



TRAVEL SANTA ANA
MARKETING ADVISORY
WED. July 10, 2024

Date

- Marketing Advisory Team meeting was held on Wednesday, July 10, 2024
- Time: 2:00 p.m.

Attendees

- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Erin Warady, US Cannabis Chamber
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Scott Melvin, Mater Dei
- Cheri Whyte, Discovery Cube
- Daniela Valencia, Main Place Mall
- Darlene Gonzales, Main Place Mall
- Logan Crow, The Frida Cinema
- Paul Eakins, City of Santa Ana
- Maribel Silva, Santa Ana Zoo

Background

On July 10, the Marketing Advisory Committee met with key leaders from Santa Ana's tourism attractions to explore strategies for boosting the city's visitor appeal. This discussion was a crucial part of Travel Santa Ana's development of its 2025-2027 strategic plan. Attendees were asked to present two to three opportunities—like exhibits, major events, or new developments—that could attract visitors over the next three years, and to consider potential collaborative efforts to enhance these initiatives.

Advisory Highlights

- **The Frida Cinema** - Logan Crow mentioned the cinema has the ability to bring large-scale (inflatable) screens to destinations in/around Santa Ana for events, meetings, etc. The theater can also host large meetings or events inside the theater; there was also talk about expanding the film festival to other local partners.
- **Discovery Cube** - Cherie Whyte mentioned a ton of the Cube's newest exhibits and attractions including the multi-million dollar dinosaur exhibit; museum will have hands-on educational activities within the exhibit
 - o Theater Space - the Cube currently has over 10K sq feet of theater/studio space for live events, stage performances, community gatherings or film production. Available for rent or in-kind with other local opportunities.

- Sensory Focus - In addition to the new dinosaur exhibit, the Cube will be hosting monthly 'sensory friendly' days for visitors. Sensory friendly mornings will occur every third Sunday of the month (8:00 am – 10:00 am), with the first Sensory Friendly Morning happening July 21; *free admission for one aide per family (with badge or medical ID)
- **SA Zoo** - Maribel mentioned the zoo has quite a bit going on this summer and fall including a new butterfly exhibit that's gaining a lot of awareness; the zoo will also be holding 'Boo at Zoo' again this Oct.
- **Main Place Mall** - Team mentioned the mall will continue to hold a number of community-based events through Summer and Fall including blood drive, Hispanic Heritage Festival, Art Walk, etc.
 - My Perks - This is the mall's exclusive meeting space for VIP patrons or for use with local partners. The meeting space is very cute, well lit and has solid wifi. Local partners can also reserve the space for offsite meetings or small partner gatherings.
- **City of Santa Ana** - The City of SA has a number of annual celebrations and events it currently supports throughout the city including Fiesta Patrias (9/14-15), Mid Autumn Festival (10/4-5), Plaza Navidena (11/23), etc. For more information on City sponsored/hosted events please see <https://www.santa-ana.org/city-events>

Community Collaboration Opps

- **Sensory Training** - Is there an opportunity for the City or TSA to help our local partners hold sensory training for staff and/or services. Once we identify a possible training partner, we can share with a larger group for participation.
- **Zoo After Hours** - Much like the Aquarium of Pacific does, Zoo is looking to possibly do more after hours events with our local community partners; if your organization has an animal or conservation events, campaign or exhibit get in touch with the SA Zoo for possible collaborations.
- **Animal Attraction (i.e. Zoo, Cube, Cinema, etc)** - There was talk of trying to find a reciprocal pass/promotion that allows visitors of one, to travel to the other with discount or promotion; Cube has 'Sea Lab' and Zoo has 'water animals' so could be a beneficial partnership; Frida Cinema hosts 'Shark Week' special so could be a cute tie-in with Zoo & Cube.
- **Interactive Arts and Crafts Workshops** - Organize workshops at the zoo, museum, theater, mall, etc. where tourists can participate in arts and crafts activities related to

local Hispanic culture. Partner with local artists and craft stores to facilitate these workshops.

- **Cannabis Cocktails** - This is more for our hotel partners, but what if we invite a handful of local dispensaries to hold a 'smoke free' event with our hotel partners that allows for a night of health-wellness CBD/THC cocktail hour. Learn the benefits of CBD/THC as part of an alcohol free culinary menu.
- **Chicano Heritage (City-wide)** - Is there an opportunity for all community/tourism partners to get behind these two months (August-Sept) and all the city hosts to elevate awareness of our heritage BUT also offer programs, events, promotions to help celebrate our city-wide DNA across all partner offerings.
- **TSA Opportunity Fund** - As part of Travel Santa Ana's mission to help support our local visitors and tourist community, partners are encouraged to inquire about TSA's Opportunity Fund which may provide additional financial assistance to your local event or attraction. Those interested can contact the TSA for more information.

Next Steps

- **Tourism Academy** - The Academy training is slated to launch in early Sept. Date is TBD and will share updates shortly. The training is a brief, online (three-part) course that provides an overview of the importance of tourism, Travel Santa Ana's objectives and efforts, and what highlights what makes Santa Ana unique and a desirable tourism destination.
 - Would like our Marketing Advisory team to take and test the course before sharing with a larger hotelier group.
 - Upon a successful deployment, TSA will host an annual recognition celebration and awards program.
- **Extended Invitations** - In an effort to expand our interaction and engagement with the City of Santa Ana for all who visit, consider inviting a few key member of the community into this group to assist with news, resources and updates (i.e. SAPD, Behr Paints, Rickenbacker, etc)
- **Meeting** - Our next advisory team meeting is scheduled for October 23, 2024 @ 2 p.m. Location to be determined.

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