MESSAGE FROM THE PRESIDENT/CEO

Dear Irvine Business Leader,

The Greater Irvine Chamber is engaged in a variety of partnerships that directly support the community. Our partnership with the Irvine Public Schools Foundation advances the Chamber’s goal of ensuring a highly skilled, 21st-century workforce by offering programs to help today’s students. As a partner with the City of Irvine, the Greater Irvine Chamber has outreached to companies worldwide to highlight the benefits of locating or expanding their business to Irvine.

Irvine, the Greater Irvine Chamber has outreached for today’s students. As a partner with the City of Irvine, the Greater Irvine Chamber has outreached to companies worldwide to highlight the benefits of locating or expanding their business to Irvine.

The Greater Irvine Chamber is a vital community partner, executing its mission at a high level to champion the business community through economic development work focused on attracting foreign and domestic investment, advancing international trade, and attracting high-paying jobs to Irvine to retain our talent pool. Our award-winning organization has achieved a 5-Star Accreditation, the highest rating awarded by the U.S. Chamber of Commerce. We are staffed by a highly skilled team of professionals, governed by a visionary Board of Directors composed of executives from leading companies throughout the greater Irvine area, and supported by Irvine business leaders and community partners.

On behalf of the Greater Irvine Chamber staff and Board of Directors, I thank you for your contributions to our exemplary city. I invite you to join us and be a part of our winning team as we continue our mission to advance the economic vitality of greater Irvine.

Bryan Starr
President/CEO
The Greater Irvine Chamber serves the vision of the Master Plan: making Irvine the best place to live, work, play, and do business. The health and vitality of the community is our business. For our members, the business community, public and private sector, partners, and the residents of Irvine, the Chamber delivers real value through effective business advocacy, business outreach and retention, multi-million-dollar lead-generating forums, community outreach, K-12 and beyond programs, and events intentionally designed and executed to help businesses grow and our community prosper. This is your Chamber at work.

2019
YOUR CHAMBER CONVENER: WE CONNECT YOU

Business Outlook
Business Outlook featured Chris Thornberg, Founding Partner, Beacon Economics, and Chris Schwarz, Faculty Director, Center for Investment and Wealth Management, University of California, Irvine. The event brought together 800+ business executives, providing key insight on trends influencing the economy.

Women of Influence
The Women of Influence Forum welcomed more than 400 attendees and featured Gina Olsborn, President, G-Girl Productions; Former Special Agent, FBI; Marisa Wayne, Owner, Grit Cycle; and Kim Shepherd, Former CEO, Decision Toolbox.

Celebrate Irvine
Celebrate Irvine recognized recipients for the Business of the Year, Nonprofit of the Year, Entrepreneur of the Year, Young Professional of the Year, and Business Philanthropist of the Year awards.

40 Under 40
Forty of Orange County’s most talented professionals under the age of 40 were recognized during the Greater Irvine Chamber’s inaugural 40 Under 40 reception in front of a sold-out crowd of nearly 500 attendees.

Fast Fact:
The Greater Irvine Chamber represents and supports over 150,000 employees through membership.

The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.

Legislative Advocacy & Government Affairs
The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.

Legislative Advocacy & Government Affairs
The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.

Legislative Advocacy & Government Affairs
The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.

Legislative Advocacy & Government Affairs
The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.

Legislative Advocacy & Government Affairs
The Greater Irvine Chamber advocated on 31 bills and achieved a 71% success rate. The Chamber has continued to provide access for its members to government officials, stakeholders, and policy makers. The Chamber fields a candidates forum to help inform the electorate prior to the election and has continued to bring the business and government communities together.

Greater Irvine Chamber Leads Groups actively engage more than 150 Chamber members on a weekly basis. The groups continue to grow, resulting in the addition of a 6th Leads Group this year.

The Member Referral Program
The Member Referral Program took off as a reward to current members who find and refer new members. Those who help sign up new members receive a gift certificate to a member restaurant – it’s a win-win-win.
GREATER IRVINE CHAMBER
ECONOMIC DEVELOPMENT

Everything the Chamber does is to advance Irvine’s economic vitality. We are an outwardly-focused, results-driven Chamber fueled by the energy and commitment of our volunteer leadership, members, partners, and professional staff. We help businesses grow with multi-million-dollar generating leads and connect businesses with growth strategies and retention resources. We help businesses explore new markets and export their products and services. We attract new companies and foreign direct investment that strengthen our industry sectors. And we help education and business better prepare local talent to sustain our 21st-century economy. We are your Chamber at work.

2019 Life Science Showcase
Eleven expansion-ready U.K. companies and 14 executives attended the Chamber’s Irvine/Orange County Life Science Showcase. Thanks to Irvine’s Medical Technology Innovation Forum, UCI Applied Innovation, Allergan, Medtronic, 11 Health & Technology companies on our strongest assets.

