



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

May 19, 2026

8:30 AM

Quail Hill Community Center
39 Shady Canyon
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 [HTTPS://CITYOFIRVINE.GOV/](https://cityofirvine.gov/).

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. ***ECONOMIC DEVELOPMENT OFFICE PRESENTATION***
3. ***IRVINE BARCLAY 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 March 17, 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. STREETLIGHT BANNER ADVERTISING CAMPAIGN

ACTION:

Discontinue the tourism-related streetlight banner advertising campaign.

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.gov 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.gov

I hereby certify that the agenda for the Regular City of Irvine Hotel Improvement District Operating Committee meeting was posted in accordance with law at the main entrance of City Hall, 1 Civic Center Plaza, Irvine, California on 5/12/2026 by Ericka Lozada as well as on the City’s web page.

DocuSigned by:

 Ericka Lozada
 Recording Secretary

PRESENTATION

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Hotel Improvement District (HID) Operating Committee Meeting

May 19, 2026



Hotel Improvement District (HID) Agenda

1. Director's Report:

- Organizational Update
- Average Hotel Occupancy & ADR
- FY 25.26 Budget vs Actuals
- Sales & Marketing Data
- Marketing KPIs
- Tradeshows
- FAMs & Notable Call-Outs
- Updates for this FY
- DRAFT FY 26.27 Budget

2. Economic Development Office Presentation

3. Irvine Barclay Presentation

4. Minutes

5. Streetlight Banner Advertising Campaign



Organizational Update:

As of July 1, the Hotel Improvement District, Destination Irvine, **oversight** will shift from Communications & Engagement (Melissa Haley) to the Office of Economic Development (Karin Koch).

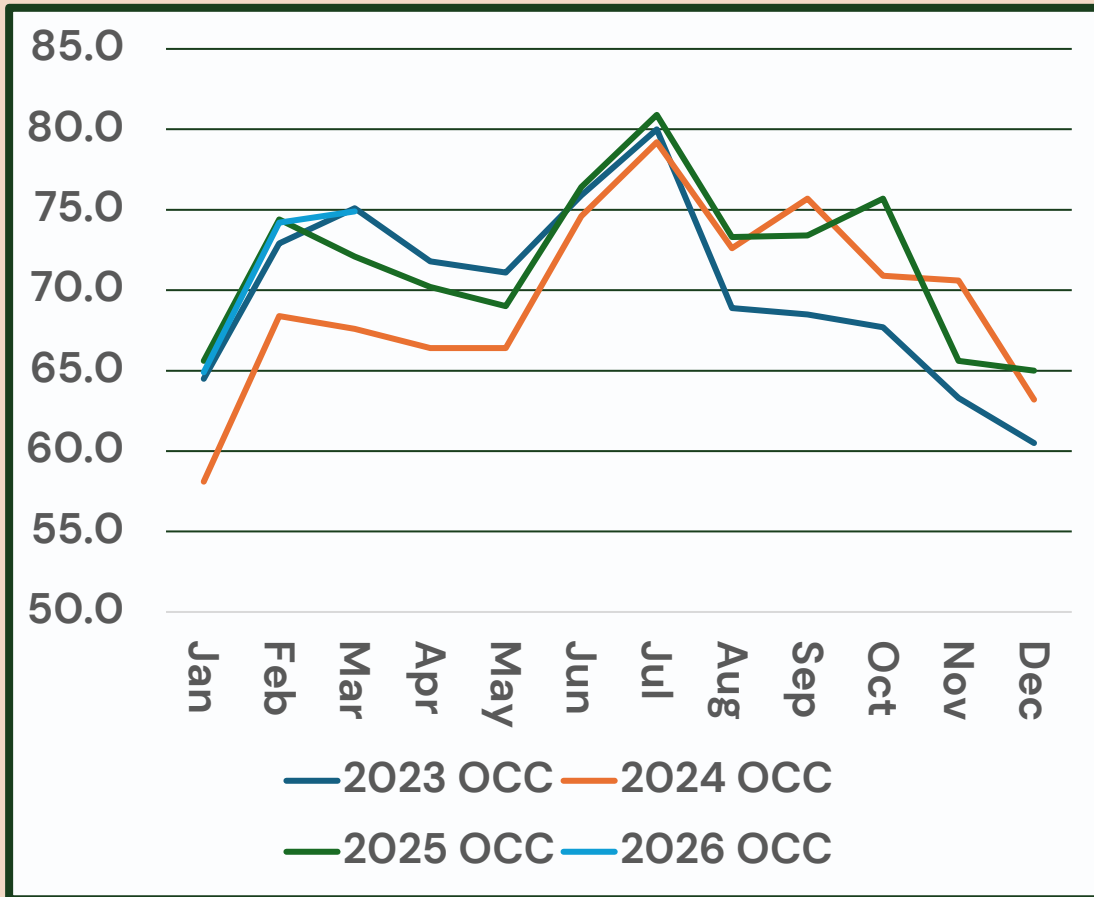
Integrating Destination Irvine with Economic Development creates a unified approach that leverages tourism promotion, business attraction/retention/growth under one umbrella, amplifying the City's competitiveness.

The Communications & Engagement team will continue to support Destination Irvine ongoing.

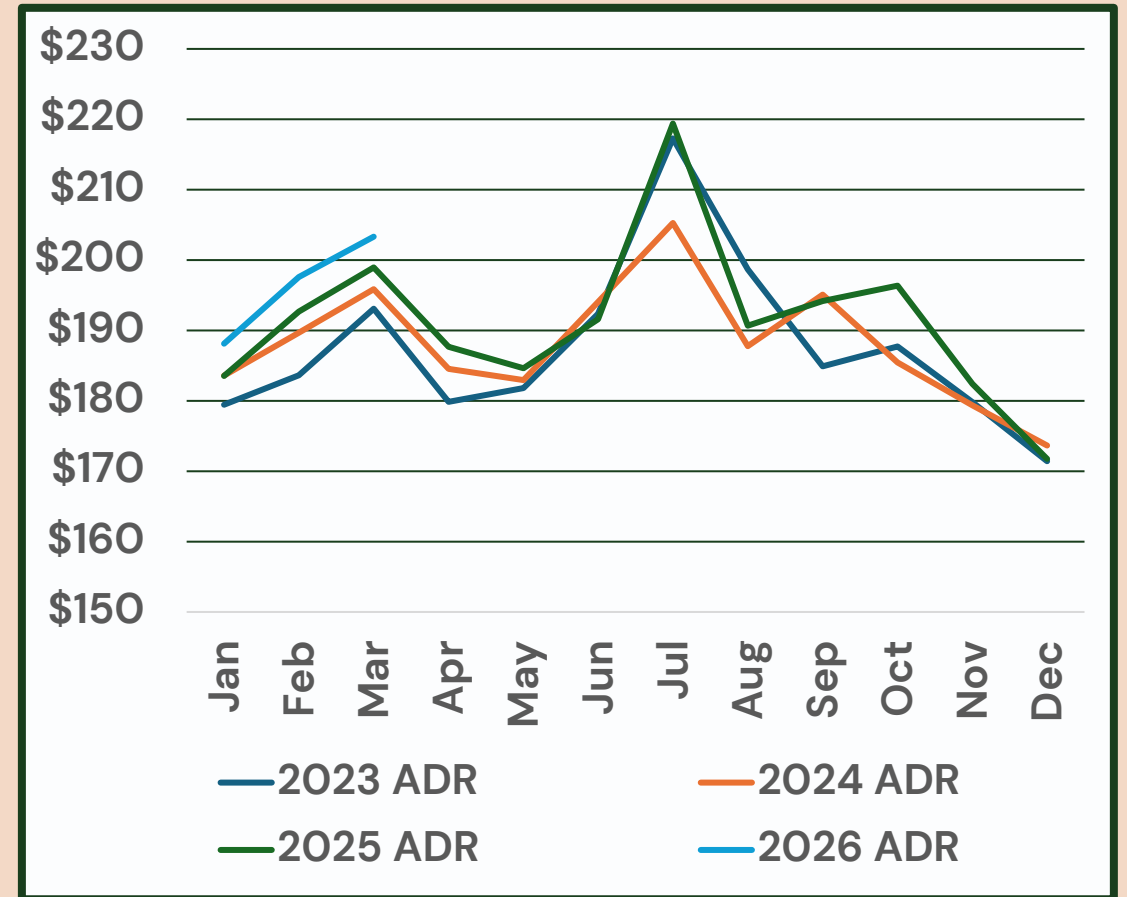
Average Hotel Occupancy & ADR



Average Hotel Occupancy



Average Daily Rates



* Data sourced from STR Reports

Fiscal Year 2025-2026 Actuals as of March 31, 2026



FY 2025-26 Revenue Budget vs Actuals

Revenues - 2% Assessment	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 YTD Actuals	Revenue Balance
HID Activities & Economic Development	3,635,541	341,209	255,428	262,916	276,721	300,949	2,547,691	1,191,757
City of Irvine Cultural Events ⁽¹⁾	1,226,847	113,736	81,544	87,639	100,355	94,596	822,709	404,138
Total Revenue	4,862,388	454,945	336,972	350,555	377,077	395,545	3,370,400	1,595,895
Maximum Rev Allocation to HID Sales & Marketing	2,760,311	259,319	194,773	199,816	208,847	229,751	1,941,019	819,293

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.

City of Irvine Cultural Events (1)

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

Maximum Revenue allocation to HID Sales & Marketing is calculated as total HID Assessment Revenue less the 18% earmarked for HID Administration and Economic Development.

FY 2025-26 Expenditure Budget vs. Actual

Expenditures (HID Marketing Budget Only)	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 YTD Actuals	Expenditure Balance
Total Salaries & Benefits	831,197	57,810	64,333	95,519	63,076	62,959	607,149	224,048
Total Sales & Marketing Costs	2,364,224	46,627	191,422	228,618	59,853	206,128	2,055,584	308,640
Total Expenditures⁽¹⁾	3,195,421	104,437	255,755	324,137	122,929	269,087	2,662,733	532,688

