



# Disneyland RESORT

Josh D'Amaro  
President  
Disneyland Resort

August 21, 2018

Dear Honorable Mayor and City Council:

Since Disneyland opened its gates for the first time in 1955, our mission has been to create a special place dedicated to our Cast, our Guests and the city we call home. One of the keys to our success throughout the past 63 years has been our healthy relationship with the residents and leaders of the City of Anaheim.

Over recent months however, it has become apparent that certain policies that were adopted to enhance the Anaheim Resort District and benefit the City, including the Entertainment Tax policy that was originally adopted in 1996, have instead created an adversarial climate where there should be cooperation and goodwill.

We believe the practice of utilizing tax incentives to encourage business investment was, and continues to be, an effective approach and sound public policy to create jobs, increase economic activity, and generate significant taxes and other fiscal benefits to the community. In fact, cities around the nation have implemented similar incentive policies with great success. However, unfortunately in Anaheim these policies have become divisive, leading to an unstable business climate and a difficult working relationship with the City.

Good friends will not always agree; however, the current level of animus is unprecedented and counterproductive. In light of this, we've come to believe that the Agreement Concerning Entertainment Tax Reimbursement and the Operating Covenant Agreement which Disneyland previously entered into with the City no longer serve the purpose for which they were intended and, in fact, have become a flashpoint for controversy and dissention in our community. Consequently, we are asking the City to join us in terminating both agreements.

As we move forward, we still believe the future of Anaheim is strong, particularly as we prepare to open the largest and most ambitious expansion of Disneyland Park – Star Wars: Galaxy's Edge – in summer of 2019. This investment will transform the Disneyland Resort, drive tourism to our region and provide incremental revenue to the City's general fund for years to come.

Sincerely,

Josh D'Amaro

cc: Robert Fabela  
Chris Zapata  
David Ontko