Three U.K. companies announced their plans to expand to Irvine! Fortis Medical, FinalLink Cloud and Vizter Chat have made formal announcements of their plans to establish a presence in Irvine. All companies credited the Irvine Ready! Gateway package experts and partner companies contributing time and expertise, we impressed with our strongest assets.

FDI Mission grows Irvine’s global reputation.
Irvine returned to the U.K. in 2019 with an impressive delegation headed by the Chamber’s CEO Bryan Starr and leaders from the business community. Meeting with more than 28 expansion-ready life science and technology U.K. companies, the delegation made the case that Irvine/Orange County is a smart choice for their U.S. expansion plans. Working with OCT Global, London & Partners, One Nucleus, TechUK, and Association of British Healthtech Companies, the delegation re-engaged with companies met in 2017 and 2018, partnered in a mission delegation (l-r) Leigh Volkland, Edwards Lifesciences; Sesha Neervannan, Allergan; Kaitlyn Nguyen, City of Irvine; Jason Langen, UCI; John Russo, City of Irvine; John Russo, City of Irvine; Linda DiMario, Greater Irvine Chamber; John Russo, City of Irvine; Bill Carpou, Octane.

The Chamber’s economic development work focuses on what matters.
The Business & Workforce Development Committee focuses on business attraction, retention, the education and business connection, growing the innovation ecosystem, and developing talent and workforce readiness. The International Development Committee focuses on strategic foreign direct investment, industry sector development, export assistance, global trade, sustaining an international-American chamber network, and producing the Orange County World Trade Week Breakfast & Forum.

Topping 550 attendees in 2019, the Chamber led celebration of trade in Orange County is produced with the support of 45 International-American business associations, companies, and trade organizations dedicated to expanding trade and export opportunities for our businesses. This year’s event featured a keynote address by Steve Wagnert, Global Managing Director, Export Division, Analytics, and an Export Success Stories panel including executives from Technogent, Taco Bell, and Worldwide Environmental Products, Inc.

Octane Launchpad:
Total capital injection to date: $2.4 BILLION
Capital injection: $280M INTO 46 LAUNCHPAD COMPANIES
Capital injection: $330 MILLION
10,300 JOBS CREATED
45 UCI-IP-Based startups
557 active patents
3.1 BILLION in affiliated startup funding regional ecosystem (Orange County)

UCI Beall Applied Innovation:
UCI affiliated startups and inventions attracted $18 billion in last two years.

Orange County World Trade Week Breakfast & Forum
Mission delegation (l-r) Leigh Volkland, Edwards Lifesciences; Linda DiMario, Greater Irvine Chamber; John Russo, City of Irvine; Bill Carpou, Octane.
GREATER IRVINE CHAMBER VISITORS BUREAU
DESTINATION IRVINE

Destination Irvine positions Irvine and its hotels as a smart choice for meetings, sports events, and leisure travel. The Chamber’s role in bringing meetings, conventions, sports events, and leisure travelers to stay in Irvine hotels is the driving force of Destination Irvine. Collaborating with Irvine’s 21 hotels, we sustain aggressive direct sales and innovative travel marketing initiatives that continue to generate millions to the economy of Irvine – using visitor spending to help sustain our quality of life.

PERCENTAGE OF TOTAL VISITOR SPENDING

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>31%</td>
</tr>
<tr>
<td>Accommodations</td>
<td>27%</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>14%</td>
</tr>
<tr>
<td>Retail</td>
<td>11%</td>
</tr>
<tr>
<td>Transportation</td>
<td>9%</td>
</tr>
</tbody>
</table>

Visitor Spending in Irvine ($ Millions)

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>$175</td>
</tr>
<tr>
<td>Accommodations</td>
<td>$220</td>
</tr>
<tr>
<td>Arts &amp; Entertainment</td>
<td>$167</td>
</tr>
<tr>
<td>Retail</td>
<td>$85</td>
</tr>
<tr>
<td>Transportation</td>
<td>$103</td>
</tr>
</tbody>
</table>

It is estimated that without visitor spending, resident households in Irvine would each pay $543 MORE A YEAR in state and local taxes.

$47.8 M
The travel industry contributed $47.8 million in local and state taxes.

$750 M
In 2018, visitor expenditures for Irvine came to an estimated $750 million, an increase of 20.8% over 2017. For exceeding the rate of growth in travel spending due to increased visitation.

$274 M
2018 saw the industry spending $274 million in wages to the local economy.

Hotel Bookings and Economic Impact

Destination Irvine continues to deliver year-over-year record results in meetings and sports events identified, solicited, and booked, generating increased revenue for the city and its businesses.

