2023, the City Council adopted Resolution No. 23–27 to update HID governance. Under the amended resolution, the City became the fiscal agent for HID funds, assuming this responsibility from the Greater Irvine Chamber of Commerce, with oversight provided by a newly established HID Operating Committee comprised of City and hotel representatives. The amendments were intended to improve transparency and ensure HID expenditures provide a direct benefit to Irvine hotels. The underlying funding structure remained unchanged, with 1.5% dedicated to destination marketing and 0.5% reserved for City-directed cultural programs.

30

PRESENTATION

ECONOMIC DEVELOPMENT UPDATE

July 21, 2026

Presented by
Hillary Ahluwalia, Assistant to the City Manager



City of Irvine



Our Economic Development Strategy

Build High-Performing, Coordinated Economic Development Infrastructure

Build internal capacity and cross-department coordination

Serve as the central source of Irvine's economic data

Coordinate regional efforts to secure resources and public funding

Strengthen and Expand Irvine's Innovation and Entrepreneurial Ecosystem

Foster venture creation

Launch the Irvine Center of Innovation and Entrepreneurship

Increase capital and investments to the region

Support Business Attraction, Retention, and Expansion

Strengthen regional talent and workforce development

Retain and scale existing businesses

Streamline business-facing regulatory processes

Attract high-growth firms in Irvine's dominant sectors

Elevate Irvine's Global Brand and Inclusive Economic Opportunity

Launch a strategic branding and marketing campaign

Advance diversity, equity, and inclusion in Irvine's business economy

Promote FDI with soft landing programs

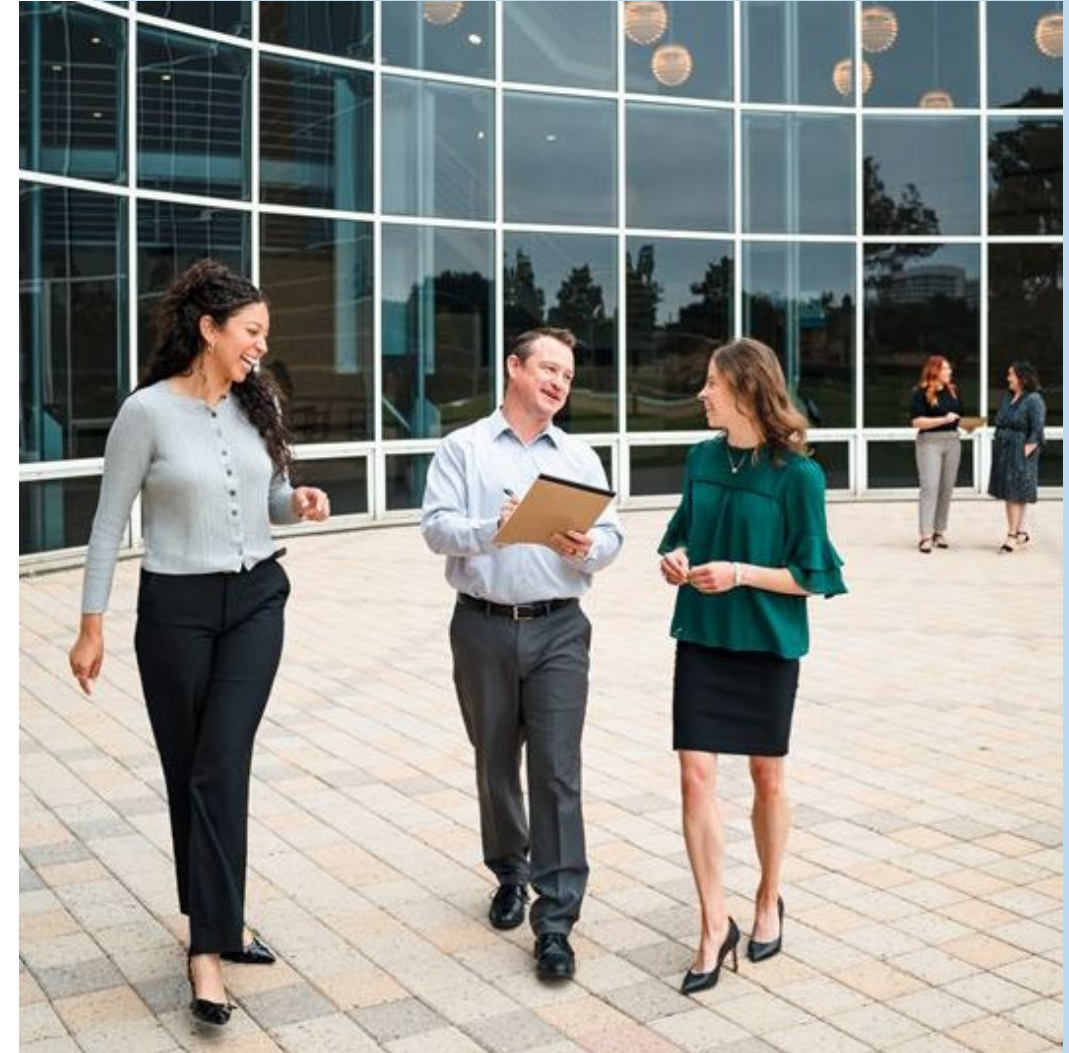
Making it Easier to Start and Grow in Irvine

