2011-2012
Strategic Alliance

History

In 1995, the City Council adopted Ordinance No. 95-9 to establish a Business Improvement Area (BIA) for the purpose of assisting the Hotel and Motel Industry in their promotion of tourism within the City and activities that are mutually beneficial to the City of Costa Mesa. The BIA imposed a one percent (1%) assessment on the sale of hotel and motel overnight guest room stays. This money was to be used for the establishment and maintenance of a local tourism and promotion council. The Costa Mesa City Council authorized the City Manager to contract with the Costa Mesa Tourism and Promotion Council to develop and administer the BIA. The Council later became the Costa Mesa Conference and Visitor Bureau. The Bureau's Board of Directors is comprised of the ten (10) general managers of the participating hotels, a representative from the City Council, and the City Manager or his designee.

- In January of 2000, the participating hotels requested, and the City Council approved an increase in the assessment from one percent (1%) to two percent (2%).
- In November of 2010, the participating hotels requested and City Council approved an increase in the assessment from two percent (2%) to three present (3%). New rate was approved and effective in January 1, 2011.
- The BIA agreement and continuous of the 3% assessment goes to City Council in June for approval.
- In the past, the City was allocated between $10,000 - $25,000 for promotional items, marketing and for special events.

Our goal is to maintain the quality of life for residents, employees, businesses and visitors to the City of Costa Mesa through the safe, cost effective, delivery of diverse cultural programming, community events, and recreational programming.

The results of these efforts will reaffirm that the City of Costa Mesa is a prime location to live, work and play.

Marketing Plan

The marketing plan includes an advertising campaign, as well as recommendations for positive public relations efforts, including exploration of local promotional possibilities and special events.

Objectives:

A. Assist with marketing, community relations and creating awareness for existing special events to increase attendance and weekend hotel occupancy.

B. Develop and secure high quality events for the community and increase hotel occupancy.

C. Improve the perception of the City of Costa Mesa and its assets including hotels, parks, recreational facilities, shopping, and the arts.

Web Site

The current City's web site was developed "in-house" 3 years ago. In order to keep up with rapidly changing design elements and the growing need for electronic services, a complete redesign and restructure of the web site are required.

The goal of the City's web site is to serve as a public communication tool, provide access to public services, as well as provide a wealth of easily accessible information for citizens, visitors, businesses, prospective businesses, and government agencies.

We are requesting funds to assist our goal in revamping our web site. In 2009, CVB agreed to fund $25,000 for web site improvements. We are requesting to reinstate the $25,000 commitment to our web site development.

Promotion Items

In the past, the CVB has provided funds to purchase logo items including bags, shirts, hats and pens. Those items were used at community events to increase the branding for the city and for "goodwill". It is the opinion of several city council members that more promotional items should be produced and that more branding apparel is needed. These materials would have both the City of Costa Mesa and the Costa Mesa Conference and Visitor's Bureau logos. Items include hats and shirts for special events, branded EZ Tent and table top, banners, giveaway items and marketing materials.

Special Events

The City of Costa Mesa recognizes that special events serve an important role in the city, including building a sense of community, expressing the city's cultural and artistic diversity, as well as entertaining and educating. Each year the City of Costa Mesa commits its resources through staff time, facilities and equipment resources to provide support to these events.

With events like Barrett Jackson and the OC Marathon, as the number and size of events grow, it is necessary to provide event organizers with a consistent process and a central liaison to better coordinate efforts related to event management and overall support. This position will work towards securing addition events to the City of Costa Mesa that will increase weekend occupancy.

A special position has been added to the new marketing and communications division within the City Manager's/CEO office. This position has been provisionally filled by Dan Joyce, a seasoned professional with over 20 years of marketing, promotions and special event experience. Dan's resume is attached for your review.

This position will work towards securing addition events to the City of Costa Mesa that may increase weekend occupancy.

Schedule of Events-2011

Costa Mesa Community Run

Barrett Jackson (including banner program, marketing campaign, community relations campaign and movie night)

OC Marathon

Costa Mesa City Golf Championship

Lion's Club Fish Fry

July 4th All American Boys Choir Celebration

Woodbridge Invitational

USTA Southwest Regional Tennis Event

Winter Soccer Tournament

Westside Street Jam-Pending

Vaudeville Concert and Street Fair-Pending

- **Further partnering with many local events and fundraisers.**

Potential Events-2012

July 4th Community Concert and Fireworks Spectacular

- One Kid and one Adult bands
- 8000 spectators at the Pacific Amphitheater
- Live Simulcast from PBS
- Community Booths and Fair

Amgen Tour

The city has been selected to submit a bid for a 2012 tour stop. The event features the top cyclist in America during an 8 day tour. The event averages 50,000 in attendance and is a nationally televised event.

In 2010, the City of Modesto reported that over 1000 rooms were booked by spectators, athletes, and media and support staff. Please see attach documents for the City of Modesto local organizing committee.

Special Event Volunteer Squad

To attract additional special events to Costa Mesa, a special civilian event "squad" will be created in 2011. The squad will be trained in special event management including traffic control, emergency procedures and communications. The training will be conducted by Costa Mesa PD. We are requesting funds for training materials and branded uniforms.

Advertising Campaign

The City of Costa Mesa has two top notch recreational facilities; Costa Mesa Golf Course and Costa Mesa Tennis Center. These facilities are not being promoted to their full potential through the CVB network. We are requesting funds to create a marketing and advertising campaign to increase weekend tourist to use these facilities.

Sister City Program

The Sister City Agreement is part of the program of the Sister City Project, which aims to build *"goodwill and friendship between the two cities and in the earnest hope for deeper understanding between the nations of Australia*

and the United States of America." A non-profit, community benefit association, the Sister City Project is comprised of individuals and organizations dedicated to cultural enrichment, business opportunities, and government interaction between the communities of Wyndham and Costa Mesa.

The project supports programs that mutually benefit and inform, enhance, and encourage interaction between citizens, businesses, and city leaders from both communities. The project involves a variety of members that make up the dynamic communities of Wyndham and Costa Mesa.

The program is creating goodwill ambassadors that are promoting Costa Mesa through international relations. Our goal is to continue to use this program to promote Costa Mesa as a tourist destination.