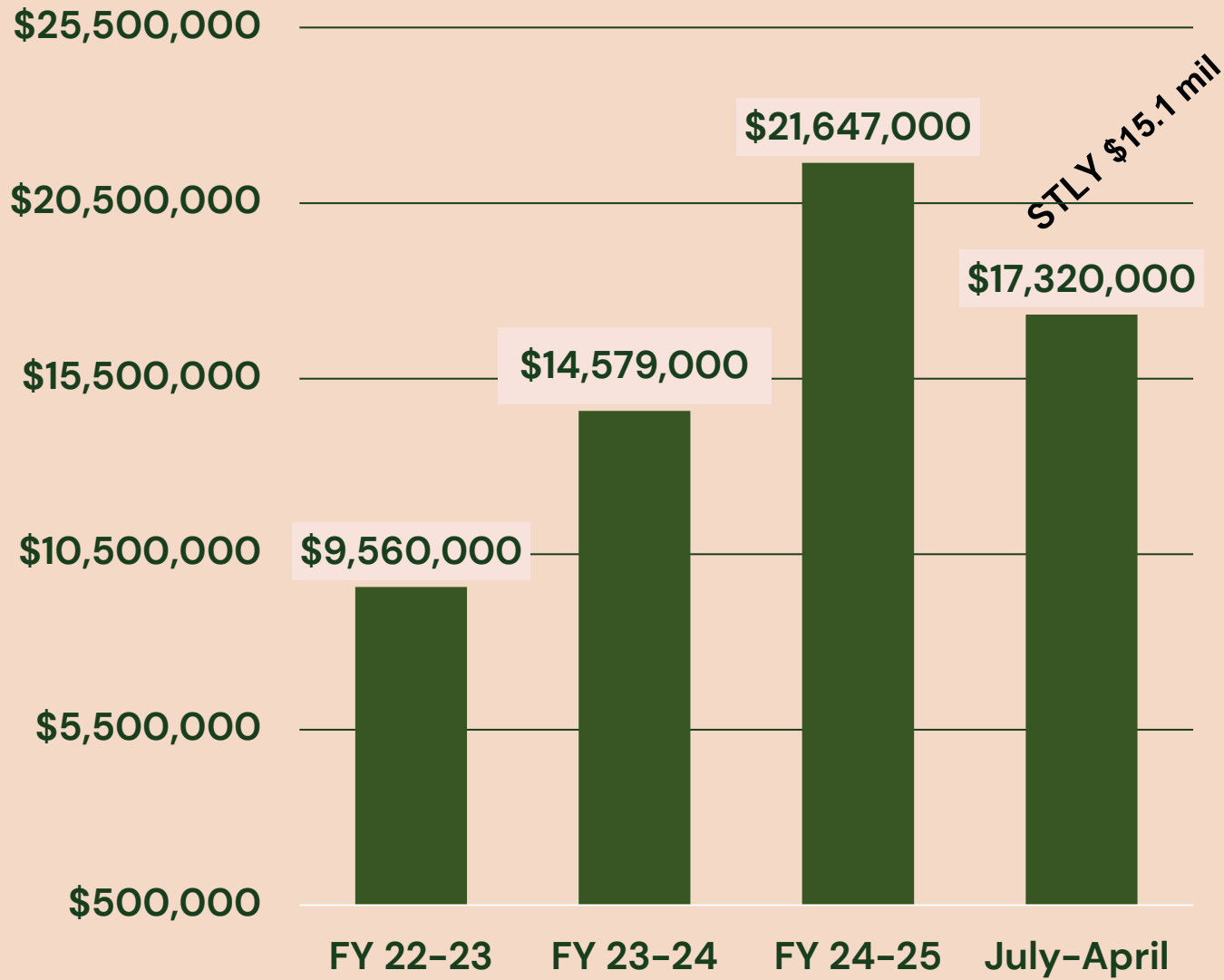
Expenditures (City Admin & Econ Dev)	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 Feb Actual	FY 2025-26 Mar Actual	FY 2025-26 YTD Actuals	Expenditure Balance
Administration Cost ⁽²⁾	237,574	14,755	17,286	34,965	15,602	15,602	184,335	53,239
Total Expenditures	237,574	14,755	17,286	34,965	15,602	15,602	184,335	53,239

- (1) Expenditure Balance does not include encumbered funds for contract services. Total encumbered funds as of March 31, 2026, is \$87,793.
- (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 support.

Sales & Marketing Data



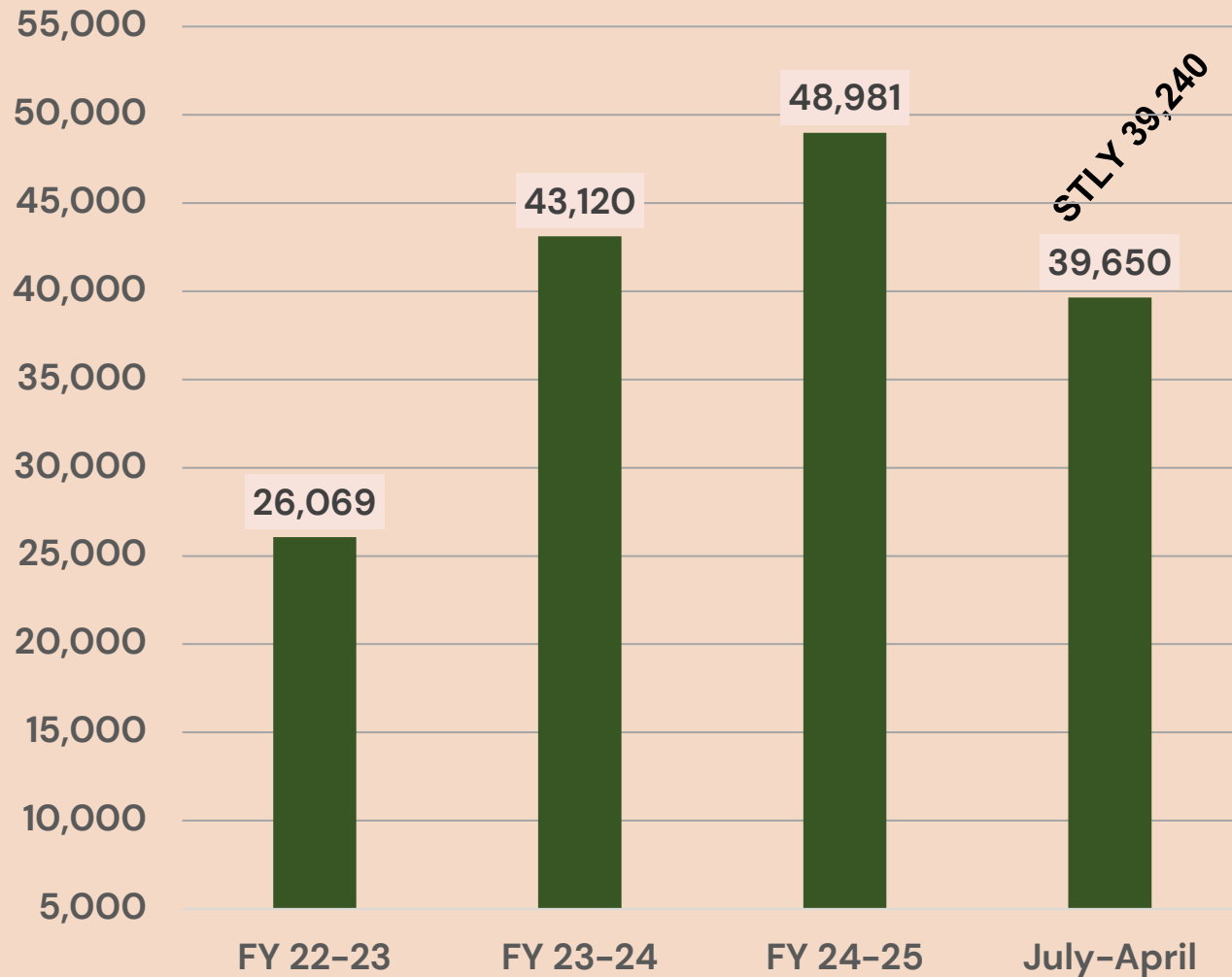
Group Sales Economic Impact FY 25-26



Oxford Economics' Destinations International Event Calculator



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 Campaign FYTD

As of April 2026, our Expedia & Visit California campaign has generated 28,265 room nights (+6,013 since March). The average length of stay (LOS) is 2 nights, and average daily rate (ADR) is \$200 (+\$2 since March).
Total hotel revenue generated: \$5,646,533.00

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$219,293	13.9M	7,271	0.05%	\$5.7M	25.8
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

Marketing KPIs

Overarching Goal:

To expand visibility, in-market demand, and to increase spend and stay duration, especially during weekends.

Primary KPIs:

1. Impressions = Awareness
2. Engaging with “Things To Do” and Number of Sessions (paid & organic) on DestinationIrvine.com = Active Trip Planning
3. Hotel Partner Referrals & RFPs Received = Booking Intent
4. Lodging Revenue (occupancy & ADR) = Actualized Bookings



March Digital Performance Report with Noble Studios:

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March performance, supported by improvements to the website experience, reflects a more focused, efficient media strategy driving higher-intent demand across leisure and meetings audiences.

- Driven by a strategic shift toward lodging-focused investment and improved on-site conversion experience, lodging demand grew significantly with **referrals up +210% YoY**. These strategies are surfacing hotel partners and booking-related content more effectively.
- Planning-stage engagement is expanding, with **Things To Do referrals up +89% YoY** and **Events up +943% YoY**, showing stronger trip consideration and increased interest in timely, high-intent experiences.
- Higher-value visitation is emerging from **potential expansion markets**. Audiences from outside of driving range are staying longer, three or more days, presenting the opportunity to consider prioritization of out-of-market audiences that drive greater total visitor days.
- **RFP Growth (web and Cvent) was achieved** even though spend was flat. This was driven by a more balanced mix of always-on advertising, like Meta, LinkedIn, and Google, and targeted media aligned to meeting planners' booking patterns.



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Tradeshows



Tradeshows for Remainder of FY:

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Tradeshows	Location	Dates	Who's Attending
MPI WeCon 2026	Pasadena, CA	5/6/26-5/8/26	Dave
Small & Boutique Meetings by Northstar	Anchorage, AK	5/28/26-5/31/26	Charles

Highlights from Tradeshows Attended since March 17 HID Meeting:

Tradeshow	Number of Appointments	Leads Received To-Date	# of qualified buyers
Pharma Forum 2026	Education/Networking	2	250
Destinations International CEO Summit	Education/Networking	N/A	N/A
Go West 2026	21	3	100
Cal Cup 2026 (In-Destination FAM)	80 Attendees	6	45
Sports ETA 2026	35	0	225
Helmsbriscoe 2026	37	5	400
MPI WeCon 2026	Education/Networking	0	80

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FAMs (Familiarization Trips) and Notable Call-Outs



FAMs and Notable Call-Outs

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National & Junior Championship Artistic Swimming

- This event is secured at the Woollett Aquatics Center for April 2028.
- Irvine will host 650 athletes in total.
- This lead originated from Sports Express in January 2026.

HPN FAM

- Hosted an HPN Meeting Planner in Irvine from February 25 – 27 who gave us a lead with 750 room nights in 2028.

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

- This a first-time event for Great Park Ice which will attract around 2,000 athletes, from across the country.
- Including coaches, officials, and family members (using a standard multiplier for youth sports), the event is likely to draw 4,000 - 5,500 total visitors to the Great Park area.
- Destination Irvine is working with the third-party housing company to encourage all hotel room nights to be in Irvine.