Expanding Business Support Resources through Irvine Chamber Grants Program

- Awarded \$50,000 to five nonprofit partners providing specialized support to Irvine businesses and entrepreneurs

Accelerating Business License Approvals

- Renewals & Non-Irvine-Based Businesses: Next Business Day
- New Applications: One Week



Helping High-Impact Projects Move Faster

Irvine Navigator Program

How it works:

1. **Dedicated Project Support**

A single City point of contact to help guide projects from concept to completion.

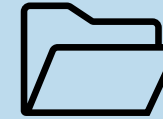
2. **Coordinated City Reviews**

Streamlined communication across departments to reduce delays and improve efficiency.

3. **Early Planning Guidance**

Complimentary pre-planning meetings to clarify requirements and improve project readiness.

Navigator Impact



12

Active Projects



400-105,000 SF
Project Size Range



794

Jobs Supported



Connecting Businesses to Resources & Expertise

Disaster Preparedness Series for Businesses

- July 15 | Emergency Response & Fire Safety
- Aug. 25 | Outsmart Disaster
- Sept. 29 | Crime Prevention

Business Forum Series

- Aug. 11 | The Sustainability Transition

OCIE SBDC Partner Events

- Capital and Growth Conference
- Small Business Clinics



2027 Professional Baseball Proposed for the Great Park

Innovation Baseball Partners

What This Brings To Irvine:

- 48 home games annually from May – Sept.
- \$1.2 million+ estimate annual economic activity
- 1,040 hotel room nights generated annually
- 100+ part-time and 10 full-time jobs
- Year-round stadium activity, youth programming, community events, and new revenue opportunities
- Upgrade of current stadium for professional baseball needs

Pending Council approval on July 28.



Irvine Center of Innovation & Entrepreneurship

Opening anticipated in early 2027



Why Irvine. Why Now.

Irvine has the resources entrepreneurs need to succeed.
The opportunity is to make them easier to access.

IRVINE'S STRENGTHS

- Top talent and research universities
- Leading global companies
- Exceptional quality of life

CHALLENGES TO GROWTH

- Disconnected business resources
- Limited access to capital
- No coordinated ecosystem leadership

