



ANAHEIM TOURISM IMPROVEMENT DISTRICT
2017/2018
Annual Report

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Letter from the President



Thank you for allowing Visit Anaheim to market, sell and promote the City of Anaheim and support the greater hospitality industry with the ultimate, collective goal of positively impacting our local community and neighborhoods. It is time for us to look back and celebrate this past year, that has been marked with many successes for our industry.

In 2017, the City of Anaheim hit another historic milestone, breaking the visitor volume record for the fifth year in a row. Welcoming 24.2 million visitors into our destination, a 5.2 percent increase, adding more than \$8.6 billion to the Orange County economy, the tourism industry continues to show its massive impact on our city and county.

One of the greatest moments we shared as an industry and community in 2017 was the long-awaited grand opening of the Anaheim Convention Center's seventh expansion, ACC North. The largest and most significant expansion in nearly two decades – ACC North adds 200,000 square feet of flexible meeting space, allowing the center to grow with its largest shows as well as meet the needs of today's diverse and dynamic meetings and conventions. The expanded space has also expanded the types of industries interested in booking the Anaheim Convention Center. Some of the first groups that used the space includes: American Heart Association, Oncology Nursing Society, Society for Science & the Public and International Society for Technology in Education.

Positively benefiting the local Anaheim community is one of the core tenets at Visit Anaheim and was the impetus for the creation of Visit Anaheim Cares, a newly formed division focusing on giveback efforts that positively impact the Anaheim community. As a premier meetings and conventions destination, attracting nearly one million convention attendees every year, Visit Anaheim Cares now serves as a resource to connect attendees with philanthropic projects that serve the residents of Anaheim and surrounding Orange County.

Managing more than 25,000 rooms every year, the local hospitality industry continues to help create life-long memories for our millions of visitors every year. As a result, Anaheim's occupancy was up compared to the previous year at 81.4 percent, with the average rate holding steady at \$166.76, a 4.4 percent increase.

The team at Visit Anaheim has been proud to serve the City of Anaheim over the past year and participate in the many successes the destination has celebrated. Thanks to the continued support of our city leaders, Visit Anaheim Board of Directors, community partners and Visit Anaheim staff, we look forward to keeping the spirit of hospitality alive in the destination.

A handwritten signature in black ink, appearing to read 'J. Burress', with a long horizontal flourish extending to the right.

Jay Burress
President & CEO
Visit Anaheim

The Anaheim Tourism Improvement District (ATID) was established within the Anaheim Resort and Platinum Triangle Districts in September 2010.

The ATID enabled Anaheim's visitor industry to become self-sufficient by adding a 2% assessment fee that mirrors the Transit Occupancy Tax (TOT) to each occupied guest room. This Tourism Improvement District is a self-assessment fee by the hotel community. This fee commenced on November 1, 2010 and is collected and audited by the City of Anaheim.

Visit Anaheim receives 75% of the ATID funds to provide a stable and adequate funding source and enable us to function as a competitive destination sales and marketing organization. Oversight of the ATID funds are managed by the Visit Anaheim Board of Directors.

The remaining 25% of the ATID collections are set aside toward Anaheim's transportation programs. These funds are collected and administered by a separate ATID (Anaheim TID) Transportation Advisory Committee.

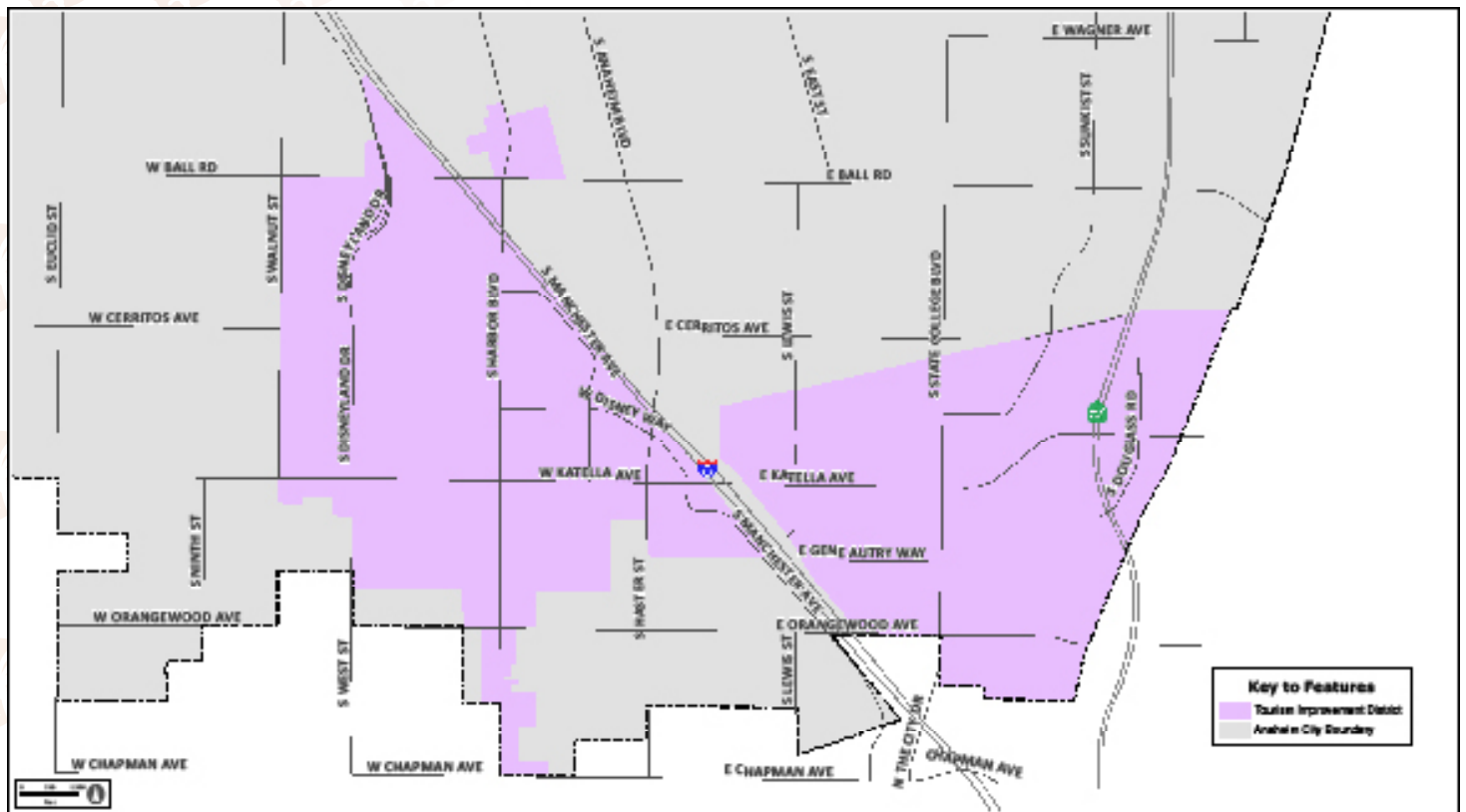
The ATID Contribution list consists of 88 properties within the Anaheim Resort and Platinum Triangle Districts.