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CalCup ROI and Testimonial Highlights:

- We received a **Group Event Lead** with **230 Room nights & \$50K in catering** and estimated total value of **\$94,000**.
- **Dan LeBaron, Senior Account Director for Visit California's Canada Office**, said *"...We're hosting a Club California in Toronto in June; we'd be happy to share some information about Irvine during that evening. We'll be sure to include an article on Irvine in our next Visit California Canada monthly newsletter (and can ensure we feature from time to time). ... We'd love to collaborate to either host media or trade in Irvine in FY27"*
- **Terry Vander Linden, Director Tourism Board & Strategic Partnerships AMA Travel, Alberta Canada**, said, *"Yes, I will admit that I was surprised at all the great options that Irvine had to offer visitors. I have visited Southern California over 50 times, and this was my first time getting off the freeway in Irvine and I am glad that I was able to experience what I did. ... I will be asking the team to add an Irvine destination landing page to our website as I think it is such an important link and option in the Southern California experience...."*
- **Marjorie Dewey, Visit California's Japan Office**, said, *"Thank you to Charles, Misty, and Dave for the amazing work you all did showcasing Irvine and hosting the California Cup. We loved it. And yes, we were surprised at all that Irvine has to offer. We will definitely be sharing your information with our team and looking for ways to bring FAMs in the next year."*
- **Korean Inbound Golf Travel Company** inquired about sending a Korean LPGA US Open Major Champion to Irvine for a clinic at Oak Creek Golf Course in early June.

CalCup Raised ~\$9,000 for Irvine Animal Care!

To help pull on their purse-strings, attendees met Corey Lakin's dog, Copper at Taste of Irvine.





Updates for this FY



Updates for this FY

- **Visit CA Welcome Center:** The Great Park Visitors Center was not selected to receive the Visit CA Welcome Center designation, but the Visit CA committee encouraged the City to apply again next year.
- **Pitch Side Event:** Destination Irvine is partnering with community services on the City's community day activation on June 8. This activation will follow the USNMT's community day event but is not affiliated with FIFA or USNMT. Details will be announced very soon.
- **New Hotel Room Booking Link:** PSQ has added [Great Park Live 2026 Hotel Packages | Jampack](#) where guests can book a hotel room while they purchase their concert tickets. Thanks to our collaboration and partnership, only Irvine's 23 hotels are listed.

Updates for this FY

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Results from Phil Gaimon's FAM Trip and YouTube Video.

- Video has gotten more than 36K views since it posted in March.
- As a direct result of Phil's visit and our proactive media pitching, Daniel Varghese, a writer and journalist based in Brooklyn inquired about visiting Irvine.
- Daniel landed at LAX and, on May 5, arrived in Irvine with his bike via the Pacific Surfliner.
- Tony Cruz, Gold Medal Olympian and the City's Mobility Analyst, rode with him and experienced some of the best of Irvine's biking infrastructure.
- He will be publishing his Leg Day newsletter about his Irvine experience soon.

Irvine was highlighted in a recent *TravelAge West* article in both print and digital: [What Travel Advisors Should Know About Selling Sports Travel | TravelAge West](#)

Stay tuned to our media page [Media – Destination Irvine](#) for more exciting media mentions.

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Updates for this FY

New Initiatives Implemented in April and May:

- **Additional Expedia Campaign:** campaign targeting summer travelers and soccer fans in US, Canada, and Mexico has been deployed. ROAS will be reported at the end of the campaign (July).
- **ADA Compliance:** Noble Studios' web team is auditing DestinationIrvine.com to ensure ADA compliance which is federally required by April 2027.

Forthcoming:

- **Brand Study:** 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.
- Agreement to implement a **retail merchandise store** on DestinationIrvine.com and an ordering option for hotels to purchase items at cost.

Fiscal Year 2026–2027 Budget



FY 2026-27 Projected Revenues

Revenues - 2% Assessment	FY 2025-26 Budget	FY 2026-27 Budget
HID Activities & Economic Development	3,635,541	3,805,253
City of Irvine Cultural Events	1,226,847	1,242,609
Total Revenue	4,862,388	5,047,862

- (1) General Fund – 100% of revenue (0.5% of the HID Assessment Revenue) is usually earmarked and used to provide partial financial support to the City's cultural events.
- (2) FY 2026-27 HID Assessment Revenue updated based on increased forecasted TOT numbers for Mid-Cycle which resulted in an increase of \$123,101.

FY 2026-27 Projected Expenditures

FY 2025-26 Fund 110 Est. Ending Fund Balance		
HID Marketing Team	City Admin & Econ Dev	Total
-53,522	2,149,960	2,096,438

Expenditures (City Cap)	FY 2025-26 Budget	FY 2026-27 Budget
18% of the total HID Assessment	875,230	908,615

Expenditures (HID Marketing Budget)	FY 2025-26 Budget	FY 2026-27 Budget
Total Salaries & Benefits & Overtime	831,197	870,988
Total Operating Costs	2,364,224	2,063,733
Total Expenditures	3,195,421	2,934,721

Expenditures (City Admin & Econ Dev)	FY 2025-26 Budget	FY 2026-27 Budget
Administration Cost	237,574	353,274
Total Expenditures	237,574	353,274

- (1) Fiscal Year 2026-27, City Administration Cost includes Salary & Benefit costs for CE Director 15%, PIO 10%, Assistant City Manager 10%, Economic Development Director 20%, Sr. Management Analyst 10%, and Executive Assistant 20%, plus Internal Service Charges such as IT support.

FY 2026-27 HID DRAFT Budget

DRAFT FY26/27 Budget	Notes	Estimated Budget
Maintenance Repair, Optimization and Hard Costs (Noble Studios)	Includes: <ul style="list-style-type: none"> ● Monthly Activity Reporting & Roadmap Planning ● Quarterly Accessibility WCAG 2.2 Monitoring, Reporting, & Remediation ● Prioritized Page Load & Website Form Testing ● Website Software, Plugin, API & Security Patch Updates ● Malicious Script Review & Removal ● Technical SEO Collaboration & Priority Resolution Support ● Cross-Device & Cross-Browser Testing ● Security Scan & Vulnerability Review ● Automated Backup & Restore Point Monitoring ● Security Best Practice Implementation 	21,800
Agency of Record Service Retainer (Noble Studios)	Paid Advertising Management Fees to manage up to \$725K in media, Creative Development, SEO, Technical SEO support, Email Newsletter Strategy, Strategic Planning, Reporting and Analysis, Account and Project Management	423,000
Hard Costs for Advertising (Noble Studios)	Pass-through, hard costs for advertising	375,000
Base Technologies and Potential Travel to Irvine (Noble Studios)	Technology fee includes access to a variety of digital tools and technologies that enhance and support service rendered. Includes Enterprise SEO Platform*. Travel requires advance approval by client.	18,600
PR (Uniquely Driven)	\$6300 per month plus \$115K (hard costs) for hosting FAMs, media, and influencers	190,600
Expedia		350,000

FY 2026-27 HID DRAFT Budget

DRAFT FY26/27 Budget Continued	Notes	Estimated Budget
Cvent	Sign 2-year agreement \$59,722 in FY26/27 and \$61,519.35 in FY27/28	59,722
CRM	Tempest (7500 + 2431 for Cvent integration)	9,931
Research Platforms	DataFy (\$50K), STR (\$15K)	65,000
Memberships and Partnerships	CalTravel, Destinations International, MPI, SITE SoCal, OC Sports Commission, and Meeting Planners (HelmsBriscoe, HPN, Conference Direct)	60,000
Miscellaneous	Rutan legal services (\$3K Purchase Order) & other unknown expenses	8,000
Industry Outreach	HID & Sales Meetings (\$6K), additional FAMs not covered by Uniquely Driven contract (\$15K)	21,000
Destination Irvine Collateral Giveaways	for tradeshow and local engagement ([5]city events, site visits, media visits, etc.)	10,000
Tradeshows	SMERF, Corporate, Media/Trade, Marketing, etc.	100,000
Outside Services	Theshold360 (\$18K), Crowdriff (\$6K)	24,000
Irvine Hotel Promotion Plan		200,000
Business Transient Incentive		5,000
Destination Irvine's Incentive Fund	Large Group & City Wide Events/Sports Tournaments	150,000
Total Estimated Non-Personnel Expenditure Budget		\$ 2,091,653
Maximum Non-Personnel HID Sales & Marketing Budget		\$ 2,093,733
Budget Balance		\$ 2,080

Hotel Improvement District (HID) Operating Committee Meeting

May 19, 2026

Director's Report



Item #2: Economic Development Presentation



Item #3: Irvine Barclay Presentation



Item #4: MINUTES

ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 17, 2026.



Item #5: Streetlight Banner Advertising Campaign

ACTION:

Discontinue the tourism-related streetlight banner advertising campaign.





PRESENTATION

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Office of Economic Development

Karin Koch

Director of Economic Development



**Economic development in Irvine
is not transactional.**

It is personal.



We work alongside you,
so your bold ideas can grow and last.

City of Irvine



Irvine's Economic Evolution

Economic Inflection Point

- Shifting from real estate-driven growth to innovation, knowledge industries, and entrepreneurship

Identifying Opportunities

- Innovation Economy Report commissioned by City and Chamber in 2024
- Engaged 90+ stakeholders through focus groups, interviews, and SWOT analysis
- Highlights key industry sectors poised for job growth
- Identified opportunity to build on strengths and address critical challenges



Irvine's Economic Evolution

Key takeaways:

- Lack of a “regional conductor” to **align** disjointed business and entrepreneurial **resources** is a key barrier to advancing Irvine's next stage of economic growth
- **City**, as public agency focused on long-term growth without profit motive, is **uniquely positioned to take the lead** and coordinate regional innovation efforts

Innovation Economy Levers

FACILITATE ACCESS TO CAPITAL

Despite the region's economic strength, businesses face significant challenges in securing both venture and governmental funding.

INCREASE NEW BUSINESS FORMATIONS

Barriers to entry can be prohibitive, and barriers to exit are low.

ALIGN ECOSYSTEM ELEMENTS

The ecosystem lacks cohesion, hindering efficient resource allocation and collaboration.

MITIGATE PHYSICAL INFRASTRUCTURE GAPS

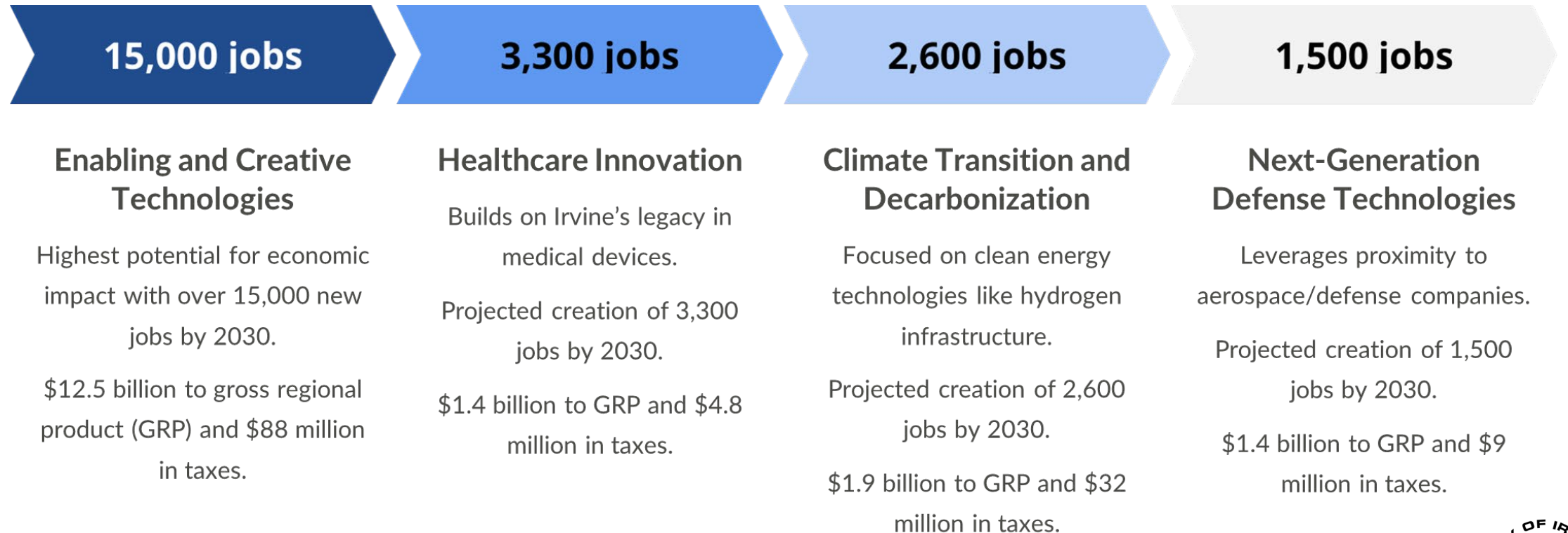
There are specific gaps in specialized facilities crucial for startups.