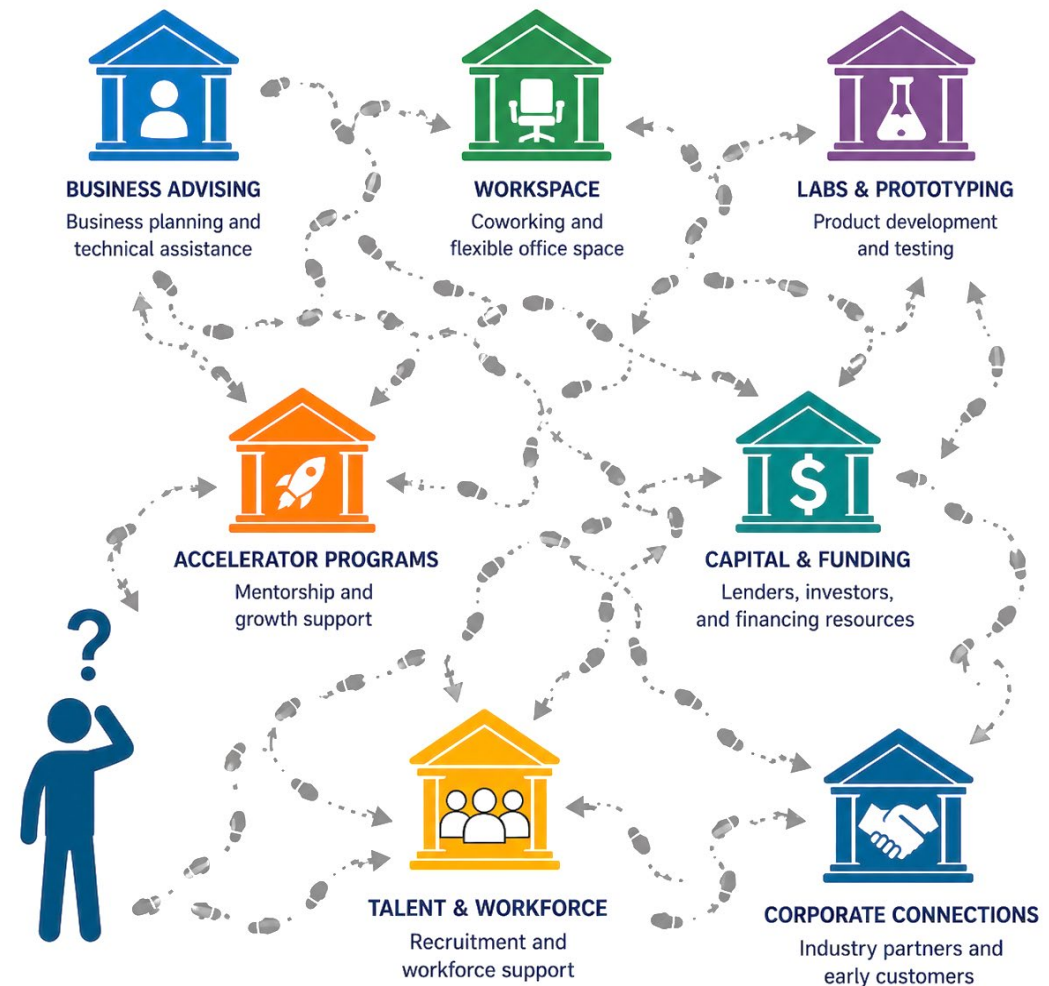
THE CENTER SOLUTION

- One “front door” for entrepreneurial economy
- Integrated resources for business support
- Access to office / R&D space, investment capital, mentorship, networking

What We Learned: Entrepreneurs Navigate a Fragmented Ecosystem

Critical resources exist across the region, but entrepreneurs must find, access, and coordinate them independently.

This fragmented approach creates barriers to business growth, delays commercialization, and makes it challenging for businesses to reach their full potential.



Our Response: The Center

One destination connecting entrepreneurs to the space, expertise, capital, and relationships needed to launch, grow, and scale.

The Center transforms a fragmented network of organizations into a coordinated support system that simplifies navigation and improves opportunities for business success.



A first look at the Irvine Center of Innovation & Entrepreneurship



Designed Around the Entrepreneurial Economy

1 Business Concierge
Intake & Referrals

2 Flexible Office
Coworking & Private Offices

3 R&D Labs
Prototyping & Proof of Concept

4 Business Resources
Capital & Expert Support

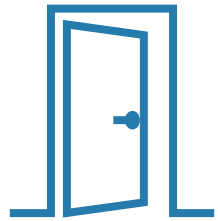
5 Community Space
Networking & Collaboration

6 Training & Events
Workshops & Conferences



*24,836-square-foot ground floor preliminary draft floor plan

More Than a Building: A New Model for Business Support



NO WRONG DOOR

One place to start,
many ways to grow.



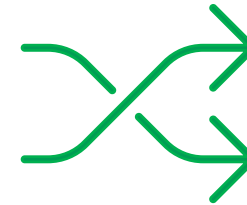
NEUTRAL CONVENER

Open, inclusive,
and not tied to any
one organization



AFFORDABLE ACCESS

Low-cost entry
point for space,
expertise, and
support



FLEXIBLE SUPPORT

Provides what you
need, when you
need it



GLOBAL CONNECTIVITY

Connects Irvine to
the global innovation
ecosystem

Center Impact: Metrics for Success

Projected 5-Year Outcomes for The Center

50 businesses physically incubated

\$250M+ in funding raised by companies served

10,000+ high-quality jobs created by companies served through the Center

300,000+ SF of new commercial space demand generated in Irvine

3,000+ entrepreneurs and small businesses served

50,000+ hours of 1-on-1 consulting and technical assistance

\$12.5M+ in professional services provided

*The projected 5-year outcomes reflect an aggregation of key performance metrics from Center partners and does not include data from ALC and Greater Irvine Chamber of Commerce.