There were no proposed changes to:

- The boundaries of the tourism improvement district
- Any benefit zones
- Classification of businesses
- The basis and method of levying assessments
- The management plan
- The activities and improvements to be funded by the assessments

Current ATID Properties

- | | | |
|--|---|---|
| Alamo Inn & Suites | Courtyard by Marriott-Anaheim Resort/Convention Center | Peacock Suites |
| Alpine Inn | Days Inn & Suites Anaheim | Quality Inn & Suites Anaheim Resort |
| America's Best Value Inn and Suites | Days Inn Anaheim Maingate | Quality Inn & Suites Anaheim At The Park |
| Anaheim Ayres Hotel | Days Inn Disneyland West | Ramada Inn |
| Anaheim Camelot Inn and Suites | Disneyland® Resort, Disney's Grand Californian Hotel® & Spa | Ramada Inn Anaheim |
| Anaheim Carriage Inn | Disneyland® Resort, Disney's Paradise Pier® Hotel | Ramada Plaza Hotel-Anaheim Resort™ |
| Anaheim Castle Inn & Suites | Disneyland® Resort, Disneyland® Hotel | Red Lion Hotel Anaheim |
| Anaheim Del Sol | Dolphin's Cove Resort | Residence Inn at Anaheim Resort/Convention Center |
| Anaheim Desert Inn & Suites | DoubleTree Suites by Hilton™ Hotel Anaheim Resort - Convention Center | Riviera Motel |
| Anaheim Desert Palms Hotel and Suites | Eden Roc Inn & Suites | Rodeway Inn & Suites |
| Anaheim Discovery Inn & Suites | Extended Stay America | Sheraton Park Hotel at the Anaheim Resort |
| Anaheim Express Inn | Four Points By Sheraton Anaheim | SpringHill Suites at Anaheim Resort/Convention Center |
| Anaheim Fairfield Inn By Marriott | Frontier Motel | Stanford Inn & Suites Anaheim |
| Anaheim Harbor RV Park, LP | Grand Legacy At The Park | Staybridge Suites Anaheim |
| Anaheim Inn | Hilton Anaheim | Staybridge Suites Anaheim At The Park |
| Anaheim Islander Inn & Suites | Holiday Inn Anaheim-Resort Area | Super 8 Anaheim Disneyland Drive |
| Anaheim Maingate Inn | Holiday Inn Hotel & Suites-Anaheim | The Anaheim Hotel |
| Anaheim Majestic Garden Hotel | Holiday Inn Express & Suites Anaheim | The Villas At Disney's Grand Californian |
| Anaheim Marriott | Homewood Suites by Hilton Anaheim Resort - Convention Center | Townplace Suites By Marriott Anaheim |
| Anaheim Portofino Inn & Suites | Hotel Indigo | Travelodge Anaheim |
| Anaheim Residence Inn | Howard Johnson Anaheim Hotel and Water Playground | Travelodge International Inn |
| Best Western Courtyard Inn | Hyatt House at Anaheim Resort /Convention Center | Tropicana Inn & Suites |
| Best Western PLUS Park Place Inn and Mini Suites | Hyatt Place at Anaheim Resort /Convention Center | Worldmark The Club |
| Best Western PLUS Pavilions | Kings Inn Anaheim | |
| Best Western PLUS Raffles Inn & Suites | La Quinta Inn & Suites | |
| Best Western PLUS Stovall's Inn | Little Boy Blue Motel | |
| Budget Inn | Magnolia Tree Hotel | |
| Candlewood Suites Anaheim Resort Area | Marriott Springhill Suites Anaheim | |
| Candy Cane Inn | Motel 6 - Anaheim Maingate | |
| Clarion Hotel Anaheim Resort | Park Vue Inn | |
| Classic Motel | | |
| Comfort Inn & Suites | | |
| Cortona Inn & Suites Anaheim Resort | | |
| Country Inn and Suites Anaheim Resort | | |
| Courtyard Anaheim Theme Park Entrance | | |



2017/2018 FY in Review Summary

Convention Sales

Visit Anaheim expanded its customer reach, exposure and coverage in key markets and national industry events with the support of TID funds. Hosting key customers and strategic industry conventions and marquis events in Anaheim gave current and potential customers the opportunity to experience Anaheim hotels, the Anaheim Convention Center expansion as well as meet with sales leaders in our community:

Industry Events

Visit Anaheim showcased our destination at the following key industry events targeting corporate and association customers (buyers) attending for professional development and to learn about hotels/ destinations.

To continue to target segments and types of business ideal for our destination and our partners, Visit Anaheim segmented events based on the focus of each event and Visit Anaheim's priority.

Corporate customers:

- CEMA Summit – Rancho Bernardo, CA.
- Society of Independent Show Organizers – Philadelphia, PA
- Large Show Roundtable – Anaheim, CA
- Tradeshow Executives – Santa Barbara, CA
- Meeting Professional International (MPI) – WEC – Indianapolis, IN
- IMEX America - Las Vegas, NV
- Connect Marketplace – New Orleans, LA
- International Franchise Association – Phoenix, AZ
- CEMA Bay Area – San Francisco, CA
- Global Meetings Industry Day – New York, NY
- MPI Northern California – San Francisco, CA
- Connect Southwest – Palms Springs, CA
- Connect Pacific Northwest – San Francisco, CA
- Connect Chicago - Chicago, IL
- Smart Meetings Southern California – Newport Beach, CA
- MPI Phil Education Day – Philadelphia, PA
- Society of Independent Show Organizers CEO Summit – Las Vegas, NV
- Smart Meetings West National – Scottsdale, AZ

Association customers:

- Professional Convention Managers Association (PCMA) Convening Leaders – Nashville, TN
- ESPA – Nashville, TN
- ASAE Annual Convention – Toronto, CAN
- International Association of Exhibitions & Events, Expo! Expo! – San Antonio, TX
- AssociationForum of Chicagoland, Holiday Showcase – Chicago, IL
- ASAE Summit Awards – Washington DC
- CalSAE Seasonal Spectacular – Sacramento, CA
- DI Destination Travel Foundation – Spirit of Hospitality – Washington DC
- NYSAE Meet NY – New York City, NY
- Destination Showcase – Washington DC
- Meetings Industry Council of Colorado Education Conference – Denver, CO
- CalSAE Elevate – Monterey, CA
- IAEE Women's Leadership – Washington DC
- PCMA Education Conference – Cleveland, OH
- PCMA Visionary Awards – Washington DC
- ASAE XDP – National Harbor, MD
- PCMA Partner Summit – Bahamas
- AssociationForum - Chicago, IL

Intermediaries representing customers:

- Experient E4 – Houston, TX.
- Experient Envision – Detroit, MI
- ConferenceDirect Annual Partner Summit – Hollywood, CA

- ConferenceDirect CDX – Dallas, TX.
- HelmsBriscoe ABC – Orlando, FL
- AMC Institute – Anaheim, CA

Sports customers:

- Olympic Sportslink - New Orleans, LA
- Sports Express - Las Vegas, NV
- Connect Sports Marketplace – New Orleans, LA
- TEAMS – Orlando, FL
- AAU Volleyball Championships – Orlando, FL
- NASC Board Directors Meeting – Minneapolis, MN
- NASC Women's Summit - Columbus, OH
- Event Connct Digital Sports Summit -Fort Worth, TX
- ESports Travel Summit - Las Vegas, NV
- Sports Marget Segment – Detroit, MI
- Pan Ams Weightlifting, Miami, FL
- USA Weightlifting – Colorado Springs, CO
- World Junior Weightlifting Championships - Tokyo, Japan
- Winter Olympics, Pyeongchang, South Korea
- International Weightlifting Federation – World Championships – Anaheim, CA
- Sports Accord –Bangkok, Thailand
- NASC Sports Symposium – Minneapolis, MN

These industry events are the marketplace connection for planners to enhance their knowledge of new and/or renovated hotel products and destination enhancements in addition to gaining professional development. Obviously, while the majority of the customers are within the segments defined above, these events are not exclusive to each segments.

Client Events:

In addition to key industry events, Visit Anaheim also conducted unique client events targeting specific convention customers and high-level accounts in key markets. These unique events allow Visit Anaheim to position Anaheim as the premier meetings and events destination and for our hotel partners to interact with strategic customers.