NAVIGATE REGULATORY BURDENS

Businesses face several regulatory and planning obstacles that can impede growth.

2024 Innovation Economy Report

Focusing efforts on key innovation industries with the greatest potential to generate high-quality jobs in the region.



Economic Development Results in 2025

Strengthening Business Support

- Supported 300+ businesses through conferences, clinics, business forums, a pitch competition, and mobile-unit engagements
- Launched new tools to improve business decision-making
- Completed the most comprehensive Community Development customer survey in the City's history
- Launched the Irvine Navigator Program and secured a \$105,000 grant

Building Strategic Capacity

- Identified need for a coordinated, long-term economic development strategy
- Developed the Economic Development Blueprint
- Began building implementation capacity
 - Hired the City's first Director of Economic Development
 - CRM implementation for relationship and business inventory management

Economic Development Blueprint

2026-2028 Strategic Goals and Objectives

Build High-Performing, Coordinated Economic Development Infrastructure

Build internal capacity and cross-department coordination including Destination Irvine

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

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

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

Economic Development Supports Regional Vitality

We help businesses move faster, grow smarter, and stay connected.

- **Business Connections:** Connect companies to key City and regional resources.
- **Site Selection & Project Navigation:** Coordinate licensing, planning, and permitting processes to reduce friction.
- **Advisory Support:** Referrals to no-cost business advising, workforce programs, and funding opportunities.
- **Data Insights and Tools for Businesses:** Deliver actionable intelligence to guide business growth and investment decisions.



Navigator Program

Concierge-style support to help businesses move construction projects forward faster.

Designed for Irvine businesses in priority industries with complex planning, permitting, and operational needs.

Goal:

Cut end-to-end time for the project by 30%

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.

Recent / Ongoing Projects

- Balt USA Announces \$400M investment in Irvine to grow from 400 to 1,400 employees by 2030.** (National and Global PR)
- New Navigator program is fast-tracking expansion projects from:**
 - Johnson & Johnson (+1,000 jobs)
 - Edwards Lifesciences (+200 jobs)
 - Spyglass Pharma (+100 jobs)
 - Rivian
- Potential Partnership with Minor League Baseball Team**
Impact of ~1,700 hotel nights annually from traveling teams/fans



Balt's Irvine facility manufactures coils, catheters, liquid embolics and will soon add stents

Balt Goes Big in Irvine

Doubles Cleanroom, Leases 24K-Sq.-Ft. Building as U.S. Growth Surges

By YUIKA YOSHIDA

IRVINE — In a neurovascular market dominated by big players like Medtronic and Johnson & Johnson, French medical device maker Balt is carving out its place at its Irvine lab.

Balt, whose products are used to treat strokes and brain aneurysms, established Balt USA LLC in 2016, which has since grown to 1,006 global employees, including more than 400 locally.

"The pool of employees in the Orange County area is fantastic," Fred Gunderman, senior vice president of Balt USA, told the Business Journal. "We frequently don't have

► Balt 18

Special Report:
 BIOTECH & BIOMED
 Page 13

J&J's Breast Aesthetics Unit is a World Leader

MEDTECH: Grows implants, develops app to simulate 3D images

By YUIKA YOSHIDA

IRVINE — Shelly underwent a radical mastectomy on her right breast just two weeks after receiving her breast cancer diagnosis.

She described feeling a "hollow vacuum" afterwards on the right side of her body and a longing to feel complete again.

Shelly is one of nine million women who have benefited from Johnson & Johnson MedTech Aesthetics.

► J&J MedTech 19



J&J MedTech last year launched Mentor MemoryGel Enhance Breast Implants intended for women with larger cup sizes



Shopoff CEO Bill Shopoff operating an excavator tears down the Westminster Mall entrance sign

Shopoff Breaks Ground on \$2.5B Redevelopment

CRE: To revitalize 83 acres at former Westminster Mall

By JOSEPH PIMENTEL

WESTMINSTER — Perched inside the cab of a 70,000-pound Volvo excavator, Shopoff Realty Investments founder Bill Shopoff pulled the levers back and forward and slammed the bucket into the fading Westminster Mall sign, sending a loud explosion of glass and metal beams crashing to the

► Bolsa Pacific 11



Rendering of Erickson Senior Living's care facility

Senior Living Planned at Great Park

RESIDENTIAL: FivePoint, Erickson propose 1.8M sq. ft.

By JOSEPH PIMENTEL

IRVINE — Erickson Senior Living, one of the largest senior living operators in the U.S., plans to build one of Southern California's biggest congregate care facilities in the Great Park Neighborhood.

The nearly 1,000-unit senior living project, offered

► Erickson Senior Living 4



P. 3 **ENERGY:** TAE Technologies receives \$200M from President Trump's media co.

P. 8 **HEALTHCARE:** Hoag to establish the first liver transplant and kidney program in OC

THE LISTS

MEDICAL DEVICE MAKERS
 See page 20

DRUGMAKERS
 See page 24

UCR SCHOOL OF BUSINESS DEVELOPS NEXT GENERATION LEADERS

UC Riverside has the most diverse student body among the University of California business schools. Our rigorous STEM graduate programs include

Aligning Tourism with Economic Development to Drive Greater Impact

Destination Irvine under Economic Development strengthens Irvine's ability to compete for visitors, meetings, investment, and business growth by aligning tourism promotion with the City's broader economic strategy.

1. Aligns Destination Irvine directly with the City's economic development strategy, including business attraction, retention, and global competitiveness.
2. Connects and strengthens coordination for tourism promotion to measurable economic outcomes such as hotel demand, visitor spending, meetings, and group business.
3. Creates a more unified story and market position about Irvine as a place to visit, meet, invest, and grow.
4. Ensures HID resources remain focused on direct hotel benefit while gaining stronger alignment with broader citywide growth priorities.

Community Break-Room / Lounge



An initiative designed to strengthen Irvine's innovation economy by providing a centralized hub for entrepreneurs, startups, and high-growth companies.

Irvine Center of Innovation and Entrepreneurship (Opening Q1 2027)

Working Lab



LPA

Upcoming Economic Development Events

Join City leaders, business experts, and innovators shaping Irvine's future.



Small Business Capital and Growth Conference

Friday, June 5 | 8 a.m.–1 p.m. | Civic Center

Help small businesses effectively prepare for funding and scale for success. Participants will gain practical guidance on how to package their business for capital, connect directly with up to 15+ lenders, and explore new strategies to support growth and expansion.

Stay Connected

Scan the QR code to subscribe for business-related updates and resources.



economicdevelopment@cityofirvine.org



cityofirvine.org/economicdevelopment



PRESENTATION

3



the **35**^{Years}
Barclay
Irvine Barclay Theatre
CHENG HALL

IRVINE BARCLAY THEATRE

CELEBRATING
35 YEARS



**A UNIQUE
PUBLIC/PRIVATE PARTNERSHIP**

CITY OF IRVINE

UC IRVINE

IRVINE BARCLAY THEATRE OPERATING COMPANY

**A VALUABLE PARTNERSHIP SERVING THE
COMMUNITY
AND STANDING THE TEST OF TIME FOR 40 YEARS**



the **35**th Year
Barclay
Irvine Barclay Theatre
CHENG HALL

THREE PART MISSION

Operate and maintain an intimate venue for the community's social, artistic and educational activities

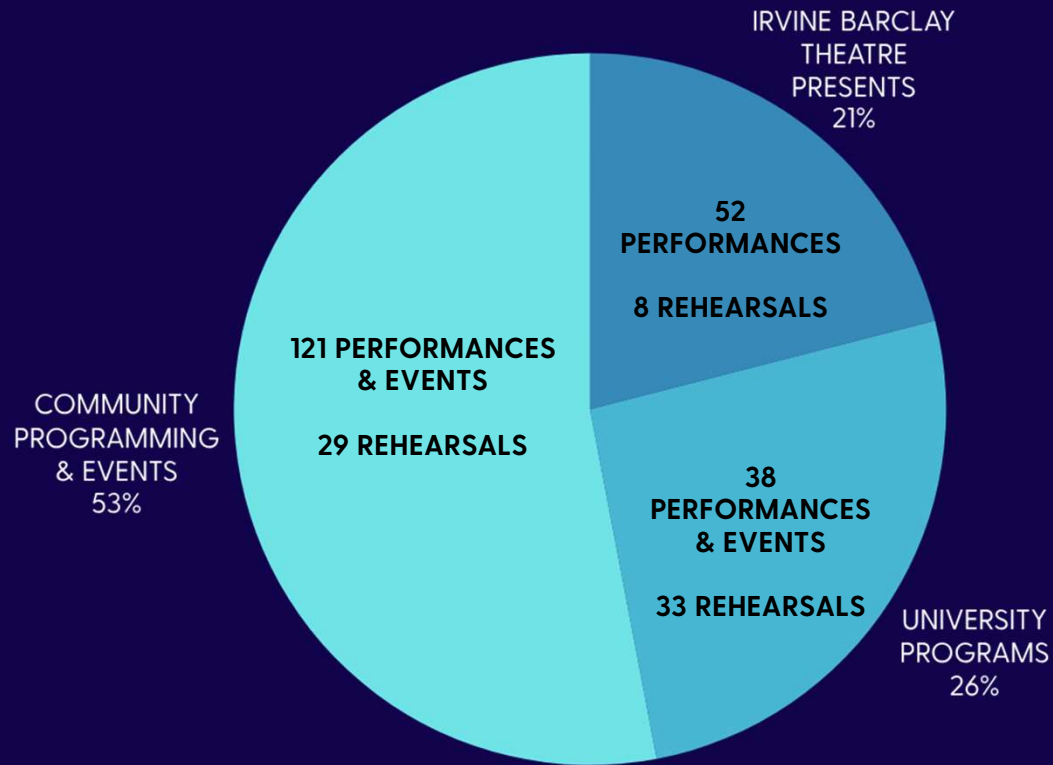
Provide professional production, marketing and sales support to community organizations that use the Barclay

Offer unique experiences of artistic and social importance for discerning patrons