Irvine Center of Innovation & Entrepreneurship

Opening anticipated in early 2027



ECONOMIC DEVELOPMENT UPDATE

July 21, 2026

Presented by
Hillary Ahluwalia, Assistant to the City Manager



City of Irvine



PRESENTATION



Surprisingly SoCal

PR & MEDIA REPORT

Q4 FY 2025-26

APRIL TO JUNE

**Prepared by:
Uniquely
Driven**



OVERVIEW

During Q4 of FY25–26, the Uniquely Driven team focused on maximizing exposure for Destination Irvine through targeted outreach, media tours, and familiarization trips.

Our PR efforts included proactive pitching, influencer collaborations, media hosting, TV planning, and ongoing story development with top-tier media outlets.



Q4 BY NUMBERS



4.24M+

Impressions



9

Secured
Media Features



399K

Influencer
Collaboration Reach



4

Completed
Influencer + Blogger
Collaborations



2

Attendees on
FAM



2

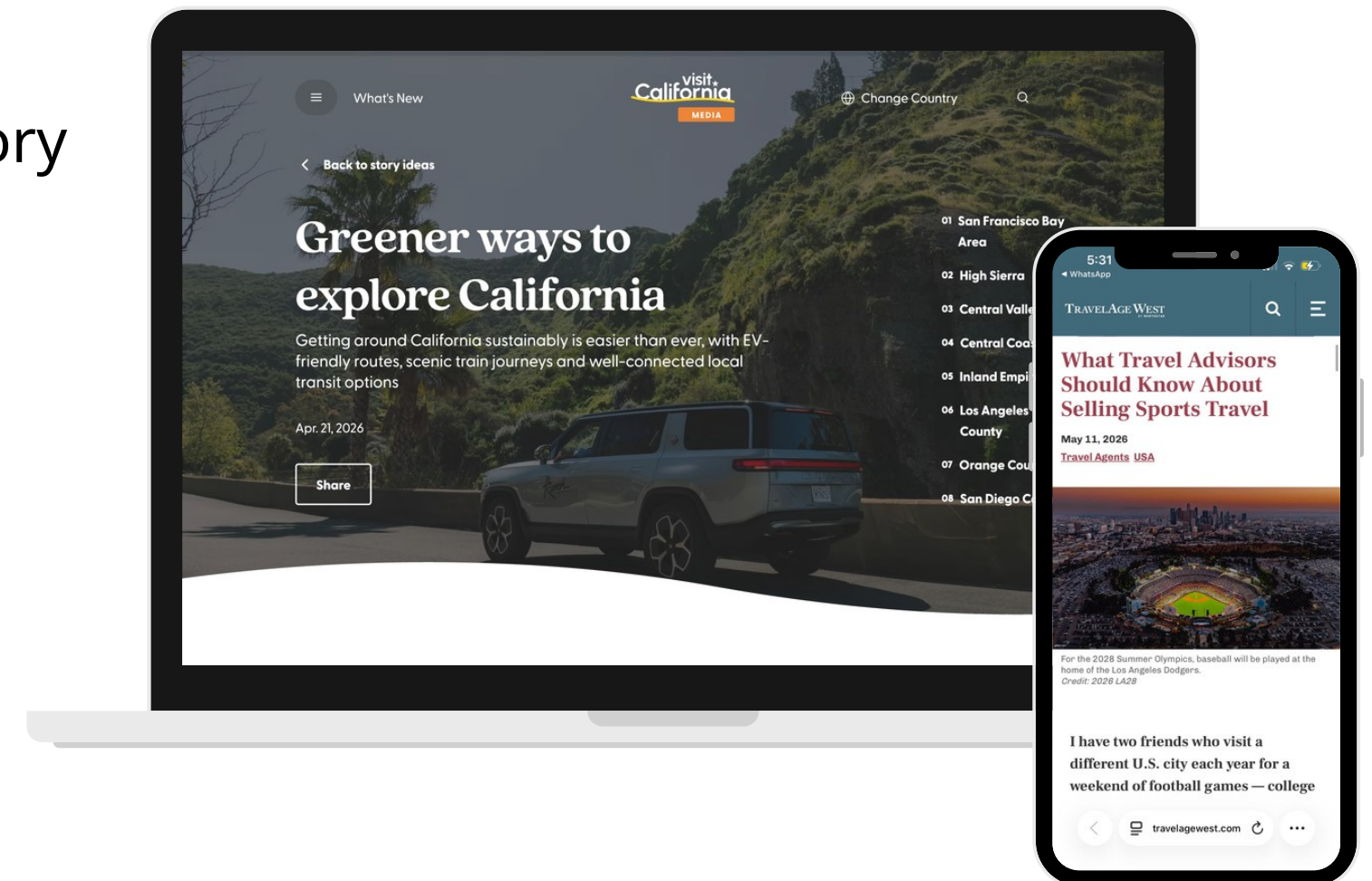
Hosted Media
FAM Tours