- Austin Client Event, TX
- Salt Lake City Client Event, UT
- MPI WEC Big Deal/Rendezvous Synchronicities – Minneapolis, MN
- Mid Atlantic VIP Golf Event - Washington, DC
- Mid Atlantic Client event – Washington DC
- Atlanta client event – Atlanta, GA
- Ducks/Sharks Event – San Jose, CA
- Ducks/Blackhawks Event – Chicago, IL
- ASAE Synchronicities – Toronto, CAN
- CalSAE- Sacramento, CA
- IMEX America Rendezvous (Synchronicities) – Las Vegas, NV
- PCMA Wine Event (Synchronicities) – Nashville, TN
- Holiday Showcase Client Dinner (Synchronicities) – Chicago, IL
- IAEE Expo Expo Client Event – San Antonio, TX

Hosted Marquis Events in Anaheim:

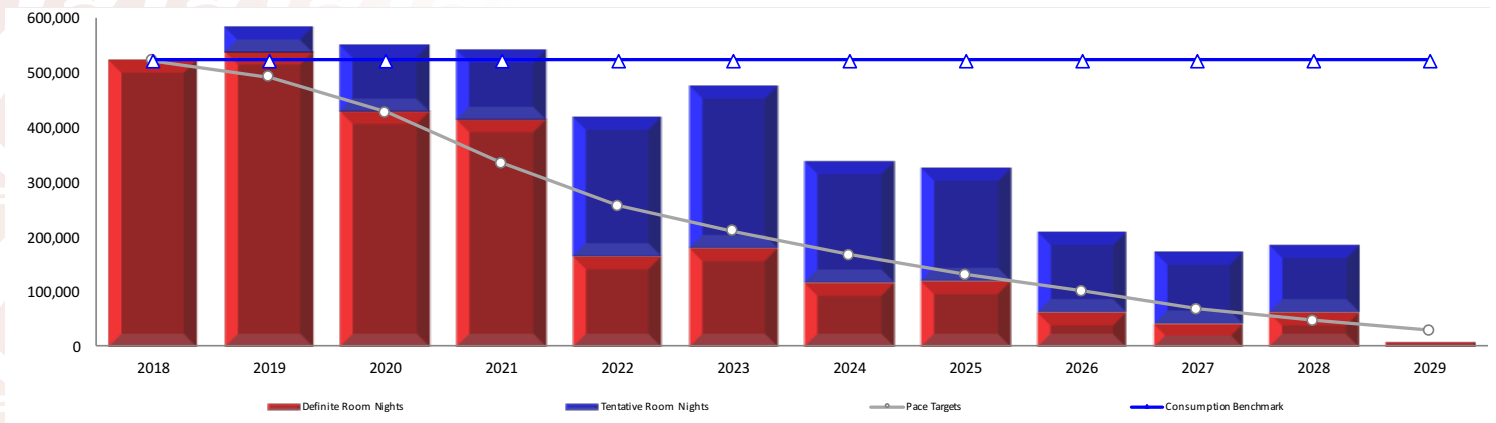
- Large Show Roundtable
- ACC North Grand Opening
- AMCi Executive Leadership Forum

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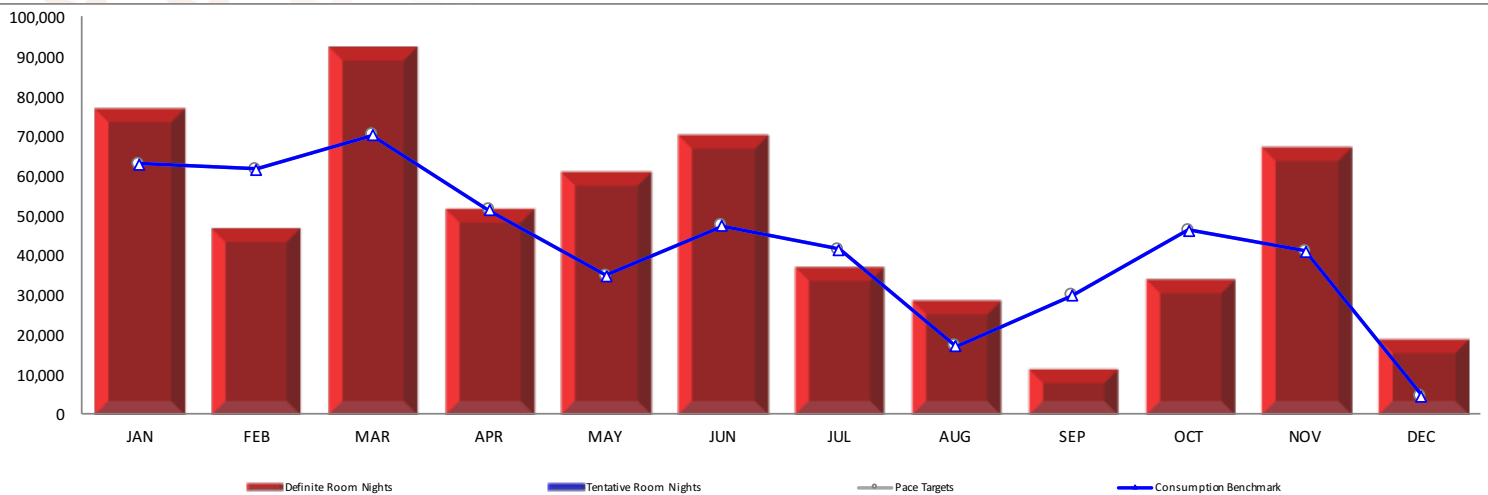
2018 Pace

2018 Convention Pace for both events and room nights are ahead of same period for 2019.

2018 - 2029



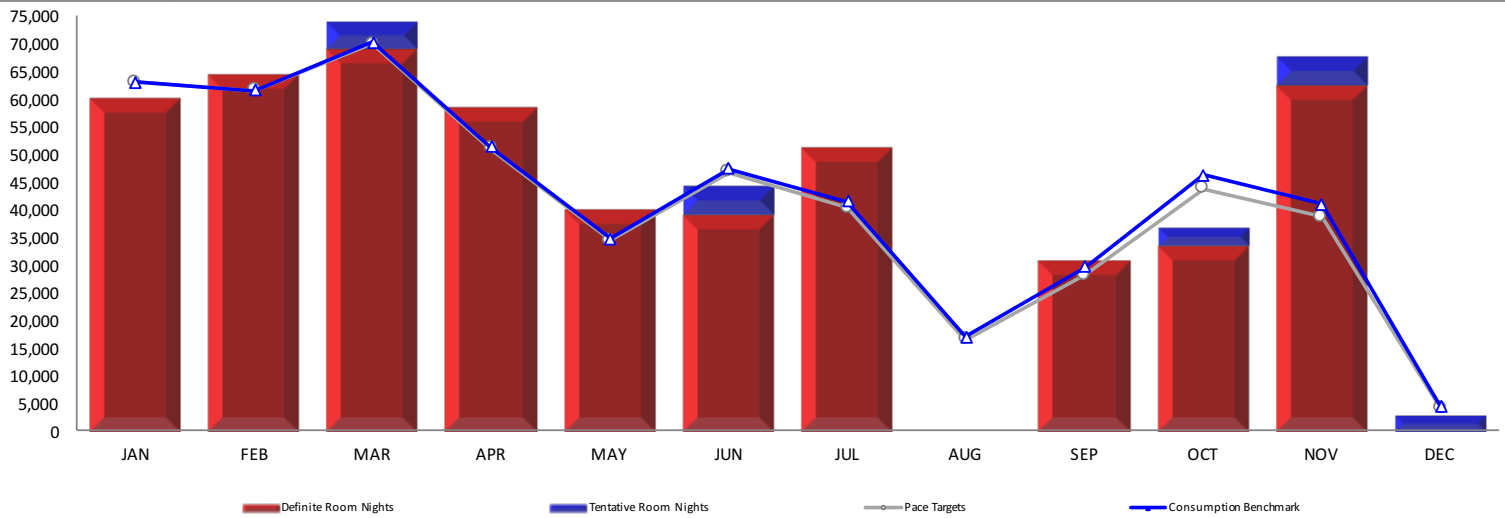
CY 2017



Conventions = Events in ACC with greater than 1,000 peak rooms.
Source Data: TAP report as of June 2018