Destination Irvine 2019 Highlights

- Destination Irvine ran an independent Expedia campaign from September-May resulting in 37,727 Irvine room nights booked with a total revenue to the hotels of more than $5.8 million.
- Launched a new sports-focused video that highlights the Orange County Great Park Sports Complex, Great Park Ice & FivePoint Arena, along with William Woollett Jr. Aquatics Center and Momentous Sports Center.
- Promoted Irvine to more than 100 media at 6 media events resulting in more than 30 million impressions in more than a dozen outlets including Houston Family Magazine, LA Family Travel, Seattle Refined, PBS Family Travel, Travel Inc, Dream Vacation, The Epoch Times, Smart Meetings, Traveling Dads, and Along for the Trip.

Fast Fact: California’s small businesses generated more net new jobs than in Texas and Florida combined.

DESTINATION IRVINE
8
www.greaterirvinechamber.com
9
www.greaterirvinechamber.com

2019 Awards

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>AWARD</th>
<th>IN RECOGNITION OF:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcom Competition</td>
<td>Platinum Award</td>
<td>2019-2020 Official Irvine Visitors Guide</td>
</tr>
<tr>
<td>Marcom Competition</td>
<td>Gold Award</td>
<td>Irvine: The Sports Center of Orange County: sports focused video</td>
</tr>
<tr>
<td>Marcom Competition</td>
<td>Honorable Mention</td>
<td>Meet in Irvine: CA: meeting-focused video</td>
</tr>
<tr>
<td>Hermes Creative Awards</td>
<td>Honorable Mention</td>
<td>Irvine, the Sports Center of Orange County</td>
</tr>
<tr>
<td>Videographer Awards</td>
<td>Award of Distinction</td>
<td>&quot;Irvine, the Sports Center of Orange County&quot;</td>
</tr>
<tr>
<td>Videographer Awards</td>
<td>Honorable Mention</td>
<td>Meet in Irvine: CA</td>
</tr>
</tbody>
</table>

OC Joint Marketing Campaign

Destination Irvine participated in quarterly OC Joint Marketing Campaigns with Expedia. The campaigns ran in July-September, November-January and April-June. The campaigns resulted in 142 bookings in 2019. Irvine room nights booked with a total revenue to the hotels of more than $4.9 million.

In 2018, traveler expenditures for Irvine came to an estimated $750 million, an increase of 20.8% over 2017, far exceeding the rate of growth in preceding years due to increased visitation.

Hotel Bookings and Economic Impact

Destination Irvine 2019 Highlights

- Destination Irvine ran an independent Expedia campaign from September-May resulting in 37,727 Irvine room nights booked with a total revenue to the hotels of more than $5.8 million.
- Launched a new sports-focused video that highlights the Orange County Great Park Sports Complex, Great Park Ice & FivePoint Arena, along with William Woollett Jr. Aquatics Center and Momentous Sports Center.
- Promoted Irvine to more than 100 media at 6 media events resulting in more than 30 million impressions in more than a dozen outlets including Houston Family Magazine, LA Family Travel, Seattle Refined, PBS Family Travel, Travel Inc, Dream Vacation, The Epoch Times, Smart Meetings, Traveling Dads, and Along for the Trip.

Fast Fact: California’s small businesses generated more net new jobs than in Texas and Florida combined.
The Greater Irvine Chamber and City of Hope Orange County are committed to passionately advocating for the interests of the Orange County community. The Chamber is focused on improving the community’s economic health, and City of Hope Orange County strives to improve cancer health—"it’s a partnership that goes hand in hand.”

- Annette Walker, President, City of Hope Orange County
MISSION STATEMENT: TO ADVANCE THE ECONOMIC VITALITY OF GREATER IRVINE.

HOTEL IMPROVEMENT DISTRICT (HID):
Irvine’s Hotel Improvement District was established at the request of the hotels and is enabled by City Ordinance. The hotels agreed to a 2% assessment on sold rooms in addition to the 8% Transient Occupancy Tax collected and retained by the City of Irvine. The intent of the assessment is to fund tourism sales and marketing, business attraction and retention, and programs that produce revenue for hotels, restaurants, retail, and the city’s General Fund. The HID selected the Greater Irvine Chamber and Destination Irvine to manage and deliver this scope of work with.

2% ASSESSMENT & ROI
1.5% of assessment funds tourism, promotion, and economic development; 0.5% goes to City of Irvine for arts and cultural events.

Destination Irvine Delivers!
Return on Investment for FY 2017-2018: $8,473,000 direct spending in Irvine.

8% Hotel Tax to be collected: $16,300,000 projected revenue collected in FY 2018-2019 - 100% accrues to city’s General Fund

GENERAL FUND

PARKS AND RECREATION
POLICE AND SAFETY
FIRE DEPARTMENT
PUBLIC WORKS
TRANSPORTATION
SCHOOLS

ARTS AND CULTURAL EVENTS

1.5% of assessment funds tourism, promotion, and economic development; 0.5% goes to City of Irvine for arts and cultural events.

Greater Irvine Chamber dollars received from city’s General Fund: $0
Greater Irvine Chamber dollars received from Irvine’s 8% Hotel Tax: $0

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