PUBLIC RELATIONS EFFORTS

Media Wins + Activity

- Proactive and reaching pitching
 - Proactively pitched destination-aligned and timely story angles within our target messaging
 - Pitching Irvine as the hub to Southern California, premier sports destination and weekend getaway
 - Aided in the coordination, hosting and networking aspects of Cal Cup.
- Media Hosting
 - Daniel Varghese, (freelance, newsletter, LEG DAY)
 - Planning in progress for several FAMS in Q1 FY 26-27 (Kathy Condon, Carly Neil, and Tayte Pollman)



INFLUENCER EFFORTS

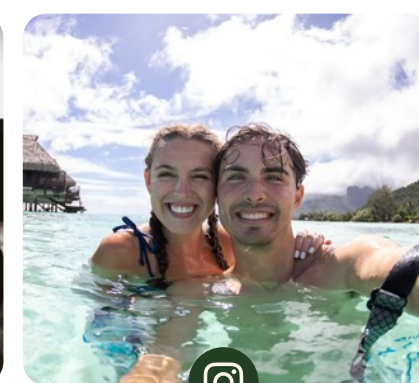
Influencer Wins + Activity

- Influencer collaborations highlighted pet friendly, golfing, and couple's getaways
- Influencer collaboration reached over 399K followers combined

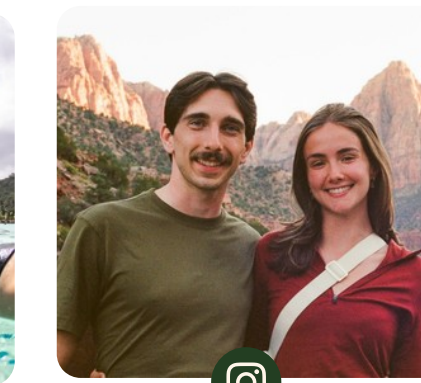
Influencer Hosting



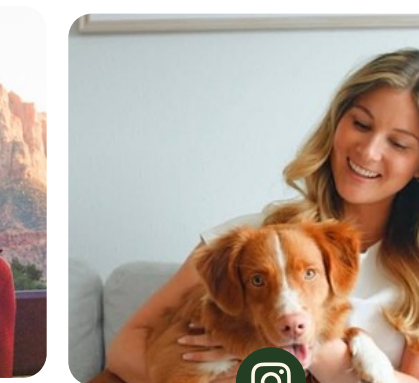
James Anderson
@42jamesanderson
67K+ INSTAGRAM FOLLOWERS