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CY 2018



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 Source Data: TAP report as of June 2018

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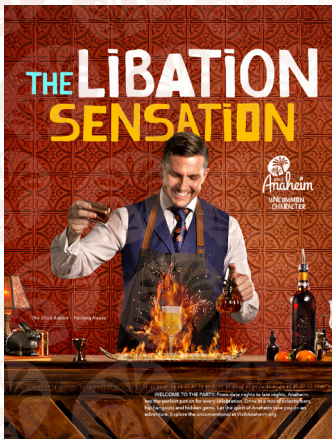
Consumer Marketing

“All Dreams Welcome” campaign co-sponsored with Visit California

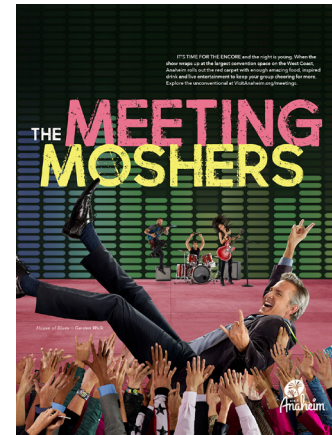
- Flight Dates: Jan – Mar 2018
- 363.8M impressions and reached over 15.7M people in Canada and Mexico
- Over 1 million clicks and 10M video views in these important markets
- Visit Anaheim’s investment: \$100K. Cost of Promotion: \$1.15M

Concepted and delivered creative for the “Uncommon Character” consumer campaign with detailed campaign usage guidelines.

Debuted seven Uncommon Characters:
Consumer Market:



Meetings and Convention Market:



2017/2018 FY in Review Summary

Consumer Marketing

Spring “Uncommon Character” Campaign Launch

- Flight Dates: April – May 2018
- Markets: Phoenix, San Francisco, Seattle
- Delivered over 5.3M impressions
- 2,732 website visits to the Uncommon Character landing page. Users spent an average of 36 seconds on page – benchmark is 30 seconds
- 3,239 bookings were tracked – resulting on a highly efficient cost per booking of \$8.81
- Flight Bookings 2,837 (88%) / Hotel Bookings 402 (12%)
- Total room nights 1,073 for estimated revenue to impact of \$181,582 for hotels in Anaheim
- Visit Anaheim Investment: \$30K Anaheim ROI = 11:1

Website Launch Campaign Garnered

- Flight Dates: Mar – Jun 2018
- Delivered nearly 17M impressions
- 46,477 clicks / Click through rate .27%
- CPM: \$1.74 / Average cost per click .63 cents
- Visit Anaheim investment: \$30k

Launched New Destination Video for Both Consumer and Meeting Markets

Key Graphic Projects:

- Consolidated and created new Anaheim Resort walking map
- Annual Community Report
- 2018 Destination Guide produced, 250,000 copies printed and distributed at approximately 200 Anaheim area locations as well as all (16) California Welcome Centers, (10) local airports and a variety of corporate locations in CA and AZ.
- Australia/New Zealand Destination Guide
- ACC North Digital Press Kit
- IPW Tourism Brochure
- Animated images and banners for social media channels
- A suite of ad- digital and print – with the Uncommon Character brand
- Sports Anaheim brand and brand guidelines

During this TID year a comprehensive content plan and content calendar was developed for the consumer marketing, meetings and convention professionals and travel trade professionals. In total:

- 217 email campaigns were curated and delivered
- Visit Anaheim emails reached a total of 87,352 unique email
- 70,104 of those received VA information via the monthly consumer/travel trade newsletter.
- Average Open Rate: 29.70%
- Industry Standard Open Rate: 20.03%*
- Average Click Rate: 4.09%
- Industry Standard Click Rate: 2.00%*

*Industry Standards based on MailChimp Article: Industry “Travel and Transportation”

Meetings and Convention Marketing

Meeting and Convention Industry advertising channels included:

- Connect
- Cvent
- Event Manager Blog
- Meetings & Conventions
- MPI (national and Northern California and Chicago chapters)
- PCMA Convene
- Smart Meetings
- Successful Meetings
- Trade Show Executive
- Trade Show News Network

Resulted in 1.6M digital impressions and 400,000 print impressions.

Throughout the year a suite of sales tools was developed to assist the Sales efforts. Items include:

- Monthly eNewsletter (32% average open rate)
- Sales sheets for all Orange County neighborhoods detailing amenities for meeting professionals
- Multiple pieces of content addressing destination pain points and showcasing new development
- New Campus and Convention Center brochures
- Individual presentation decks
- Individual hotel and venue videos showcasing the depth and breadth of what Anaheim and Orange County have to offer

2017/2018 FY in Review Summary

Tourism Development

The Tourism Development team's main function is to increase Anaheim's market share of domestic and international leisure travel business. The leading efforts to market the destination are directly aligned with the Disneyland Resort and Visit California's global strategies to expand the reach in our core markets.

The Tourism team focuses on strengthening Visit Anaheim's exposure and competitive positioning by implementing innovative consumer programs and travel trade initiatives in core markets, directing global efforts and maximizing the use of partner lodging facilities, attractions, transportation companies, shopping, dining, cultural and sport venues.

The efforts are strategically crafted to create a distinct identity for Anaheim in the minds of the consumer and travel trade sectors while the team focuses in positioning Anaheim as the perfect based of stay for a Southern California vacation.

The team leverages and designs strategic campaigns with traditional or non-traditional partners to develop unique revenue-generating products and destination programs through Visit Anaheim's various channels by:

- Developing unique products and destination programs that could be positioned in key consumer or trade efforts to generate additional room nights and extend the length of stay.
- Prospecting and identifying key partners that incorporate digital platforms to generate demand, exposure, and conversion
- Working with key trade and airline partners to develop strategic initiatives to reach consumers through their targeted marketing efforts.
- Designing and executing leisure sales efforts, programs and co-ops to position Anaheim as the ideal Southern California base of stay in the consumer and trade markets.
- Exploring opportunities with vertical brands to implement new ways of destination promotion and data acquisition
- Developing sales platforms to reach consumers and/or trade to help partners reach their goals by becoming an extension of their sales team.

To maintain relevance in an ever-changing travel industry, the team continually evaluates and realigns their global strategies to implement a strong consumer focus.

Our programs have a strong consumer focus to help build brand awareness in tier-1 markets: Canada, Mexico, Australia, New Zealand, China and Japan. To help amplify the destination message, we have established and identified opportunities with key entities and partners.

TRADE EFFORTS

IPW

IPW is the travel industry's premier international market place and the largest generator of travel to the U.S. This year, Visit Anaheim had the largest and most prominent presence at the convention in preparation to hosting this prestigious show in 2019. The participation included lobby engagement zone, unified aisle look, larger booth space, co-sponsored event with Visit California, and surprising press conference production with a first-time ever livestream component.

Visit California

Visit Anaheim continues to align its programs and markets with Visit California, the official marketing organization for the state of California. With 17 international offices in key markets, Visit Anaheim continues to work with Visit California to drive demand and awareness of Anaheim and Southern California offerings.

- Visit California Mexico FAM
- Visit California Japan Club California Training

- Carlson Wagonlit California Welcome Reception
- IPW – California Dreamin' Tour
- Visit California Mexico Sales Mission
- California STAR - Anaheim Specialist Training Program

Marquee Programs

The Tourism Development team continued to strengthen Anaheim's presence in our key markets including Canada, Australia and New Zealand with our two signature sales mission: Canada Roadshow and Australia/New Zealand Road Show. These programs had a combined reach of over 1000 travel agents in addition to 65 trade and media contacts and the participation of 37 area partners

CONSUMER EFFORTS

Brand USA

Visit Anaheim Tourism Development partners closely with Brand USA, the official marketing arm for travel to the USA, in efforts to promote travel to Anaheim. By partnering with Brand USA, Visit Anaheim has the ability to expand its reach through Brand USA's channels. Visit Anaheim worked with Brand USA on four multichannel campaigns targeting top international markets (Canada, Mexico, Australia & New Zealand) incorporating print, TV, social and conversion component. Complete results will be available September 2018.