SINCE OPENING ON SEPTEMBER 30, 1990

**OVER 5000 PERFORMANCES AND MORE THAN
1800 REHEARSALS HAVE TAKEN PLACE ON
THE IRVINE BARCLAY THEATRE STAGE**

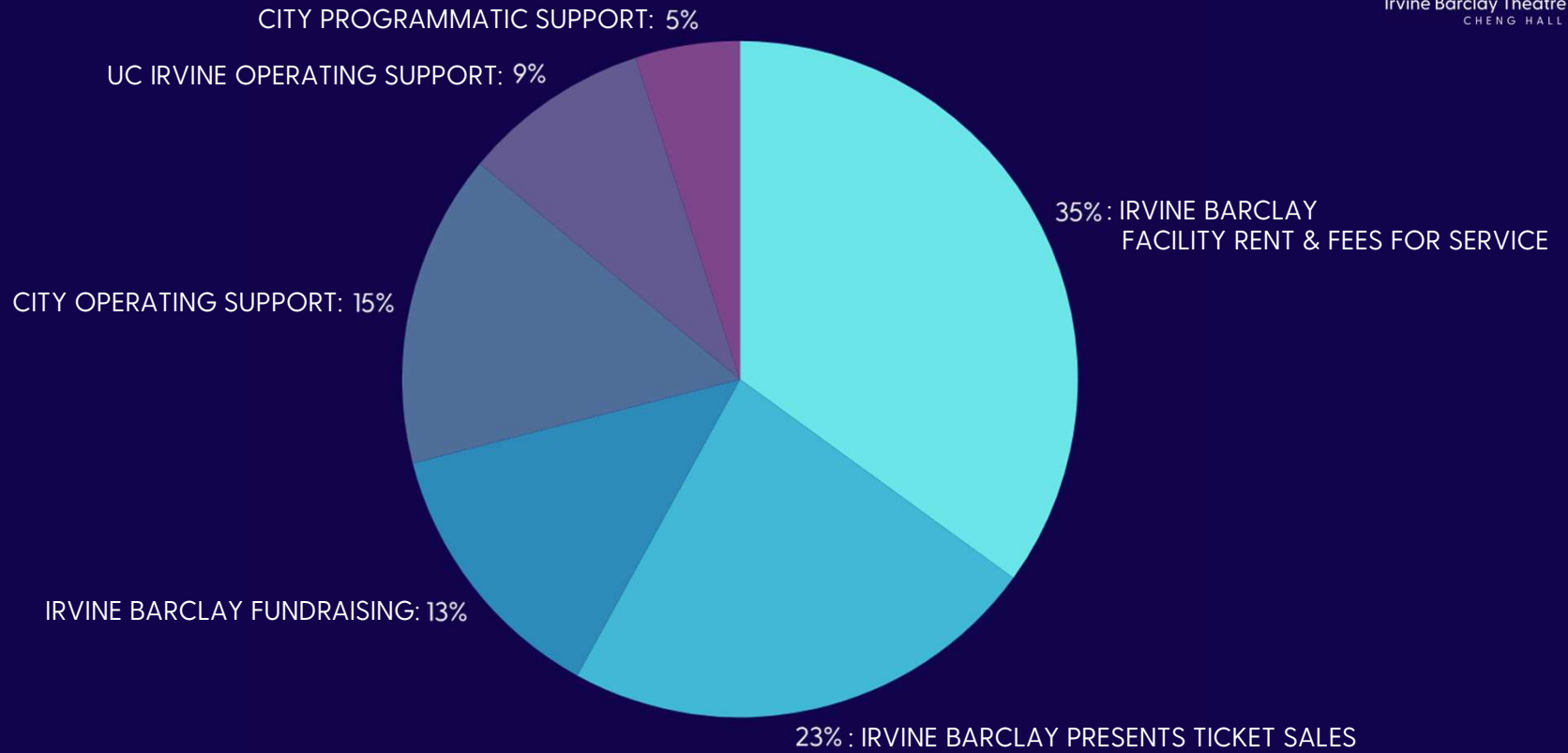
ACTIVITY



DATA FOR FISCAL YEAR 2024-25

FUNDING

\$8 MILLION



OPERATING SUPPORT

COMMUNITY PROGRAMMING & EVENTS



PROGRAMMATIC SUPPORT

COMMUNITY USE DAYS PROGRAM

COMMUNITY ACCESS TICKET PROGRAM

VETTIX FOUNDATION PARTNERSHIP

FAMILY SERIES



COMMUNITY PROGRAMMING & EVENTS

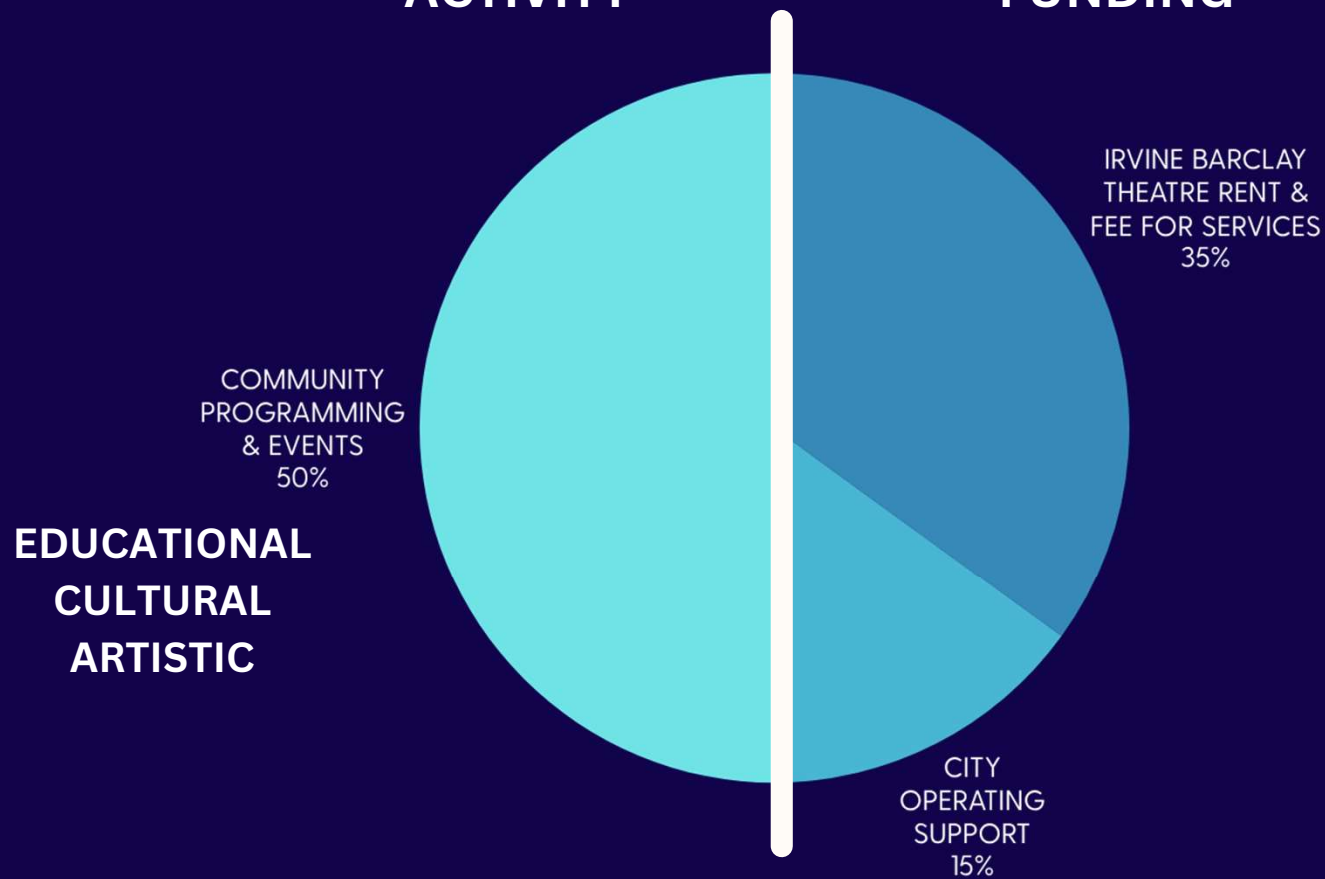
**CITY OPERATING SUPPORT UNDERWRITES
COMMUNITY USES OF THE BARCLAY**

**50% DISCOUNT ON HALL RENTAL FOR
IRVINE-BASED NONPROFIT ORGANIZATIONS**

**25% DISCOUNT ON HALL RENTAL FOR
ALL OTHER NONPROFIT ORGANIZATIONS**

ACTIVITY

FUNDING



TURTLE ROCK PRE-SCHOOL GRADUATION



**CREAN LUTHERAN HIGH
SCHOOL**



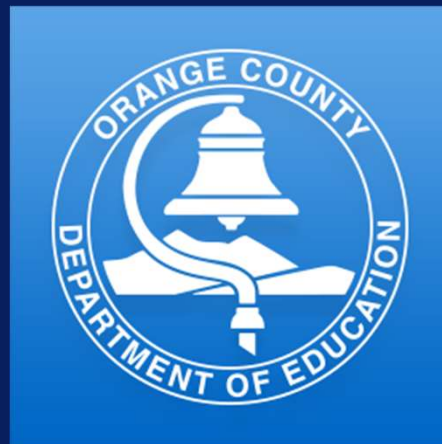
IRVINE UNIFIED SCHOOL DISTRICT TEACHER OF THE YEAR AWARDS





TurtleRock
Pre-
school

the **35**
Barclay
Irvine Barclay Theatre
CHENG HALL



TAOLI WORLD DANCE



LUNAR NEW YEAR



ARANGETRAM



**MOHSEN
NAMJOO**



IRVINE BARCLAY THEATRE

DIA DE LOS
MUERTOS





美国南加华人经贸文化协会
USSCA Chinese Economic & Culture Assoc



the ^{35th} **Barclay**
Irvine Barclay Theatre
CHENG HALL



Shree RamKabir Bhakta Samaj of USA
SHREE RAMKABIR SATYA CHHE

OCPC

ORANGE COUNTY PERSIAN COMMUNITY



FARHANG
FOUNDATION



**National
Veterans
Network**

PRESERVE EDUCATE ADVOCATE



**ALL AMERICAN BOYS
CHORUS**

VÂN-ÁNH
VÕ





The All-American Boys Chorus

Transforming Boys' Lives
Through The Power Of Music



the ^{35th} **Barclay**
Irvine Barclay Theatre
CHENG HALL



SWAN LAKE



**ARPANA DANCE
COMPANY**



THE NUTCRACKER





泛美舞蹈聯盟
Pan America Chinese Dance Alliance

UBC

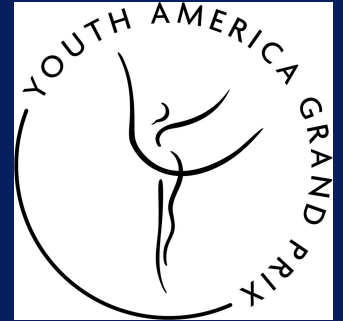
UNIVERSAL BALLET COMPETITION

the 35th **Barclay**
Irvine Barclay Theatre
CHENG HALL



The
Wooden
Floor®

From here, you can step anywhere.