Noah & Tatum
@noahandtatum
7K INSTAGRAM FOLLOWERS



Juliana & Trey
@americantravelarchive
284K+ INSTAGRAM | 9.4K YOUTUBE



Miranda & Penny Logan
@penny_alla_vodka
41K+ INSTAGRAM FOLLOWERS



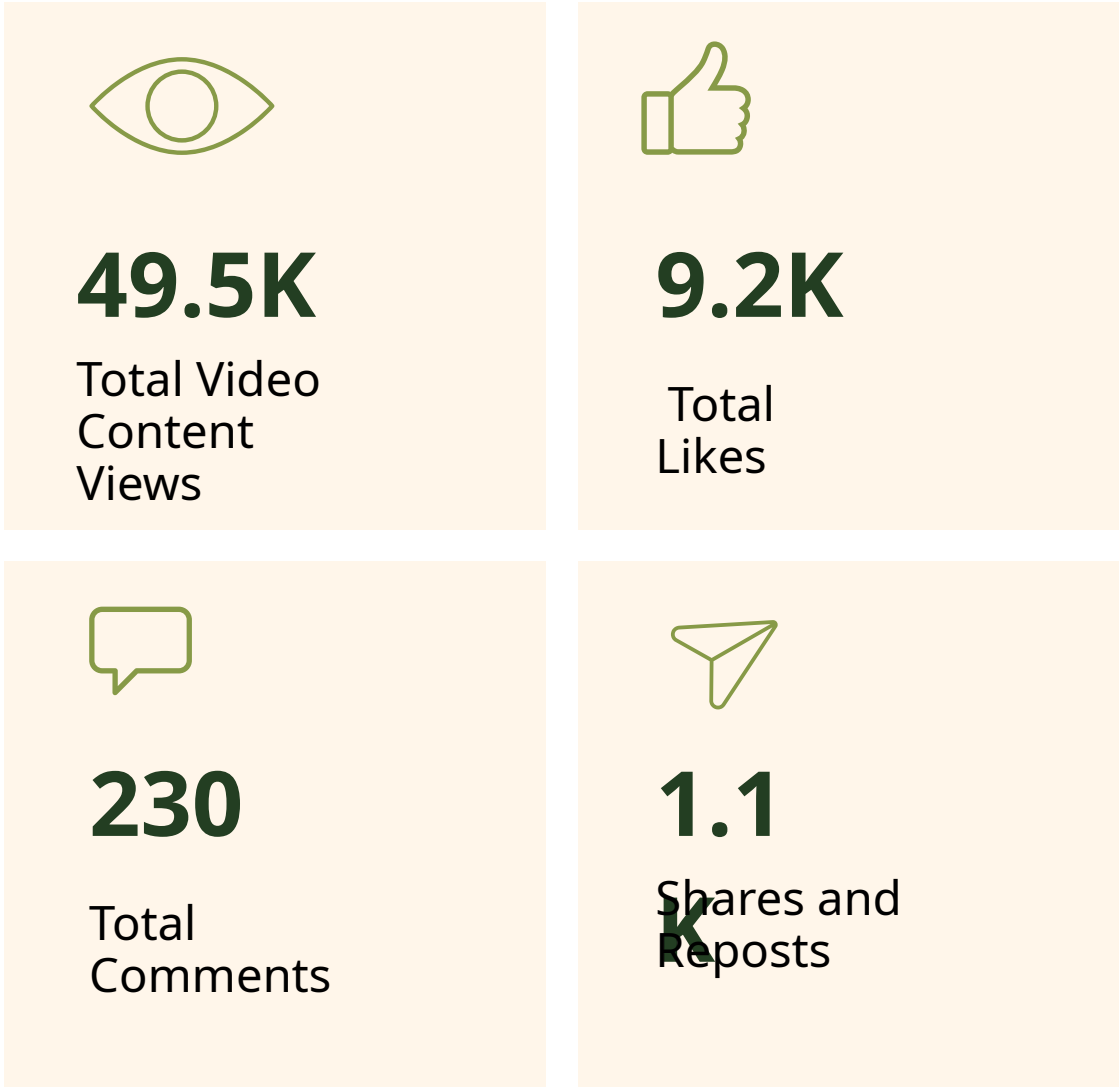
Nayeon Choi
@nayeonisback
397K+ YOUTUBE SUSCRIBERS

Upcoming Influencer

- Planning in progress for several collaborations in Q1 FY26-27 (Kim Tate, Jordan Campbell)



Q4 BY NUMBERS



GROUP FAM EFFORTS

Planning for future meetings and sports planner engagement continues throughout Q4, with a tentative schedule of hosted familiarization tours designed to showcase Destination Irvine's meetings, venues, hotels, and destination experiences to industry professionals.

- A year-long schedule of hosted meeting planner, sports directors, content creator and media familiarization tours has been established
- An estimated 67 sports and meeting planners, and an estimated 280 media will be invited over the year.



AUGUST 24-28, 2026

Meeting, Sports, Media
and Content Creator
FAMS



SEPTEMBER 28-30, 2026

Meeting, Sports, Media
and Content Creator
FAMS



OCTOBER 26-28, 2026

Meeting, Sports, Media
and Content Creator
FAMS



NOVEMBER 9-11, 2026

Meeting, Sports, Media
and Content Creator
FAMS



JANUARY 25-27, 2027

Meeting, Sports, Media
and Content Creator
FAMS



FEBRUARY 15-17, 2027

Meeting, Sports, Media
and Content Creator
FAMS



MARCH 15-17, 2027

Meeting, Sports, Media
and Content Creator
FAMS



MAY 15-17, 2027

Meeting, Sports, Media
and Content Creator
FAMS



JUNE 14-16, 2027

Meeting, Sports, Media
and Content Creator
FAMS



WHAT'S AHEAD

AUGUST

- Big Pitching Topics
- Mother Daughter/ Girls Getaway
 - Sports Destination
 - Upcoming Festival

- Media FAMS
- Kathy Condon
 - Carly Neil

- Influencer FAMS
- Jordan Campbell

- Meeting Planner & Sports Director FAM
- August 24-28

SEPTEMBER

- Big Pitching Topics
- Halloween Activities
 - Biking/Running Destination for Winter States

- Media FAMS
- Tayte Pollman

- Influencer FAMS
- TBD

- Meeting Planner & Sports Director FAM
- September 28-30

OCTOBER

- Big Pitching Topics
- Holiday Activities
 - Upcoming Festivals
 - The Canopy Grand Opening

- Media FAMS
- TBD

- Influencer FAMS
- TBD

- Meeting Planner & Sports Director FAM
- October 26-28



Surprisingly SoCal

QUESTIONS?