Expedia Group

The Tourism Development team, developed a working partnership with Expedia Group Media Solutions to drive conversion through a master sponsorship of two campaigns. The inaugural Visit Anaheim Joint Marketing Campaign was launched in the US domestic market with over \$1.1 million in hotel revenue and close to 7,000 room nights attributed to the campaign. With the success of the inaugural campaign, Visit Anaheim Tourism launched a second campaign in Q2 2018 to combat consumers possibly holding out travel until the opening of Galaxy's Edge in 2019. This second campaign expanded into Canada & Mexico in addition to the domestic market and generated \$2,170,193 in hotel revenue (over \$1.4 million for participating TID hotels alone) and 10,393 room nights.

Southwest Airlines Vacations

Southwest Airlines Vacations is the vacation division for Southwest Airlines, the number one airline for Orange County Airport, and operated by The Mark Travel Corporation. Mark Travel organized a special sale for Anaheim hotels, which was promoted through tile ads, on the special offers page; two weeks Southwestvacations.com tile ads, on the deals page; and dedicated e-mail marketing tactics. The total number of impressions is approximately 6.3 million. Complete results will be available September 2018.

AAA

AAA is one of the most recognized travel agencies in the United States, with a national reach and a loyal consumer base. For the 10th consecutive year, Visit Anaheim's four-page destination supplement, inserted in the Via and Westways AAA travel magazines, reached over 1,000,000 million consumers in California.

For the second consecutive year, Visit Anaheim organized a sweepstakes featuring paid advertisers. The collected e-mails from the sweepstakes were added to the monthly Visit Anaheim e-newsletters. The sweepstakes was promoted within the four-page supplement throughout California via a standalone ad to 4.6 million Southern California residents, in digital ads to California, Arizona, Texas, Washington, and targeted Facebook ads to Northern California. Total distribution of all components was approximately 8 million. The sweepstakes generated 5,658 entries.

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Communications

The communications team developed a robust PR/Social program to introduce and broaden target audiences with the goal of expanding the number of people visiting the destination. Utilizing various messaging and media platforms, the team created and executed against a plan to reach local, national and international current and potential visitors.

From July 2017 through June 2018, the team generated the following earned media results:

- Total number of placements: 762
- Total number of impressions: 2,118,210,983

From July 2017 through June 2018, the team generated 53.1 million social media impressions and received 196,800 new social media fans growing Visit Anaheim's followers on each platform by:

- Instagram: +200%
- LinkedIn: +21.9%
- Twitter: +4.1%
- Facebook: +2.8%

Program highlights for 2017/2018 include:

ACC North Grand Opening

On Sept. 26, 2017, the Anaheim Convention Center (ACC) debuted its seventh expansion, ACC North, at a grand opening event attended by 500 community, media, hospitality and meetings industry guests. The expansion was pivotal for Anaheim to stay competitive in the global meetings and conventions industry and to ensure the health and future of the multi-billion-dollar economic engine that meetings provide.

The expansion allows Anaheim to retain current annual conventions that were outgrowing the space, to bring back conventions that had already left Anaheim due to size and provide an opportunity to reach new businesses that would not have considered Anaheim due to limitations. The addition grew the center to over 1 million sq. ft., officially joining ten other national convention centers in the "million square foot club" and cemented the ACC as the largest on the West Coast. ACC North added 200,000 sq. ft. of flexible space, including a 100,000 sq. ft. column-free level, a highly sought-after feature for lucrative conventions that Visit Anaheim could not reach prior.

As the architects for the PR roll-out plan, the team planned and executed an integrated public relations campaign for the opening, which resulted in 170,764 social media impressions, 40 media placements and 134,166,022 media impressions that gleaned awareness that ACC North was open for business and celebrated the building's game-changing new features.

Heart-to-Heart Campaign with American Heart Association

With giveback efforts as a cornerstone of the organization and heart disease being the leading cause of death in Orange County, Visit Anaheim created the Heart-to-Heart campaign to directly reach and positively impact the local community. The first of its kind for the organization and unique for the destination marketing industry, the multi-year cause marketing program was implemented in partnership with the American Heart Association to save Anaheim lives and build a giveback legacy.

After 16 years, one of the conventions that had outgrown Anaheim previously, American Heart Association's Scientific Sessions convention was set to return in Nov. 2017 and utilize the new space, ACC North. To celebrate the Anaheim Convention Center expansion and the American Heart Association coming back to Anaheim after a hiatus, Visit Anaheim launched a multi-year giveback program to arm every Anaheim high school with CPR Anytime Kits and provide every student with training to help educate and save lives. This campaign resulted in two dozen media placements including KFI, Orange County Register, eTurbo Travel News, E! Online, Hollywood Life, Radar Online, EXTRA, CBS and more generating 133,828,806 media impressions.

Season Two – FOODBEAST Content Partnership Program

Visit Anaheim and content producers FOODBEAST partnered for a second time to continue uncovering and educating consumers on Anaheim and Garden Grove's new and unexpected culinary scene with the creation of a six-piece video series.

With a close partnership already built, Visit Anaheim and FOODBEAST once again joined forces to show more off the beaten path restaurants and culinary unicorns they weren't able to feature the first time around. During Feb. – Mar., 2018, Visit Anaheim and FOODBEAST created a six-part video series highlighting inventive dishes, authentic flavors and international eats from all corners of the destination. Compared to the first campaign, the second and more petite campaign was indeed mightier, generating almost double the results with one third of the assets. The six videos generated 59 million impressions with over 17 million video views, received 72 content syndication placements and 1.6 million social engagements that exposed potential visitors to Anaheim's burgeoning dining scene. For comparison, the first and more robust 18-video campaign conducted with FOODBEAST generated 30 million impressions.

Family Time Study & Dax Holt Partnership

In partnership with media agency 72 Point, the team launched a media blitz surrounding a proprietary survey and study about how American families get just 37 minutes of quality time together per day. The team earned 45 digital and broadcast placements including New York Post, MSN, Yahoo!, Bravo TV and much more. The team also launched an accompanying broadcast tour with former TMZ personality and Anaheim resident Dax Holt as Visit Anaheim's spokesperson for the Family Time study broadcast tour. Four appearances were secured and aired in key fly markets including San Diego, Phoenix, Las Vegas and Austin, Texas. This campaign resulted in 58 media placements and 145,573,797 media impressions.

IPW Press Conference

To announce Visit Anaheim as the host city for IPW 2019, the team held a press conference at IPW 2018 with more than 300 international media in attendance. The press conference was designed to surprise and delight attendees, which is why it opened with the Peanuts gang introducing Roger Dow with U.S. Travel and closed with a guest appearance from Disney Storm Troopers to hype up Star Wars Galaxy's Edge. Additionally, Jay Burress, Jon Storbeck with Knott's Berry Farm and Lynn Clark with Disneyland Resort all spoke to their plans for IPW 2019. Media feedback from this event was overwhelmingly positive and successfully built excitement for next year, some quotes included:

- "Anaheim thanks for a great press conference and Entertainment. We were excited about @ustravelipw 2019 in @Visit_Anaheim" – Travel & Food Writer
- "No one holds a press conference quite like @Visit_Anaheim" – Informed Traveler
- "We're at the press conference for @Visit_Anaheim. We love the background: #IPW18" – Attractions Magazine
- "Visit Anaheim takes the stage as 1st DMO to live stream a press conference from @ustravelipw @Visit_Anaheim #ipw18" – PAXnews

VidCon Magazine Cover Photo Prop

To engage VidCon attendees, the team created a custom photo booth opportunity to be used by guests at the convention. Guests were invited to enter the photo booth, take a picture and post the picture to Instagram using the hashtag #VisitAnaheimCoverModel for their chance to win two tickets to Disneyland. The team received 142 initial entries between both days of the activation. Some key participants included @itzdyvon (14,500 followers on Instagram) and @briannabuchanan_ (72,600 followers on Instagram).