PROJECT 21

MDC
MATHER DANCE CO.

BALLET
PROJECT OC



AUDIENCE METRICS



542,512

TICKETS PURCHASED

SINCE 2021-22 SEASON

53,162 HOUSEHOLDS



49 of 50 states, plus District of Columbia

Top States: CA, TX, WA, AZ, NV, NY, FL, CO, OR,
TN

Orange County - 68%

Los Angeles County - 14%

Riverside County - 5%

San Diego County - 3%

San Bernadino County - 3%

SINCE 2021-22 SEASON



HOTEL PARTNERSHIP

GUEST ARTIST ACCOMMODATIONS

the **35**^{YEARS}
Barclay
Irvine Barclay Theatre
CHENG HALL

HILTON IRVINE / OC AIRPORT

MARRIOTT

EMBASSY SUITES

SONESTA

LA QUINTA INN

ATRIUM HOTEL

HOTEL IRVINE

HYATT REGENCY

SINCE 2021-22 SEASON

HOTEL GUEST EXPERIENCE ENHANCEMENTS

SPECIAL DISCOUNT CODES FOR GUESTS AT
HYATT REGENCY AND IRVINE MARRIOTT
TO ENCOURAGE EXTENDED VISITS

HYATT REGENCY

the **35**^{YEARS}
Barclay
Irvine Barclay Theatre
CHENG HALL

WORLD OF HYATT®



Explore ▾ Offers Meetings & Events ▾ Loyalty Program ▾

HYATT REGENCY

◀ Back

Sign In



Irvine Barclay Theatre

Irvine Barclay Theatre is a vibrant performing arts venue presenting music, dance, theater, and family-friendly programming in an intimate setting, offering audiences exceptional artistry and inspiring live experiences.

Culture & Arts Instagram-Worthy Upbeat Fun



Details

Irvine Barclay Theatre is a vibrant performing arts venue presenting music, dance, theatre, and family-friendly programming in an intimate setting, offering audiences exceptional artistry and inspiring live event.

Nestled on the UC Irvine campus, Irvine Barclay Theatre is one of Orange County's premier destinations for live performance. With just 750 seats, the Barclay is renowned for its intimate atmosphere and superb acoustics, and showcases a vibrant mix of music—from jazz and Hawaiian to global and classical—alongside contemporary dance, theater and family-friendly programming, offering something for everyone to enjoy year-round.

**** Use code HYATTREGENCYIRVINE to save 20% off tickets****

Irvine Barclay Theatre

BOOK

IRVINE MARRIOTT

the **35**^{YEARS}
Barclay
Irvine Barclay Theatre
CHENG HALL



Irvine Marriott

18000 Von Karman Avenue, Irvine, California, 92612, USA +1 949 553 0100

[Visit hotel website >](#)

Explore Irvine - Irvine Marriott



Pretend City Children's Museum

[PURCHASE TICKETS](#)

In partnership with Pretend City, Irvine Marriott is excited to offer discounted adult and children admission tickets for guests. Located 8 miles from Irvine Marriott, Pretend City Children's Museum is a child-sized interconnected city where kids learn through play, exploring real-world roles while fueling their curiosity and imagination. Come play, learn, and create unforgettable family memories!

Unlock an exclusive \$2 USD discount on adult and child admission tickets with promo code *MARRIOTT2OFF*



The Irvine Barclay Theatre

[MORE INFORMATION](#)

Irvine Barclay Theatre is a 750-seat theater renowned for its intimate atmosphere and superb acoustics. Since opening its doors in 1990, Irvine Barclay Theatre has developed into one of California's most imaginative performing arts showcases, welcoming millions of patrons to an impressive array of varied performances by internationally recognized artists.

Unlock an exclusive 20% discount for Irvine Marriott guests on admission tickets with promo code *IRVINEMARRIOTT*

ONGOING PARTNERSHIP WITH DESTINATION IRVINE



CROSS-MARKETING COLLABORATION ON SOCIAL MEDIA, EMAIL AND WEB

Stage & Savor

Spotlight on the Barclay
Experience a dynamic lineup of live performances this March at Irvine Barclay Theatre. Don't miss **Festival Ballet's Dan Overture** on March 21-22 and **Pinobolus: Other Worlds Collection** on March 29.

Taste of Irvine 2026
Join us on April 16 at **The Park at Lakeshore** for **Taste of Irvine**, an evening dedicated to celebrating the City's vibrant culinary scene! Savor exceptional food and drink tastings from some of Irvine's top restaurants.

[GET TICKETS](#) [GET TICKETS](#)

Follow Us On Instagram @DestinationIrvine

IRVINE
Questions or Comments?
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IRVINE WELCOME MEDIA BLOG SEARCH 949-724-6691 CONTACT US

Things to Do Plan Your Visit Events Meetings Sports

Highlights

The Irvine Barclay Theatre features a 756-seat auditorium with tiered seating designed to provide excellent sightlines and acoustics throughout the venue. Its intimate, horseshoe-shaped layout brings audiences closer to the stage, enhancing the experience for concerts, dance performances, theater productions, and lectures. The stage is fully equipped with professional lighting, sound, and rigging systems, allowing it to accommodate a wide range of high-quality productions and events.

Show Calendar

The Irvine Barclay Theatre show calendar features a dynamic, year-round lineup of performances spanning music, dance, theater, comedy, and family-friendly events. With an ever-evolving schedule of local and internationally acclaimed artists, there's always something new and inspiring to experience.

[English](#)

destinationirvine and 3 others

destinationirvine Edited • 13w
This Valentine's month, step into Irvine Heights and experience a love like Heathcliff and Catherine's—where passion becomes obsession.

See beauty that stirs the soul at Great Park Gallery.
Three solo exhibitions explore worlds shaped by identity, imagination, and moments of suspension.
[@yourgreatpark](#)

Hear passion rise at Irvine Barclay Theatre.
Enjoy a vibrant lineup of performances, from the spirited music of the Preservation Hall Jazz Band to the enchanting orchestra of Swan Lake.
[@irvinebarclay](#)

Feel devotion in every touch at

40 Q 4 3 February 6

Add a comment...

FUTURE PLANS



INVESTIGATING EXPANSION TO
MEET THE EXPRESSED NEEDS OF
IRVINE'S GROWING AND DIVERSE POPULATION

INCREASED NUMBER AND SIZE OF RESTROOMS

BREAKOUT MEETING ROOMS

MULTI-PURPOSE OUTDOOR PERFORMANCE PLAZA
300 PERSON CAPACITY

PROFESSIONAL CATERING KITCHEN

REHEARSAL SPACES - 4,000 SQ. FT.















the **35**^{years}
Barclay
Irvine Barclay Theatre
CHENG HALL

IRVINE BARCLAY THEATRE

THE BEST IS
YET TO COME!

CONSENT CALENDAR



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: May 19, 2026

TITLE: MINUTES

DocuSigned by:
Erica Lozada 5/12/2026
C603E51B14554D2...

Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 17, 2026.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

March 17, 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 8:36 a.m. on March 17, 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:	Brandon Parole
		Vice Chair:	Sid Ramani
		Chair:	Melinda Liu

Absent:	1	Committee Member:	Yuni Hunter
---------	---	-------------------	-------------

Committee Member Hunter arrived at 8:40 a.m. following roll call.

PLEDGE OF ALLEGIANCE

Committee Member Parole led the Pledge of Allegiance.

PRESENTATIONS

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

Misty Bond, Executive Director of Destination Irvine, presented the Hotel Improvement District Program Director's Report, which included updates on hotel performance, budget status, group sales activity, marketing efforts, trade shows, media relations, and tourism initiatives.

Dave Lucey, Director of Sales, reported that Irvine hotels continue to maintain market share, with occupancy remaining steady year-over-year and average daily rates increasing compared to the same period last year. He also provided updates on recent trade shows, familiarization tours, and upcoming sports tourism opportunities, including FIFA World Cup-related activities.

Charles Behnke, National Account Director for Destination Irvine, presented updates on year-to-date group sales performance, noting increased estimated economic impact and steady room night production. He also shared updates on marketing partnerships, meeting planner familiarization tours, and upcoming promotional opportunities, including the California Cup.

Staff also reported that HID expenditures remain within the approved budget and highlighted continued efforts to promote Irvine through media engagements and the "Flipside" campaign.

Committee discussion included: clarification regarding the calculation of group sales economic impact and room night production, current hotel and travel market trends, FIFA-related community activation opportunities, and future discussion regarding Hotel Improvement District cultural event funding allocations.

By consensus of the members present, received and filed.

2. *NOBLE STUDIOS STATUS UPDATES*

Stephanie McKenna, Senior Client Success Manager with Noble Studios, Destination Irvine's agency of record provided a presentation regarding marketing and advertising strategies, including the "Flipside" campaign, paid media efforts, website engagement trends, hotel referral activity, meeting planner outreach, and emerging travel industry trends.

Committee discussion included: Destination Irvine's familiarization tour and content creator selection process, website and AI optimization efforts, evolving traveler search behaviors, the importance of maintaining

DestinationIrvine.com as a trusted information source, and opportunities to better understand online visitor search trends related to Irvine tourism.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

Curtis Drever, President of non-profit organization, Love Irvine, expressed appreciation for Destination Irvine’s efforts in hosting unique events.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chair Melinda Liu announced that she recently met with Craig Springer, President of the Irvine Barclay Theatre, regarding the future of the theatre and noted that a formal presentation is anticipated at the next Hotel Improvement District Operating Committee meeting.

Chair Liu also announced that her office will prepare a memorandum to initiate a study regarding Irvine’s tourism readiness and competitiveness for upcoming major events, including the FIFA World Cup, Super Bowl, and 2028 Olympics, in collaboration with University of California, Irvine and regional stakeholders. The study will evaluate tourism infrastructure, visitor readiness, and potential economic impacts.

COMMITTEE BUSINESS

3. MINUTES

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

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 17, 2026.

ADJOURNMENT

Moved by Chair Liu, seconded by Vice Chair Ramani, and unanimously carried by those members present to adjourn the regular meeting at 9:38 a.m.

CHAIR, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

COMMITTEE BUSINESS

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: May 19, 2026

TITLE: STREETLIGHT BANNER ADVERTISING CAMPAIGN

Signed by:

DDA446473A5A460 5/12/2026

HID Program Director

RECOMMENDED ACTION

1. Discontinue the tourism-related streetlight banner advertising campaign.

EXECUTIVE SUMMARY

On January 16, 2024, to inform the strategic placement of streetlight banners for advertising Destination Irvine and the City of Irvine's accolades, the Hotel Improvement District (HID) Operating Committee directed staff to research the number of streetlight poles in six key areas of Irvine and to research the traffic density in each area.

On May 21, 2024, the HID Operating Committee approved the installation of tourism-related streetlight banners. In December 2024, 466 banners were installed in high-traffic intersections throughout the City at a cost of \$45,246.56. Since installation in 2024, Destination Irvine has rebranded, banners are faded, some are damaged, many banners have recently been removed due to ongoing road construction, and the cost to replace them has gone up.