MINUTES



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 21, 2026

TITLE: MINUTES

DocuSigned by:
Erica Lorzada 7/14/2026
C603E51B14554D2...

Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 19, 2026.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

May 19, 2026
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 8:31 a.m. on May 19, 2026 at Quail Hill Community Center, 39 Shady Canyon Drive, Irvine, California; Chair Liu presiding.

ROLL CALL

Present:	6	Committee Member:	Pete Carmichael
		Committee Member:	Sean Crumby
		Committee Member:	Marina Dutton
		Committee Member:	Yuni Hunter
		Vice Chair:	Brandon Parole
		Chair:	Melinda Liu

Absent:	1	Vice Chair:	Sid Ramani
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Committee Member Hunter arrived at 8:37 a.m. following roll call.

PLEDGE OF ALLEGIANCE

Committee Member Crumby led the Pledge of Allegiance.

PRESENTATIONS

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

Misty Bond, Executive Director; Dave Lucey, Director of Sales; and Charles Behnke, National Account Director, provided updates on organizational changes, hotel performance, sales and marketing activities, group sales, tourism initiatives, digital marketing, trade shows, familiarization tours, budget status, and the proposed Fiscal Year 2026–2027 budget.

The committee discussed the proposed budget, including administrative cost allocations, reserve funds, and the reduction in hotel promotional funding. Staff explained the methodology for maintaining reserve funds and the integration of the Hotel Improvement District into the City's Office of Economic Development.

The HID Committee recommended allocating \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget.

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

Allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget.

2. *OFFICE OF ECONOMIC DEVELOPMENT PRESENTATION*

Karin Koch, Director of Economic Development, presented an overview of the City's newly established Office of Economic Development, highlighting its strategic priorities, innovation ecosystem initiatives, business attraction and retention efforts, the Irvine Navigator Program, and the planned integration of the Hotel Improvement District into the Office of Economic Development.

The committee discussed opportunities to enhance economic development, streamline business services, and leverage technology to support business growth and tourism. Staff also outlined several current and future economic development projects and initiatives.

By consensus of the members present, received and filed.

3. *IRVINE BARCLAY PRESENTATION*

Craig Springer, President of the Irvine Barclay Theatre, and Chris Adriance, Vice President of Marketing, presented an overview of the

theater's operations, community programming, partnerships with Irvine hotels, audience demographics, and future facility expansion plans.

The committee discussed the use of Hotel Improvement District cultural funding for the Irvine Barclay Theatre and requested additional data regarding the theater's measurable impact on hotel occupancy and tourism. Staff indicated that data would be compiled and presented at a future meeting.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There are no public comments.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chair Liu commended the HID team for the successful California Cup event and its collaboration with the Taste of Irvine organizers. Staff reported plans to continue partnering with event organizers to expand the event in future years.

CONSENT CALENDAR

4. MINUTES

ACTION: Moved by Committee Member Crumby, 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 March 17, 2026.

COMMITTEE BUSINESS

5. STREETLIGHT BANNER ADVERTISING CAMPAIGN

Misty Bond, Executive Director, recommended to discontinue the tourism-related streetlight banner advertising campaign due to Destination Irvine's rebranding, banner deterioration, roadway construction impacts, increased replacement costs, and the inability to measure the campaign's return on investment

ACTION: Moved by Committee Member Parole, seconded by Chair Liu, and unanimously carried by those members present to:

Discontinue the tourism-related streetlight banner advertising campaign.

ADJOURNMENT

Moved by Committee Member Crumby, seconded by Committee Member Hunter, and unanimously carried by those members present to adjourn the regular meeting at 9:29 a.m.

CHAIR, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 21, 2026

TITLE: HOTEL IMPROVEMENT DISTRICT (HID) FY 2026-27 SALES
AND MARKETING BUDGET ADJUSTMENT

Signed by:

Misty Bond

7/14/2026

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HID Program Director

RECOMMENDED ACTION

Recommend the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the city-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget.