Statement of Income and Expense for the City Year Ending June 30, 2018

	YTD
REVENUE	
T.I.D. ANAHEIM	\$ 13,830,421
T.I.D. GARDEN GROVE	1,762,691
BUREAU PARTNERSHIP DUES	958,498
OTHER INCOME	1,126,778
ENTERPRISE ANAHEIM, LLC	1,482,198
TOTAL REVENUE	\$ 19,160,586
EXPENSES	
CLERICAL & ADMINISTRATION	3,203,851
CONVENTION SALES	4,715,832
STRATEGY & DEVELOPMENT	562,685
CLIENT SERVICES	738,174
TOURISM	1,238,762
MARKETING	3,392,560
COMMUNICATIONS	773,503
PARTNERSHIP DEVELOPMENT	604,051
HOUSING	26,555
ANAHEIM CHAMBER OF COMMERCE	484,888
ENTERPRISE ANAHEIM, LLC	1,939,718
DEPRECIATION EXPENSE	98,000
TOTAL OPERATING EXPENSES	\$ 17,778,579
EXCESS REVENUE OR (EXPENSES)	\$1,382,007



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ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID)

ATID TRANSPORTATION COMPONENT FUND ANNUAL REPORT

**FISCAL YEAR
2017/2018**

APPROVED BY:

ATID Transportation Committee Meeting

Date: January 28, 2019

ANAHEIM TOURISM IMPROVEMENT DISTRICT

ATID Transportation Component Fund Annual Report for Fiscal Year 2017/2018

Introduction:

The Anaheim Tourism Improvement District (ATID) was established within The Anaheim Resort and the Platinum Triangle Districts on September 14, 2010, and encompasses the area shown in Exhibit A.

The ATID is a way for Anaheim's visitor industry to become self-sufficient by adding a 2% assessment fee that mirrors the Transit Occupancy Tax (TOT) to each occupied guest room. This Tourism Improvement District is a self-assessment fee by the hotel community. The fee is passed on to the customer or paid for by the hotel. This fee commenced on November 1, 2010, and is collected and audited by the City of Anaheim.

Visit Anaheim, formerly known as the Anaheim Orange County Visitor & Convention Bureau (AOCVCB), receives 75% of the ATID funds to provide a stable and adequate funding source and enable Visit Anaheim to function as a competitive destination sales and marketing organization. Oversight of these ATID funds is managed by the Visit Anaheim Board of Directors.

The remaining 25% of the ATID collections go towards Anaheim's transportation programs. These Transportation Component funds are collected and administered by a separate ATID Transportation Committee.

The ATID Contribution list is made of 84 properties within The Anaheim Resort and Platinum Triangle Districts as identified in Exhibit B. Note that many of these properties have changed hotel names (recent names on file with the City).

Resolution 2010-151 (forming the ATID) and Ordinance No. 6174 (ATID Enabling Ordinance) require the ATID Transportation Committee to submit an annual report for each fiscal year the ATID is in effect addressing the following:

- The method and basis of levying the assessment in sufficient detail to allow each business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her businesses for that fiscal year.
- Any proposed changes in the boundaries of the tourism improvement district, any benefit zones, classification of businesses, the basis and method of levying assessments, the management plan or the activities and improvements to be funded by the assessments.
- The improvements and activities to be provided for that fiscal year.
- An estimate of the cost of providing the improvements and the activities for that fiscal year.

- The amount of any surplus revenues to be carried over from a previous fiscal year.
- The amount of any contribution to be made from sources other than assessments levied pursuant to the Ordinance.

Annual Report Components:

- **Method and Basis of Levying the Assessment:**

On September 14, 2010, the Anaheim City Council established the Anaheim Tourism Improvement District (ATID) as a means of providing the necessary resources to enhance tourism activity and increase hotel room stays. The ATID establishes an assessment of 2% of the room rent for all hotel facilities located within the ATID boundaries (The Anaheim Resort and the Platinum Triangle). This assessment is not a tax for the general benefit of the City, rather it is an assessment for activities that provide benefits directly to those hotels within the ATID.

Background information about the ATID, including the method and basis of levying the assessment, is provided on the City website (see the Business License Division page on www.anaheim.net or <http://www.anaheim.net/565/Anaheim-Tourism-Improvement-District-ATI>). The City also sent a letter dated October 13, 2010, to the Anaheim Hotel Operators to provide information about the ATID (see Exhibit C).

- **ATID Components - No Changes Proposed:**

There were no proposed changes to:

- The boundaries of the tourism improvement district
- Any benefit zones
- Classification of businesses
- The basis and method of levying assessments
- The management plan
- The activities and improvements to be funded by the assessments

- **Fiscal Year 2017/2018 Review Summary**

Below is a summary of the following for Fiscal Year 2017/2018: the improvements and activities provided during the fiscal year; the cost of providing the improvements and the activities; and, the amount of any surplus revenues to be carried over from a previous fiscal year.

The description of each activity indicates whether other funding sources, in addition to ATID Transportation Funds, were contributed to the project.

ANAHEIM RAPID CONNECTION (ARC) FIXED-GUIDEWAY PROJECT - CONCLUSION OF PLANNING EFFORTS:

The FY 2016/2017 Annual Transportation Component Fund Annual Report provided some background information on the ARC project, including the steps the Anaheim City Council took to conclude the planning efforts during FY 2015/2016 and the first half of FY 2016/2017. That report indicated ARC project activities had concluded in FY 2016/2017 and \$714,034 was expended during FY 2016/2017.

The purpose of this section is to clarify that while \$714,034 of expenditures were incurred during FY 2016/2017, due to accounting reconciliations, \$237,049 was included in the closeout of the FY 2016/2017 budget and \$476,985 was included in the closeout of the FY 2017/2018 budget. The ATID Summary in Attachment A reflects this clarification.

Background: Between 2008 and 2016, the City and the OCTA worked collaboratively on the proposed ARC fixed-guideway project to provide an east-west transit connection between ARTIC, the Platinum Triangle and The Anaheim Resort. This project was envisioned to operate as a high-capacity system, providing ease of transfer to the Metrolink commuter rail system, Amtrak, local fixed-route bus, future bus rapid transit (BRT), and high-speed train services connecting at ARTIC. This system was proposed to provide residents, employees, and visitors a connection between the Metrolink commuter rail system to Anaheim's major employment and activity centers in the Platinum Triangle and The Anaheim Resort. Annual Review Reports for Fiscal Years 2011/2012, 2012/2013, 2013/2014, 2014/2015, 2015/2016 and 2016/2017 described the various agreements and milestones completed during those reporting periods including the City's adoption of the Locally Preferred Streetcar Alternative in 2012, commencement of preparation of state and federal environmental documentation, and conclusion of planning efforts in FY 2016/2017.

Actions during Fiscal Year 2017/2018:

No project activities took place during Fiscal Year 2017/2018. This project is included in this Annual Report in order to reflect accounting reconciliations.

ATID Funds Allocated for ARC:

The ATID Transportation Committee allocated \$3,064,000 for ARC as follows:

- On August 19, 2011, the ATID Transportation Committee allocated \$414,000 for the ARC project development activities, including \$134,000 for the required local match for the OCTA Cooperative Agreement and \$280,000 for other project activities.