ANALYSIS

In December 2024, 466 tourism-related streetlight banners (Attachment 1) were installed in the following high-traffic areas:

- Airport Area: MacArthur Blvd, Campus, and Michelson
- Spectrum Center: Alton, Irvine Center Drive, Gateway Blvd, and Pacifica
- Business District: Jamboree, Main, Von Karman, and Red Hill Ave
- Healthcare Area: San Canyon, Alton, Barranca, and Laguna Canyon Road
- University of CA Area: Campus Drive, Jamboree, Culver, University Drive, MacArthur, Bridge Rd, Berkeley, California, Harvard, Bonita
- Great Park: San Canyon, Trabuco, Marine Way, Ridge Valley Rd

The cost of the 466 banners was \$45,246.56 (Attachment 2), or approximately \$97.10 per banner, which was taken from the HID's contingency reserve fund. Since there is no metric to measure the return on investment for an in-destination marketing campaign such as streetlight banners, we cannot validate an increase of awareness of Irvine from a visitor's perspective nor whether Irvine's visitor numbers or room nights increased because of the streetlight banner campaign.

ALTERNATIVES CONSIDERED

The HID Operating Committee could direct staff to produce new banners with Destination Irvine's new brand. The locations and number of banners can be modified from their current locations and counts.

FINANCIAL IMPACT

If the streetlight banner advertising campaign is discontinued, there will be no financial impact on the City or HID. Existing banners would be removed as part of our current scope of work with Gold Metropolitan Media.

If the HID Operating Committee directs staff to produce streetlight banners with Destination Irvine's new brand, the Agency of Record, Noble Studios, will be tasked with designing the banners. The cost to design the banners will be approximately \$971 (\$97.10 x 10 hours). Based on new pricing, the cost to install 466 banners would be \$45,784.50 (\$98.25 per banner).

Funds to cover new banners would come from Destination Irvine's FY26/27 sales and marketing budget, which is \$358,407.00 less than FY26/25.

The return on ad spend (ROAS) for these visual, in-market advertising campaigns is difficult or impossible to measure. Whether someone books a hotel room or spends money in Irvine after seeing the banners will always be unknown.

REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

1. Existing banners that are installed throughout the City.
2. Paid quote for current banner campaign.

ATTACHMENT

1

STREET SIDE



← Grommet for Hold

THESE ARE LOW RES SCREEN SHOTS FOR CONTENT PURPOSES ONLY. NOT FOR COLOR APPROVAL.

FULL SIZE PHYSICAL PROOFS CAN BE SUPPLIED FOR COLOR APPROVAL.

PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image A: 70 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



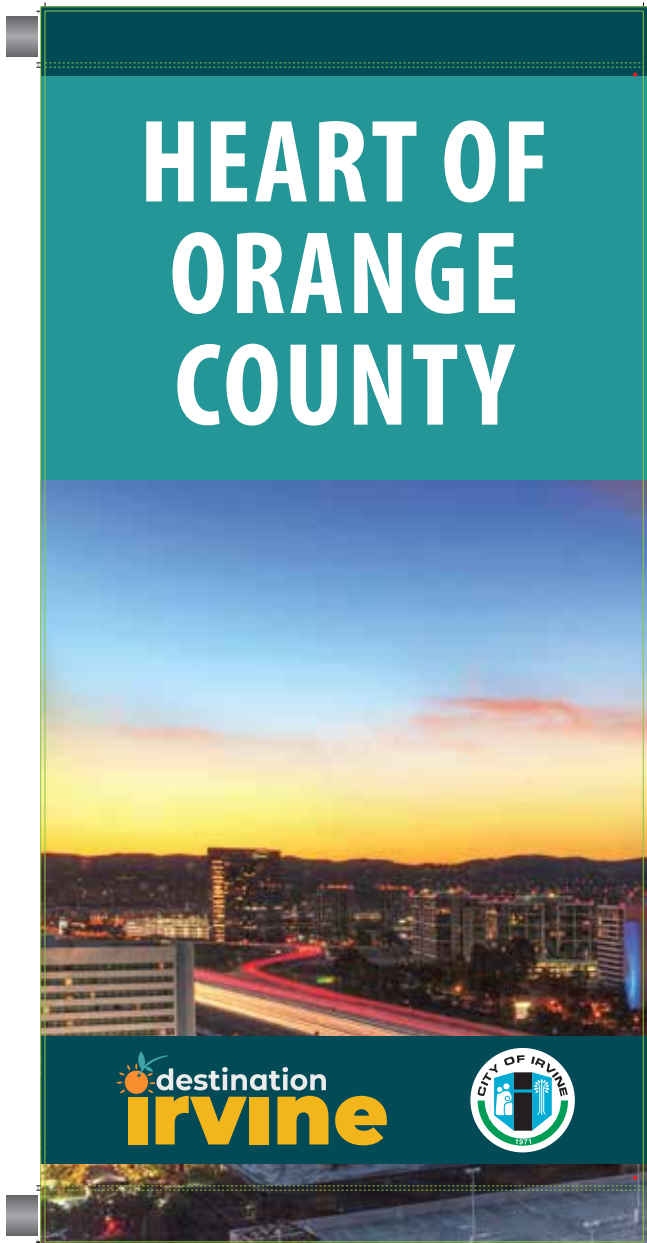
Approved as shown

Approved with changes noted
Show revised proof

NOT APPROVED
Contact ASAP

Client: City of Irvine	Today's Date: 11/11/2024
Project: Tourism CLPB	Page: 1/1
Notes:	

STREET SIDE



← Grommet for Hold

THESE ARE LOW RES SCREEN SHOTS FOR CONTENT PURPOSES ONLY. NOT FOR COLOR APPROVAL.

FULL SIZE PHYSICAL PROOFS CAN BE SUPPLIED FOR COLOR APPROVAL.

PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image B: 51 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



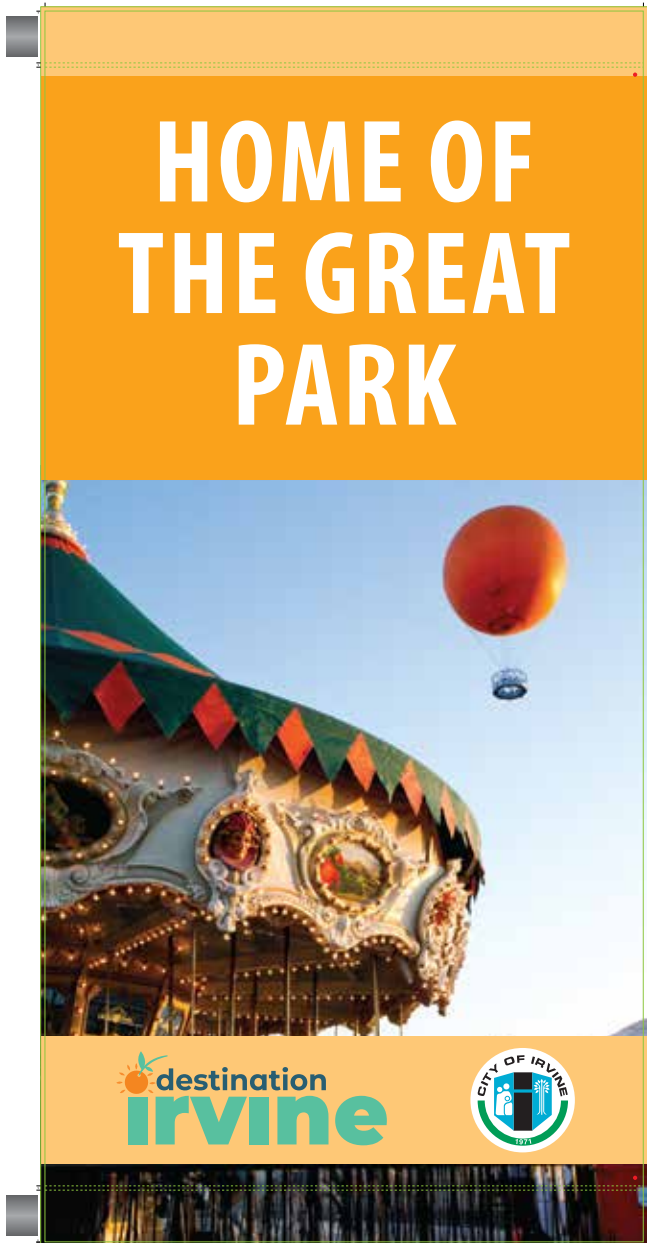
Approved as shown

Approved with changes noted
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STREET SIDE



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PROOF

← Grommet for Hold

File Notes:
 Image C: 59 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



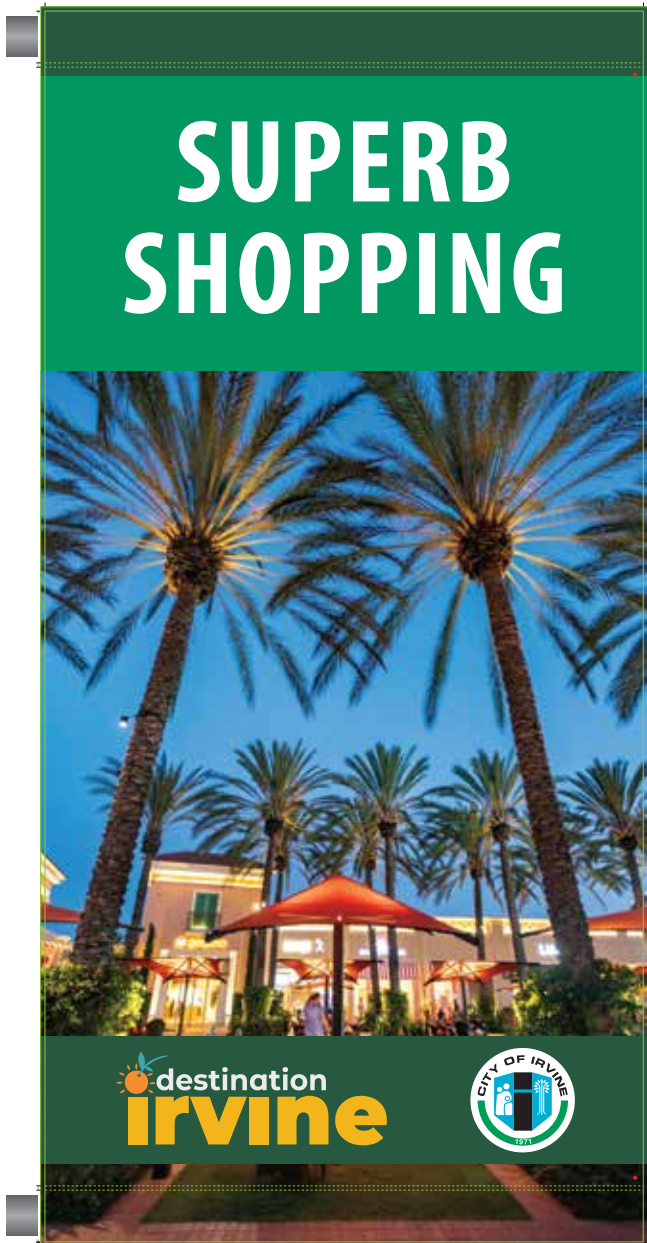
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STREET SIDE



← Grommet for Hold

THESE ARE LOW RES SCREEN SHOTS FOR CONTENT PURPOSES ONLY. NOT FOR COLOR APPROVAL.