EXECUTIVE SUMMARY

At the May 19, 2026, Hotel Improvement District (HID) Committee meeting, the Committee received the Director's Report, which included a presentation on the draft Fiscal Year (FY) 2026–27 HID Sales and Marketing budget and plan for review.

The proposed FY 2026–27 HID Sales and Marketing budget reflects a reduction of \$328,407 from the FY 2025–26 budget, primarily due to increased administrative costs, requiring adjustments across several program areas. During its discussion, the HID Committee recommended using \$200,000 from the City-directed portion of the HID fund balance on a one-time basis to offset the FY 2026–27 budget shortfall.

This action formalizes the HID Committee's recommendation that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget. The HID fund balance is sufficient to support this action.

ANALYSIS

The draft FY 2026–27 HID Sales and Marketing budget reflects a reduction of \$328,407 compared to FY 2025–26, primarily due to increased administrative costs that reduce funding available for sales and marketing programs. To address this reduction, the HID Committee recommended using \$200,000 from the City-directed portion of the HID fund balance on a one-time basis to support the FY 2026–27 Sales and Marketing budget.

The proposed allocation would help maintain priority sales and marketing activities that support hotel occupancy and visitor spending in Irvine while accommodating increased administrative costs. The HID fund balance is sufficient to support the recommended allocation from the City-directed (18%) portion of HID revenues, and the proposed use is consistent with the purpose of funding hotel-related sales and marketing activities.

The recommended action formalizes the HID Committee's recommendation that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget. If approved, staff will work with the HID Committee to prioritize expenditures within the revised FY 2026–27 budget and continue evaluating future budget needs.

ALTERNATIVES CONSIDERED

The Committee may decline to recommend that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget and instead direct staff to develop a revised FY 2026–27 Sales and Marketing budget. A revised budget could include additional program reductions, restructuring of activities, or identification of alternative funding sources. While this option would preserve the existing fund balance, it could delay implementation of the FY 2026–27 HID Sales and Marketing Plan and reduce the level of marketing support available to Irvine hotels during the fiscal year.

FINANCIAL IMPACT

The recommended action recommends the City Council to authorize a one-time allocation of \$200,000 from the fund balance of the City-directed eighteen percent (18%) portion of Hotel Improvement District (HID) revenues to the FY 2026–27 HID Sales and Marketing budget. Sufficient funds are available in the HID fund balance to support this recommendation

If ultimately approved by the City Council, the recommended action would authorize a one-time allocation of \$200,000 from the fund balance of the City-directed eighteen percent (18%) portion of Hotel Improvement District (HID) revenues to the FY 2026–27 HID Sales and Marketing budget. Sufficient funds are available in the HID fund balance to support the proposed allocation.

REPORT PREPARED BY

Misty Bond, HID Program Director

COMMITTEE BUSINESS

Hotel Improvement District (HID) Operating Committee Meeting

July 21, 2026

Presented by: Misty Bond, HID Program Administrator



Summary

- The proposed FY 2026–27 HID Sales and Marketing budget presented at the May 19 meeting reflects a reduction of \$328,407 from the FY 2025–26 budget, primarily due to increased administrative costs, requiring adjustments across several program areas.
- During its discussion during the May 19 meeting, the HID Committee recommended using \$200,000 from the City-directed portion of the HID fund balance on a one-time basis to offset the FY 2026–27 budget shortfall.
- This action formalizes the HID Committee's recommendation that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget. The HID fund balance is sufficient to support this action.

Analysis & Alternatives

- The allocation preserves priority sales and marketing activities that support hotel occupancy and visitor spending, while accommodating rising costs. Because it is one-time and drawn from an available fund balance, it creates no ongoing budget obligation.
- Alternatives Considered: The HID Committee could instead direct staff to develop a revised budget involving further program reductions or new funding sources. This would preserve the fund balance, but risks delaying the FY 2026–27 Sales and Marketing Plan.

Financial Impact

If ultimately approved by the City Council, the recommended action would authorize a one-time allocation of \$200,000 from the fund balance of the City-directed eighteen percent (18%) portion of Hotel Improvement District (HID) revenues to the FY 2026–27 HID Sales and Marketing budget. Sufficient funds are available in the HID fund balance to support the proposed allocation.

Item #5: *HOTEL IMPROVEMENT DISTRICT (HID) FY 2026–27 SALES AND MARKETING BUDGET ADJUSTMENT*

ACTION:

Recommend the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the city-directed (18%) portion of HID revenue to the Hotel Improvement District (HID) Sales and Marketing budget.