- On July 27, 2012, the ATID Transportation Committee approved \$800,000 of ATID funds to support costs associated with ARC project development activities including \$150,000 for the required local match for the OCTA Cooperative Agreement and \$650,000 for other project activities including City project management, attorney support, FTA strategy advice and coordination, and public outreach and meeting coordination.
- On January 22, 2014, the ATID Transportation Committee approved \$490,000 of ATID funds to support costs associated with current ARC project development activities, including, but not limited to, City project management, technical analysis, attorney support, public outreach and meeting coordination.
- On January 22, 2014, the ATID Transportation Committee also approved \$60,000 of ATID funds to reimburse the AOCVCB for the preparation of an Anaheim Streetcar Economic Impact & Development Study, which was presented to the OCTA Board as part of its consideration of the ARC Project in July, 2013.
- On March 16, 2015, the ATID Transportation Committee approved \$1.3 million of ATID funds to support costs associated with incorporating the additional project alternatives into the federal and state environmental documentation.

Expenditures:

A total of \$2,025,261 of ATID funds have been expended for ARC on project development activities including City project management, strategic guidance on the Federal New Starts funding process, project development activities, public outreach, attorney support and preparation of the Anaheim Streetcar Economic Impact and Development Study. This includes \$714,034 of expenditures incurred during FY 2016/2017. Due to accounting reconciliations, \$237,049 was included in the closeout of the FY 2016/2017 budget and \$476,985 was included in the closeout of the FY 2017/2018 budget.

The remaining ATID funds allocated for the ARC Project (\$1,038,739) were returned to the unencumbered ATID Balance.

ANAHEIM CANYON RAIL FEEDER SERVICE:

As part of the Project S Bus Program, the City entered into a Cooperative Agreement with the OCTA in September, 2012, for capital and operations and maintenance funds for a new, expanded rail feeder service connecting the Anaheim Canyon Metrolink Station with stops in the Downtown and extending to The Anaheim Resort. In December, 2012, the City entered into a Sub-Recipient agreement with the Anaheim Transportation Network (ATN) to operate the service using two buses.

The capital costs for the new service includes \$202,000 for the purchase of a new 30-passenger bus and related equipment to be paid from the OCTA grant (\$179,780) and an 11 percent local match (\$22,220). A second bus is provided by the ATN from the Anaheim Resort Transportation (ART) fleet. Annual operating and maintenance costs are furnished by City AB2766 funds (South Coast Air Quality Management District funds), ATN Metrolink Reimbursement and up to \$242,888 reimbursed by the OCTA within a five year period.

On July 27, 2012, the ATID Transportation Committee approved \$30,000 for the new bus service (including the \$22,220 local match for the acquisition of the bus and oversight and marketing of the program).

The new service commenced in February, 2013, using two existing buses from the ART fleet. The new bus was purchased in FY 2013/2014. Electronic signs (“next bus signs”) identifying when the next ART bus will arrive were also installed at the City Hall bus stop and at the La Palma bus stop in the bus shelters. This service is meeting ridership expectations, with an average of 10 boardings per each of the 5.5 daily passenger hours (daily boardings range from a minimum of 55 to over 100).

As the operating costs have been lower than anticipated, on February 21, 2017, the OCTA agreed to extend the term of the agreement to allow the service to operate another three years through July 2020. On March 21, 2017, the Anaheim City Council approved an amendment to the ATN Sub-Recipient Agreement to permit the ATN to continue operating the service through July 2020.

Expenditures:

During FY 2012/2013, \$87 was expended for advertising costs associated with a public hearing for the new route. During FY 2013/2014, \$22,200 was expended for the local match for the purchase of the bus. The remainder of the ATID funding allocation (\$7,713) is anticipated to be expended in FY 2018/2019. If the funds are not expended during FY 2018/2019, they will be returned to the unencumbered ATID balance.

BUS SHUTTLE SERVICE BETWEEN CTCITY ANAHEIM AND THE PLATINUM TRIANGLE (ARTIC) (OCTA PROJECT V):

On February 25, 2016, the ATID Transportation Committee allocated \$215,000 as the local match for a city application to the OCTA for Measure M2 Project V Community-Based Transit/Circulators Program to provide a new bus circulator route to and from the Platinum Triangle (ARTIC) to CtrCity Anaheim along an approximate 4.25-mile corridor. On December 28, 2016, the OCTA and the City of Anaheim entered into an agreement to provide for up to \$1,290,000 for this new route for seven years through the Project V grant and a local match from the City (provided through restricted transportation funds including ATID funds and the

City's AB2766 South Coast Air Quality Management District funds). The Project V funds are provided to the City based upon actual boardings (up to \$9 per boarding) and the City meeting required minimum boarding milestones. This includes achieving a minimum of six boardings per revenue hour by the end of the first year of operation. On March 21, 2017, the City of Anaheim entered into a Subrecipient Agreement with the Anaheim Transportation Network (ATN) to implement and operate the new bus service for up to seven years.

Bus service for the new route commenced on October 31, 2017. Two buses served the route seven days a week, with the service provided free to the public. This service was marketed to area residents and employees in a variety of ways, including city newsletters, inserts into public utility bills, social media and direct outreach to CtrCity businesses and residential areas along the route.

Staff anticipated there would be a ramp-up period once the new service started. However, while the boardings increased over the first few months of the service, the number of boardings was low and did not generate sufficient Project V grant funding to continue operation of the service. Therefore, City staff directed the ATN to discontinue the service on March 9, 2018.

Expenditures:

During FY 2015/2016, \$215,000 of ATID Transportation funds were allocated for the project. In FY 2017/2018, \$96,794 was spent for this service, including \$74,932 of operational costs and \$21,862 to market the service and wrap the bus with the project logo. These costs were funded by \$71,794 of ATID funds and \$25,000 of AB2766 funds. Remaining ATID funds (\$143,206) were returned to the unencumbered ATID balance. The City has submitted an invoice to OCTA for reimbursement of \$15,171 of the costs. If approved, this will be reflected in the FY 2018/2019 ATID Annual Report.

HARBOR/KATELLA SIGNAL IMPROVEMENTS:

On March 23, 2017, the ATID Transportation Committee allocated \$200,000 for improvements at the intersection of Harbor Boulevard and Katella Avenue to relieve vehicular and pedestrian congestion during heavy event periods and improve the traffic monitoring and detection equipment. Improvements included the installation of five section signal heads, LED blank out signs, cameras and signal equipment. With these improvements, Anaheim's Traffic Management Center (TMC) operators are able to manage traffic congestion by allocating more time to right turning vehicles during special events at The Disneyland Resort and the Anaheim Convention Center.

The project was completed in FY 2017/2018.

Expenditures:

During FY 2016/2017, \$200,000 of ATID Transportation funds were allocated for the project and \$166,522 was expended, with \$31,721 expended during FY 2017/2018. The remaining balance of \$1,757 was returned to the unencumbered ATID balance.

CHANGEABLE MESSAGE SIGN (CMS) UPDATES:

On March 23, 2017, the ATID Transportation Committee allocated \$1,900,000 to update eleven Changeable Message Signs (CMS) in and around The Anaheim Resort (within the ATID boundaries) with new technology, including adding new sign and communication equipment, and designing and integrating the new sign display area with the existing sign pole. On April 9, 2018, the ATID Transportation Committee increased the number of CMS to be updated from eleven to twelve (within the previously allocated funding) in order to update a sign in the Platinum Triangle to provide consistent messaging to those traveling along Katella Avenue, the main street running through the ATID boundaries.

The twelve electronic changeable message signs were installed in The Anaheim Resort and the Platinum Triangle as part of the improvements implemented in the late 1990's/2000's. Anaheim TMC operators use these signs to provide directional information to arriving or departing visitors about the location of attractions, parking or traffic conditions. These signs need to be upgraded as controller equipment and replacement parts for these signs are generally no longer manufactured. If replacement parts are not available, the signs may remain dark and unusable.

