MESSAGE FROM THE PRESIDENT/CEO

Dear Irvine Business Leader,

We are pleased to present our seventh Community Report, which highlights the progress made by the Greater Irvine Chamber of Commerce and its impact on Irvine’s local economy. We are proud to serve the community in such a meaningful way. And to all of our members, we want to thank you for all you do for our Chamber and our City. The Greater Irvine Chamber is one of the most influential and largest Chamber's in Orange County – has undergone an exciting update. It's my pleasure to introduce you to our newly branded Greater Irvine Chamber of Commerce through this publication.

The Chamber’s prominent role in the continued economic vitality of Irvine and Orange County is evident throughout the report, as well as our premier program offerings for networking, best business practice education, and promotions. The Chamber has strengthened our business community locally, but also globally through partnerships with international American chambers, trade organizations, business associations, and the startup community to ensure that Irvine continues to be the address of choice for Fortune 500 companies and the launch pad for startups in 21st century industries like life sciences, information technology and digital arts and media entertainment. Its strategic location, high concentration of universities and colleges, rich cultural diversity and high quality of life help attract the best talent and spark innovation. As a result, Irvine’s reputation makes an extraordinary regional, national and global impression.

On behalf of the Chamber, the Board of Directors and the determination of our staff and volunteers, the Greater Irvine Chamber continues to deliver results for the business community.

Tallia Hart, President/CEO

IRVINE SNAPSHOT

Irvine was master planned to be an economic powerhouse. Irvine continues to be the address of choice for Fortune 500 companies and the launch pad for startups in 21st century industries like life sciences, information technology and digital arts and media entertainment. Its strategic location, high concentration of universities and colleges, rich cultural diversity and high quality of life help attract the best talent and spark innovation. As a result, Irvine’s reputation makes an extraordinary regional, national and global impression.

Our signature events – the Business Outlook Breakfast, Women of Influence Forum, World Trade Week, Breakfast & Forum, Legends & Leaders series and the Celebrate Irvine featuring the city’s mayor, remain business community staples that attract top national and regional business leaders and marquee speakers.

Our mission and goals are aligned with the work that helps businesses grow and serves as a continued support system for the community’s prosperity and quality of life.

The Greater Irvine Chamber core initiatives are to:

• Proactively advocate for business interests at the local state and federal levels;
• Promoting the city as a successful business location and a dynamic visitor destination;
• Create customer-making opportunities and connections through networking events;
• Help businesses grow by hosting weekly business and professional development webinars, and numerous workshops and forums virtually, as well as providing resources for accessing funding, capital, and export and trade assistance;
• Regularly and proactively reach out to businesses to identify challenges they face and to work to find solutions;

The Chamber and all of its programs are funded by the work that helps businesses grow and serves as a continued support system for the community’s prosperity and quality of life.

Our high level of member engagement is a testament to the Chamber’s value as a business resource for networking, best business practice education, and promotions. The Chamber has undergone an exciting update. It’s my pleasure to introduce you to our newly branded Greater Irvine Chamber of Commerce through this publication.

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The Chamber and all of its programs are funded by the work that helps businesses grow and serves as a continued support system for the community’s prosperity and quality of life.
The Greater Irvine Chamber is the biggest, most dynamic and most influential Chamber in Orange County. Dedicated local, state and federal business advocacy, programs and activities to inform and inspire and events that connect businesses with leads, sales, new markets and investment – this is your Chamber – leading business growth. The Chamber’s volunteer leadership and staff delivered over 500 opportunities for learning, knowing and growing over the course of the year contributing to business growth, market expansion and increased profitability. This is your Chamber at work.

Annual Business Outlook Conference
Annual Business Outlook Conference was held on January 22, 2016 featuring Stuart Varney with FOX News and over 700 in attendance.

Women of Influence
The 3rd Annual Women of Influence saw a 30% increase in attendance over the prior year and received overwhelming positive response from the business community.

Celebrate Irvine
Celebrate Irvine held on June 22, 2016 featured the Business of the Year, Non-Profit of the Year, Business Philanthropist of the Year and Entrepreneur of the Year.

Legislative Score Card & Government Affairs
The Chamber’s Legislative Action & Advocacy committee analyzed and took a position on 13 pieces of legislation this year charting a 64% success rate for their efforts. The Chamber’s first Irvine-Orange County Infrastructure Summit and the highly attended Candidates Forum rounded out the work of this committee on behalf of its members and the business community.

Foot Fact:
3 out of every 4 Irvine residents live within a 10-minute walk of a park, which is above the 67.6% average.

Goran Marjanovic, Executive Director, 2016 State Executive Roundtable founding the Infrastructure Summit’s panel.

