

Zuniga, Diana

From: Erin Warady <erin.warady@gmail.com>
Sent: Wednesday, May 28, 2025 1:47 PM
To: eComment
Subject: In support of agenda item #7 on Consent Calendar / June 3 Meeting
Attachments: City Council _Travel Santa Ana TMD Renewal.pdf

Attention: This email originated from outside of City of Santa Ana. Use caution when opening attachments or links.

Please see my attached letter in support of our TMD renewal

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Erin Warady

Board Member, Travel Santa Ana

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(949) 439-8677

www.TravelSantaAna.com



May 28, 2025

Santa Ana City Council

Subject: In support of agenda item #7 on Consent Calendar

Dear Santa Ana City Council,

Please accept this letter in support of the renewal of the Santa Ana Tourism Marketing District (SATMD).

As the Board Secretary for Travel Santa Ana, and a representative for several of the travel partners in Santa Ana, I have seen firsthand the positive impact the destination marketing organization (DMO) has had on the City of Santa Ana over the past four years. For businesses like our hotels, restaurants and arts community, tourism and destination marketing are a HUGE factor, directly impacting our operations and success. These accomplishments include:

- Developing a brand for the destination that encompasses all that makes Santa Ana unique;
- Highlighting local artists to create Santa Ana signatures in place of a traditional logo;
- Establishing a Marketing Advisory Group to create synergy among Santa Ana marketers;
- Curating a series of events and happenings featuring our local partners throughout the city;

Travel Santa Ana's strategic sales and marketing efforts continue to elevate the perception of our city, attracting visitors to our hotels, restaurants, attractions, retail businesses, events, and indeed, supporting the diverse range of businesses.

As you may know, an estimated 90% of DMOs operate under 10-year agreements, including Huntington Beach, Murrieta, Oceanside, Ontario, Los Angeles, Pasadena, Santa Barbara, Lancaster, Greater Palm Springs, Burbank, and Torrance. Travel Santa Ana should be no exception. The organization has proven invaluable in supporting hoteliers and the local tourism industry and should be allowed to continue its efforts without operational disruption.

In addition, the proposed incremental increase would allow Travel Santa Ana the flexibility to address specific challenges—such as recovering from a downturn in tourism—or to expand marketing efforts into new or underserved markets, while adapting strategies to enhance destination competitiveness and further bolster the local economy. This expanded reach is critical for all sectors, including those that benefit from increased tourism, like our events, hotels, arts community and others.

For these reasons, I strongly urge the Santa Ana City Council to approve the renewal of the SATMD and support the continued success of Travel Santa Ana. The organization has demonstrated its commitment to enhancing the city's visibility, economic vitality, and cultural vibrancy. With the renewal and proposed funding structure, Travel Santa Ana will be well-positioned to build on its accomplishments and further contribute to the prosperity of our community.

Thank you for your consideration.

Sincerely,

Erin Warady, Secretary

Board Member Travel Santa Ana

Cell: 949-439-8677

Erin.Warady@Gmail.com

Zuniga, Diana

From: Ryan Chase <[REDACTED]>
Sent: Tuesday, June 03, 2025 11:41 AM
To: eComment
Subject: In support of agenda item #7 on Consent Calendar

Attention: This email originated from outside of City of Santa Ana. Use caution when opening attachments or links.

Dear Santa Ana City Council,

This letter is in support of the renewal of the Santa Ana Tourism Marketing District (SATMD).

As a 4th generation Santa Ana business/property owner and member of the Travel Santa Ana Board of Directors, I have seen firsthand the positive impact the destination marketing organization (DMO) has had on the City of Santa Ana over the past four years. These accomplishments include:

1. Developing a brand for the destination that encompasses all that makes Santa Ana unique;
2. Highlighting local artists to create Santa Ana signatures in place of a traditional logo;
3. Establishing a Marketing Advisory Group to create synergy among Santa Ana marketers;
4. Curating a Public Art Guide featuring more than 200 murals throughout the city; and
5. Creating the "Santa Ana Enthusiast" ambassador program.

Travel Santa Ana's strategic sales and marketing efforts continue to elevate the perception of our city, attracting visitors to our hotels, restaurants, attractions, retail businesses, and events.

An estimated 90% of DMOs operate under 10-year agreements, and Travel Santa Ana should be no exception. The organization has proven invaluable in supporting hoteliers and the local tourism industry and should be allowed to continue its efforts without operational disruption.

In addition, the proposed incremental increase would allow Travel Santa Ana the flexibility to address specific challenges—such as recovering from a downturn in tourism—or to expand marketing efforts into new or underserved markets, while adapting strategies to enhance destination competitiveness and further bolster the local economy.

For these reasons, I strongly urge the Santa Ana City Council to approve the renewal of the SATMD and support the continued success of Travel Santa Ana. The organization has demonstrated its commitment to enhancing the city's visibility, economic vitality, and cultural vibrancy. With the renewal and proposed funding structure, Travel Santa Ana will be well-positioned to build on its accomplishments and further contribute to the prosperity of our community.

And lastly, wanted to add how lucky we are to have Wendy Haase leading the charge of SATMD, she is doing an amazing job and a huge asset to the City!

Thank you for your consideration.

Sincerely,

Ryan Chase

Managing Partner

S&A Management

Alcala, Abigail

From: Whyte, Cherie <cwhyte@discoverycube.org>
Sent: Tuesday, June 3, 2025 12:32 PM
To: eComment
Subject: In support of agenda item #7 on Consent Calendar

Attention: This email originated from outside of City of Santa Ana. Use caution when opening attachments or links.

Dear Santa Ana City Council,

Please accept this letter in support of the renewal of the Santa Ana Tourism Marketing District (SATMD).

As a member of the Travel Santa Ana Marketing Advisory Group, I have seen firsthand the positive impact the destination marketing organization (DMO) has had on the City of Santa Ana over the past four years.

The Marketing Advisory Group's objective is to create synergy among fellow Santa Ana marketers by fostering awareness of what's happening within the community. The goal is to share ideas, information, and brand insights—such as audience and demographic research, event and attraction updates, calendars, personnel changes, major announcements, and more. The destination marketing organization's efforts to bring us together have resulted in cross-promotion, event and attraction collaboration, and partnerships with Santa Ana hotels.

Travel Santa Ana's strategic sales and marketing efforts continue to elevate the perception of our city, attracting visitors to our attractions, retail businesses, restaurants, events, and hotels.

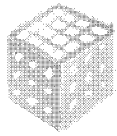
An estimated 90% of DMOs operate under 10-year agreements, and Travel Santa Ana should be no exception. The organization has proven invaluable in supporting hoteliers and the local tourism industry and should be allowed to continue its efforts without operational disruption.

In addition, the proposed incremental increase would allow Travel Santa Ana the flexibility to address specific challenges—such as recovering from a downturn in tourism—or to expand marketing efforts into new or underserved markets, while adapting strategies to enhance destination competitiveness and further bolster the local economy.

For these reasons, I ask the Santa Ana City Council to approve the renewal of the SATMD and support the continued success of Travel Santa Ana. The organization has demonstrated its commitment to enhancing the city's visibility, economic vitality, and cultural vibrancy. With the renewal and proposed funding structure, Travel Santa Ana will be well-positioned to build on its accomplishments and further contribute to the prosperity of our community.


Thank you for your consideration.

Sincerely,
Cherie Whyte
VP of Marketing
Discovery Cube



DiscoveryCube

Cherie Whyte
Vice President , Marketing
Discovery Cube

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