



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
August 6, 2024

TOPIC: 2023 Travel Santa Ana Annual Report

AGENDA TITLE

2023 Travel Santa Ana Annual Report

RECOMMENDED ACTION

Receive and file.

GOVERNMENT CODE §84308 APPLIES: No

DISCUSSION

On November 17, 2020, the City Council approved the formation of the Santa Ana Tourism Marketing District (SATMD), which is a benefit assessment district created to help fund marketing and sales promotion efforts for Santa Ana lodging businesses. The established SATMD includes all lodging businesses with 70 rooms or more located within the boundaries of the City of Santa Ana (City). The annual assessment rate is 2% of gross short-term room rental revenue and the SATMD has a five-year term, which began January 1, 2021 and will end on December 31, 2025.

Travel Santa Ana, the nonprofit tourism marketing association, was formed to manage the SATMD assessment funds and implement marketing programs aimed at increasing tourism in the City. Through innovative strategies and a deep understanding of the City's unique appeal, Travel Santa Ana has elevated the City's profile, drawing visitors from far and wide. Through a multifaceted approach, combining digital marketing campaigns, community engagement, and strategic partnerships, Travel Santa Ana has fostered a vibrant tourism ecosystem, boosting local businesses and showcasing the City's rich cultural heritage. By highlighting the diverse tapestry of experiences the City has to offer, from its bustling arts scene to its culinary delights and historical landmarks, a narrative has been crafted that resonates with travelers of all backgrounds.

Each year, Travel Santa Ana is required to submit an annual report to the City Council reporting on the activities of the previous year. The attached Annual Report highlights the successful marketing and promotional activities accomplished in 2023.

FISCAL IMPACT

There is no fiscal impact associated with this action.

EXHIBIT(S)

1. 2023 Travel Santa Ana Annual Report

Submitted By: Michael L. Garcia, Executive Director of Community Development

Approved By: Alvaro Nuñez, Acting City Manager