Irvine Builds Businesses & Global Markets
Over 50 weekly webinar programs were produced to inform and inspire business owners. Topics included Networking/Social Media, How To Get Funded, International Business Etiquette, Protecting Your Business, Websites for Global Audiences and a popular small business program presented by the SBA each month.

Programs are FREE and available in our archives: irvinebuildsbusinesses.com

Membership Highlights
- The prestigious Greater Irvine Chamber Leaders Circle welcomed the Orange County Association of Realtors and CBE-Cell Business Equipment. These two members enjoy increased visibility and VIP events for C-Level executives and their corporations.
- Greater Irvine Chamber Leads Groups created referrals for members resulting in over $5,300,000 in new business.
- The Chamber celebrated the openings and milestones for over 50 companies.
- The Greater Irvine Chamber has expanded and moved to 36 Executive Park providing members with a state of art training facility, meeting rooms and a member café!

WE CONNECT YOU

The Chamber's Legislative Action & Advocacy committee analyzed and took a position on 13 pieces of legislation and three ballot initiatives this year charting a 64% business rate for their efforts. The Chamber’s first Irvine-Orange County Infrastructure Summit and the highly attended Candidates Forum rounded out the work of this committee on behalf of its members and the business community.

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Nearly 800 businesses representing over 75,000 employees comprise our membership.
GREATER IRVINE CHAMBER
ECONOMIC DEVELOPMENT

“Everything the Chamber does is economic development.” We are helping businesses grow every day with innovative and impactful programs, collaborations, information, resources, events, export assistance, leads and connections - all designed to optimize a company’s capacity to grow and compete.

Orange County World Trade Week Breakfast & Forum

Doubling its attendance from the first year, almost 400 people attended this premier Orange County trade event produced by the Greater Irvine Chamber and an impressive coalition of regional International-American chambers, trade organizations and companies. Eight Consul Generals from Dubai, Qatar, Indonesia, Egypt, Mexico, Canada, Cambodia, and Malaysia participated which featured keynote speaker Kelly Vlahakis-Hanks, President & CEO of New Microsites

Business Outreach Rally - our award-winning twice-yearly business outreach series connected with over 400 Irvine companies this year thanks to over 140 Chamber members who delivered power-packed Business Outreach Resource Guide and dedicated surveys on an all-in-one Letter

New Microsites

Target Startups and

Global Investment

Irvine’s global reputation and robust startup eco-system remain custom microsites. Designed to help our businesses and entrepreneurs access and manage custom resources, the Greater Irvine Chamber has tapped its rich partnerships to deliver a curated collection of assets and assistance to help companies expand their markets.

ECONOMIC VITALITY

- www.greaterirvinechamber.com

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DESTINATION IRVINE

GREATER IRVINE CHAMBER VISITORS BUREAU

Destination Irvine, Irvine’s tourism and destination marketing organization, continues to impact the economic vitality of Irvine. Working with our growing list of hotels, our aggressive meeting sales initiatives and our innovative leisure travel campaigns combine to contribute millions in dollars to local businesses, generate taxes to sustain our quality of life and polish the reputation of Irvine around the globe as the best place to live, work and play.

Hotel Bookings and Economic Impact

Working with Irvine’s 15 hotels, Destination Irvine sales delivered a record year for meetings and sports events identified, solicited and booked, generating new revenue for the city and its businesses.

$4,159,596
Total economic impact:
FY 2015-2016

68 BOOKINGS
16,673 ROOM NIGHTS
4.6% increase over
FY 2015-2016

DESTINATION IRVINE 2015 Highlights

 Destination Irvine received a Gold Award in the MarCom 2016 Competition for the organization’s 2016-2017 Official Visitors Guide.

 ▶ NBC campaign banner ads in Bay Area and Dallas-Fort Worth June-July 2016 produced 1,089,000 impressions and 15,850 clicks with a clickrate of 1.80%.

 ▶ CBS “native” advertising campaign (May-June 2016) targeted to customers traveling through John Wayne Airport or living in San Francisco, Arizona and Texas touting the benefits of staying Irvine during their next Southern California business or leisure trip. The campaign produced 4,604,793 impressions and 4,045 clicks to website.

 ▶ John Wayne Airport digital display with banner at baggage claim exits featuring :10 spots that were family-fun focused showcasing the Irvine Spectrum Center and Tanaka Farms. The campaign ran June-August and October-December and delivered over 3 million impressions.

 ▶ July 1, 2015 to June 30, 2016 16,601 Facebook “likes,” a 70% increase over 2014-2015.

 ▶ Website traffic (fiscal year 2015-2016) 346,084, an increase of 32% over 2014-2015.