FULL SIZE PHYSICAL PROOFS CAN BE SUPPLIED FOR COLOR APPROVAL.

PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image D: 96 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



Approved as shown

Approved with changes noted
Show revised proof

NOT APPROVED
Contact ASAP

Client: City of Irvine	Today's Date: 11/11/2024
Project: Tourism CLPB	Page: 1/1
Notes:	

STREET SIDE



Same Image Both Sides

← Grommet for Hold

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FULL SIZE PHYSICAL PROOFS CAN BE SUPPLIED FOR COLOR APPROVAL.

PROOF

← Grommet for Hold

File Notes:
 Image E: 154 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



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Client: City of Irvine	Today's Date: 11/11/2024
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STREET SIDE



← Grommet for Hold

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PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image F: 86 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



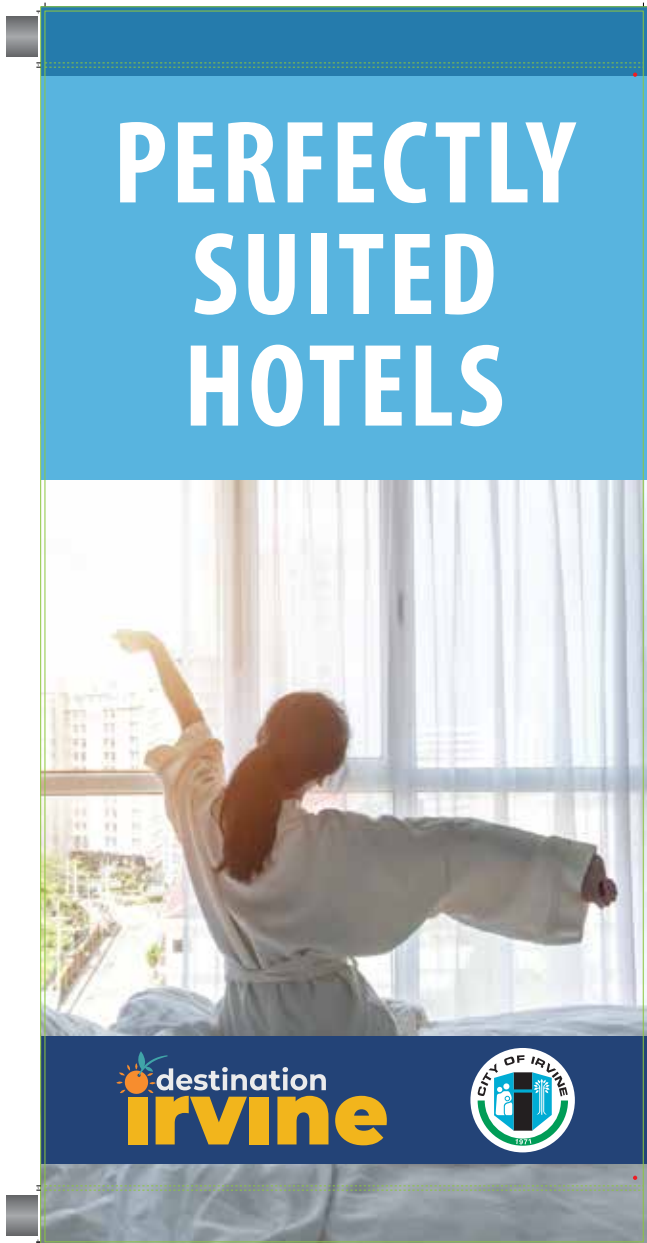
Approved as shown

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Client: City of Irvine	Today's Date: 11/11/2024
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Notes:	

STREET SIDE



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PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image G: 40 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



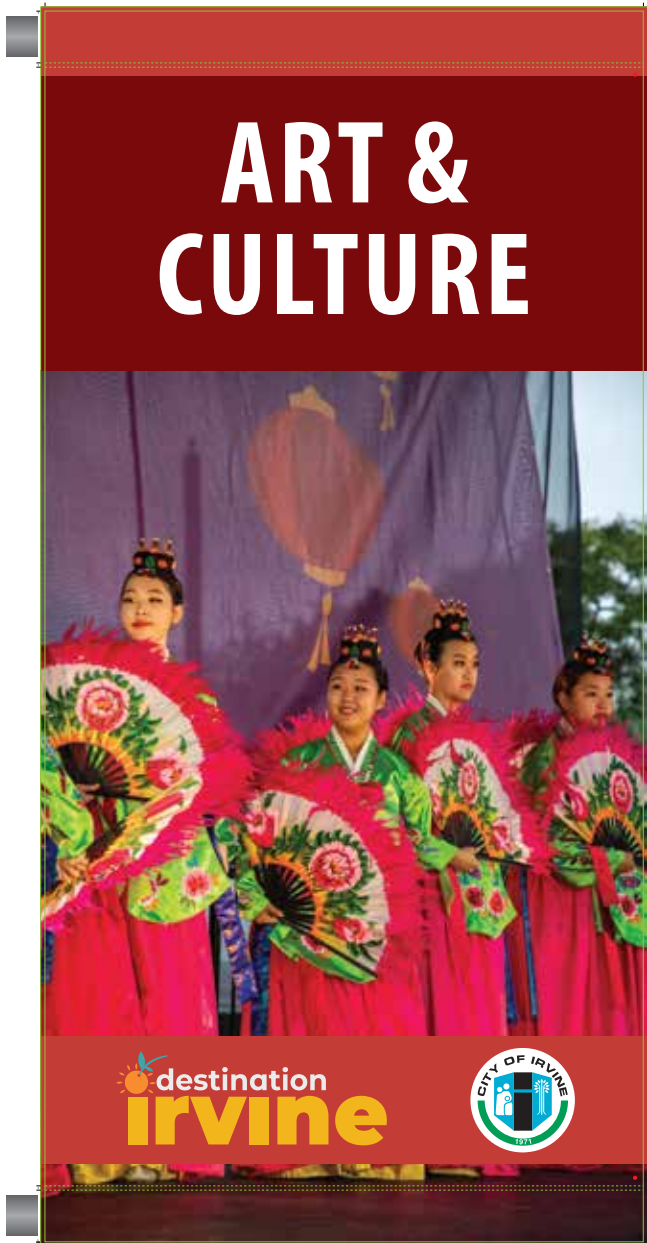
Approved as shown

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Client: City of Irvine	Today's Date: 11/11/2024
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STREET SIDE



Same Image Both Sides

← Grommet for Hold

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PROOF

← Grommet for Hold

File Notes:
 Image H: 117 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



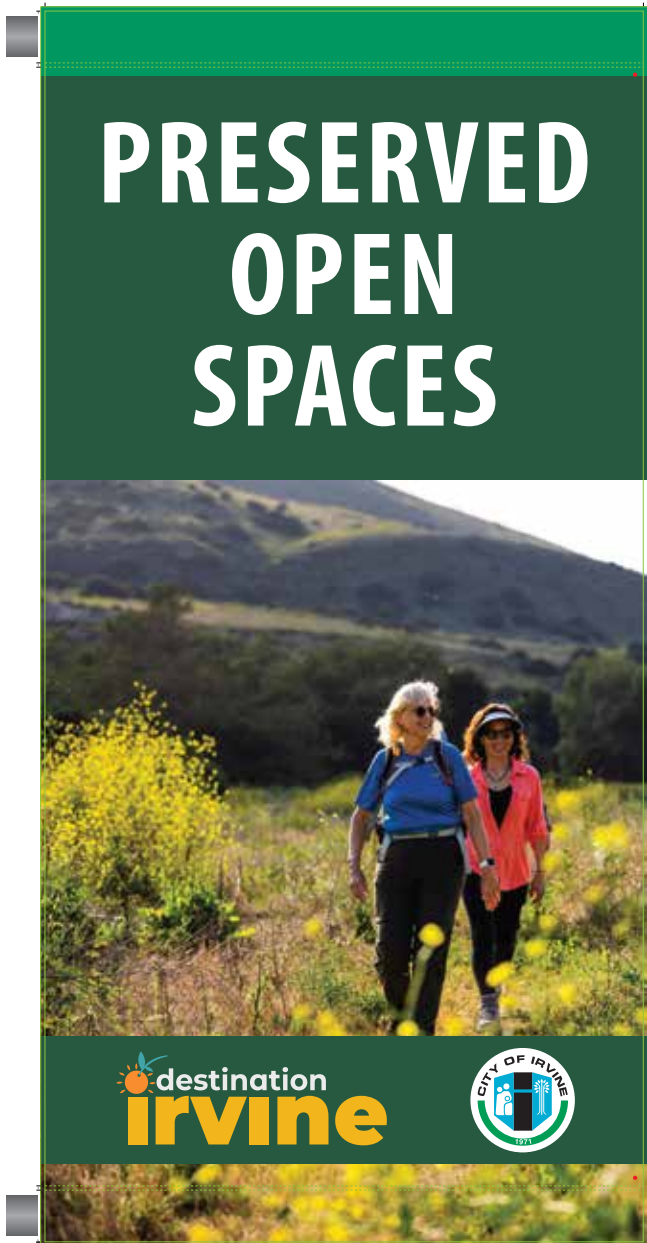
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Client: City of Irvine	Today's Date: 11/11/2024
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STREET SIDE



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PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image I: 154 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



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STREET SIDE



Same Image Both Sides

← Grommet for Hold

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PROOF

← Grommet for Hold

File Notes:
 Image J: 144 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



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Approved with changes noted
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Contact ASAP

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STREET SIDE



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PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image K: 132 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



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Contact ASAP

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STREET SIDE



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PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
 Image L: 154 dpi
 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



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ATTACHMENT



Quote/Sales Order

Date: 10/8/2024
 Job #: AG 5240

21051 Warner Center Lane
 Suite 250
 Woodland Hills, CA 91367
 (Tel) (800) 755-9466 (Fax) (818) 348-1956

Bill To:	
City of Irvine PO Box 19575 Irvine, CA 92623 Attn: Corey Lakin	Prior Customer: Yes No Credit OK by:

Ship To	
For installation	Terms Due Upon Acceptance of order Explain:

Sale Type	Launch Date	Removal Date:	Customer P.O.	Account REP	FOB
	11/25/2024			AG	

Quantity	Description	Unit Price	Amount
466	"Tourism" City Light Pole Banners 3'(w) x 6'(h) - Printed on outdoor vinyl 39 of A/A, B/B, D/D, E/E, F/F, H/H, I/I, J/J, K/K, L/L 38 of C/C and G/G (11) Images - All 4 Color Process	65.75	30,639.50T
466	Installation, maintenance, and removal of Multicultural single wings. Maintenance includes normal wear & tear for up to 90 days (maintenance due to any unforeseen circumstances will be extra).	26.25	12,232.50

Sales tax subject to change based on current sales tax rate at time of invoicing. Prices subject to change after review of supplied art. All claims for errors or allowances must be made in writing within 10 days from receipt of goods. No goods returnable without written consent.	Sales Tax:	\$2,374.56
	TOTAL AMT. DUE	\$45,246.56

Order confirmation sent Date:
 Received:

Authorized by: _____