Loyalty Pays Off

Over $950,000 in business was booked and retained in Irvine thanks to Irvine companies who responded to our Loyalty Pays Off campaign designed to encourage Irvine companies to keep their meeting business in Irvine.

Destination Irvine and the Hotel Irvine welcomed the 2016 Women in Travel Summit. Over 500 international women travel bloggers, writers and influencers experienced Irvine.

Destination Irvine
welcomed a Visit California/United Airlines Familiarization Tour; the group’s Irvine itinerary featured a Pedego Electric Bike tour, dinner at Twenty Eight and overnight accommodations at Hotel Irvine. Attendees represent China-based travel agencies.

Fast Fact: Irvine is the only college town in California to make The 2016 List of 30 Safest College Towns in America. (Source: SafeWise, utilizing FBI crime statistics)

It is estimated that without visitor spending, resident households in Irvine would each pay
$390 MORE A YEAR
in state and local taxes.

$589M
In 2015, traveler expenditures for Irvine came to an estimated $589 million, an 8% increase over 2014.

$33M
That travel spending contributed $33 million in local and state taxes.

5,790 IRVINE JOBS
This industry supported 5,790 Irvine jobs and was responsible for adding $209 million in wages to the local economy.

PERCENTAGE OF TOTAL VISITOR SPENDING

Total Spending in 2015:
$589,000,000

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<th>Arts &amp; Entertainment</th>
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Leaders Circle members are among the most influential companies and organizations in Irvine and Orange County and take pride in being identified as sponsors for all chamber events and activities. The Leaders Circle membership offers greater involvement, presence and access to higher level executives.

As a proud member for many years, Cox appreciates the support from the Irvine Chamber in fulfilling our commitment to the community and local businesses. The Chamber has helped Cox promote our brand and services, while providing unique access to Irvine business and civic leaders. We are honored to have been named the 2016 Irvine Chamber Business of the Year.

- Kristen Camuglia, Cox Communications

Greater Irvine Chamber Leadership
2016/2017 Board of Directors

**Chair**
Albert Napoli* Metropolitan Water District of SoCal

Carissa Bechtloff
Hoag Hospital

Massis Chahbazian*
The Primary

Jeff Davis
Irvine Company

Dave Doran*
White, Nathan, Dhillon Evans LLP

Michael J. Fitzgerald*
Fish & Richardson

Dan Han*
Agape

Dana Hindman
FERC Water Corporation

Garry Jaquess
Cox Media Group

Howard Klein
Klein, O’Hara & Singh, LLP

Kate Klimov*
University of California, Irvine

Justin Lajoie
Diageo Group

Bruce Lazenby
Rose Hills Memorial Park & Mortuary

Ishita Leslie
Regal Coach Reporting, Inc.

J. James, Jr.
McDonald & Foutz

Chip Monaco
Waste Management of Orange County

Sam Murray*
Managease Incorporated

Dr. Shelly Neal
Brandman University

Carlos Oregon
Thinkbox Technology Group

Steve Paliska
UPS Parking, Inc.

Michael Petersen
Shulman, Wolfsberg & Bastian LLP

Danni Remington
California United Bank

Barry L. Rodloff*
The Rodloff Law Firm, APC

Dr. Glenn Roguemore
Irvine Valley College

Hector Santa Cruz
Residence Inn Irvine Marriott

Kim Sherman*
Echo Media Group

Paul Simonds
Southern California Gas Company

Leigh Volkland
Edwards Lifesciences

Carol Wold
FirstPoint

Lisa Woolery
Wells Fargo

* Executive Committee

Irvine Hotel Partners
Fueling Irvine’s Economic Vitality

Irvine’s hotel collection offers local companies, meeting planners and travelers from around the globe a variety of options for their meetings and business travel. These hotels fund the Chamber’s tourism and economic development promotions and activities.
As Orange County’s only research university, we’re proud to develop the educated workers, stable employment base and life-enhancing innovation that support the region’s thriving economy. Our partnership with the Irvine Chamber of Commerce helps us make valuable business and community connections, which bring our mission to life.”

- Kate Klimow, Assistant Vice Chancellor - Community and Government Relations, UCI

Whether you are a local small business in Orange County or a corporation with global reach, the Irvine Chamber is your ultimate resource!”

- Dinh Ta, WebsitesYES

50% of Orange County’s medical device makers are located within Irvine
- 2016 Orange County Business Journal Book of Lists

49% of Orange County’s tech-based companies are located within Irvine
- 2016 Orange County Business Journal Book of Lists

The Resonance Report ranks Irvine #2 for PEOPLE & PROSPERITY
- 2016 U.S. Place Equity Index, Resonance Report

Fast Fact: Irvine was recognized as having the best park system in Southern California, and 8th best nationwide by ParkScore. (Source: ParkScore)