Key objectives for this project are as follows:

- Upgrade twelve (12) existing CMS around the Anaheim Resort area
- Evaluate new signs, cabinets and communication equipment
- Design and integrate new CMS within the existing sign structure
- Integrate CMS operation into the TMC
- Ensure aesthetics of the upgraded sign will be consistent with the existing signs (i.e., the signs in The Anaheim Resort will maintain the sign pole and armature with the garden trellis character identified in the Anaheim Resort Identity Program).

The project is well into the design phase and is anticipated to be bid out to a contractor during early 2019. The target timeframe for having the CMS system fully operational is by mid-FY 2020/2021.

Expenditures:

During FY 2016/2017, \$1,900,000 of ATID Transportation funds were allocated for the project. A total of \$6,606 was expended during FY 2016/2017, and \$117,525 was expended during FY 2017/2018. The remaining balance of \$1,775,869 is anticipated to be expended during the next couple of fiscal years.

ANAHEIM RESORT MASTER PROGRAM (CONSTRUCTION SERVICES):

On March 23, 2017, the ATID Transportation Committee allocated \$290,000 towards preparation of a program to better manage and track construction projects in and around The Anaheim Resort. During Spring of 2017 through late summer of 2018, this project included creating a map and tracking system to assist with scheduling and reflecting construction work in and around The Anaheim Resort during the peak of construction activities. Over this time, \$146,599 of ATID funds were expended. At the September 24, 2018, ATID Transportation Committee Meeting, City staff proposed bringing this project to a close in order to reprioritize work and to reallocate the remaining ATID funds (\$143,401) to the Katella Widening Project (see discussion about the Katella Widening Project later in this Annual Report).

Background:

On March 23, 2017, Anaheim staff requested \$290,000 of ATID funds to create the frame or structure of a master program to identify the various projects whether public or private, track the overall progress of each, monitor the specific planning/design/construction activities, coordinate and sequence construction activities from all sources to minimize impacts to public right-of-way and disruption of traffic patterns and participate in the resolution of conflicts between public/private projects. This program was also proposed to include a multi-faceted communications component to provide the stakeholders with as much advance notification of upcoming impacts or conflicts as practical, provide way-finding information to the traveling public, document conflict resolution and provide supplemental status reports as may be requested. Once developed, the ongoing use and implementation of the program was proposed to be funded through private developer/business fees and public project contributions.

Activities conducted through the conclusion of the project activities in early FY 2018/2019, included collecting information from various stakeholders, preparation of a lane closure map in coordination with the City GIS, and coordination with City's Traffic Management System staff including attending weekly meetings and coordination with Google/Waze for road closure/lane closure data push.

While the project efforts were helpful during the peak construction period in The Anaheim Resort during 2017/2018, City staff believed that reallocating remaining funds to the Katella Avenue widening project (widening eastbound Katella Avenue by a fourth lane adjacent to the

Anaheim Convention Center) was a higher priority and would provide long-term benefits by helping address traffic flow on Katella Avenue.

Expenditures:

During FY 2016/2017, \$290,000 of ATID Transportation funds were allocated for the project. A total of \$146,599 has been expended on the project including \$37,910 in FY 2016/2017, \$104,139 in FY 2017/2018, and \$4,550 in FY 2018/2019. The remaining balance of \$143,401 was reallocated to the Katella Avenue Widening Project at the September 24, 2018, ATID Transportation Committee Meeting.

THE ANAHEIM RESORT AREA MOBILITY PLAN:

In February, 2017, City staff submitted a grant application to Caltrans requesting \$287,000 to prepare The Anaheim Resort Area Mobility Plan, with a local match of \$155,000 provided with ATID funds for a total project cost of \$442,000. This plan is proposed to be prepared as a collaborative effort with area stakeholders with the intent of identifying ways to improve the circulation and safety of pedestrians, bicyclists, alternative transportation modes (including, but not limited to, pedicabs and dockless rideshare such as e-scooters), motorists (including, but not limited to, associated curb-side management for delivery vehicles and rideshare services and other services that impact public right-of-way curb-side areas), and transit users in and around The Anaheim Resort. It will address pedestrian and bicycle improvements including wayfinding signs, potential pedestrian bridge locations and design and safety lighting for pedestrian and bicycle pathways. It will also address vehicle flow, including identifying necessary improvements to vehicle signs and study integrating electronic messaging signs with the Caltrans Integrated Corridor Management System.

In May 2018, Caltrans notified City staff that the City received the grant award and the City's agreement with Caltrans for the funding was subsequently executed in October 2018.

A Request for Proposals was issued on January 18, 2019, for Consultant Services for this project. City Council selection of a Consultant is anticipated to occur by April 2019.

ATID Funds Allocated:

- On March 23, 2017, the ATID Transportation Committee allocated \$200,000 for the Anaheim Resort Mobility Plan. These funds will be used for the local match, miscellaneous costs associated with project processing (i.e., meeting notices, outreach) and city staff time.
- On April 9, 2018, the ATID Transportation Committee allocated \$350,000 for the Anaheim Resort Mobility Plan in the event that the City did not receive a grant award from Caltrans for preparation of the Plan. This allocation also included \$50,000 for an

analysis of whether a pedestrian bridge would be feasible at two intersections in The Anaheim Resort.

- On September 24, 2018, provided an update to the ATID Transportation Committee, indicating that the City was successful in receiving grant funds from Caltrans for this project, resulting in a reduction of ATID funds for this effort from \$550,000 to \$250,000.

Expenditures:

During FY 2016/2017, \$200,000 of ATID Transportation funds were allocated for the project to serve as a local match as part of a grant application to Caltrans. During FY 2017/2018, \$50,000 of ATID Transportation funds were allocated to analyze whether a pedestrian bridge would be feasible at two intersections in The Anaheim Resort. Expenditure of funds will commence in FY 2018/2019.

ANAHEIM RESORT SAFETY BOLLARD PILOT PROGRAM:

On April 9, 2018, the ATID Transportation Committee allocated \$2,500,000 for the City to implement the Anaheim Resort Safety Bollard Pilot Program, which will include installing safety bollards at four street intersections in The Anaheim Resort. These intersections include: Harbor Boulevard/East Shuttle Area; Harbor Boulevard/Disney Way; Harbor Boulevard/Katella Avenue; and Harbor Boulevard/Convention Way. The intent is to identify appropriate and aesthetically pleasing bollard designs to provide for enhanced pedestrian safety at these intersections. The information learned from this pilot program may also be transferable to other locations in the City.

A Request for Proposals was issued on January 10, 2019, for Consultant Services for this project. City Council selection of a Consultant is anticipated to occur by April 2019. Completion of the design and construction of the project is anticipated to occur in FY 2019/2020.

Expenditures:

During FY 2017/2018, \$2,500,000 of ATID Transportation funds were allocated for the project. Funds are anticipated to be expended in FY 2018/2019 and FY 2019/2020.

KATELLA WIDENING PROJECT INCLUDING TWO CHANGEABLE MESSAGE SIGNS (CMS):

The ATID Transportation Committee allocated a total of \$2,440,000 for the widening of the south side of Katella Avenue adjacent to the Anaheim Convention Center and the installation of two changeable message signs in the Katella Avenue median. The funding for this project was allocated as part of three separate actions as follows:

- April 9, 2018 - \$150,000 allocated to install one CMS in the Katella Avenue median to eliminate an existing trailer mounted sign and provide changeable directional information to westbound traffic. This CMS will be located near the signalized intersection which provides access to the Anaheim Convention Center Car Park 1.
- September 24, 2018 - \$150,000 allocated in connection with a larger project described later in this Annual Report (“The Anaheim Resort Sign Project 2019-2020”) to install one CMS in the Katella Avenue median, just east of Disneyland Drive to eliminate an existing trailer mounted sign. This CMS will provide changeable directional information to eastbound traffic.
- September 24, 2018 - \$2,300,000 allocated to add a fourth lane of travel adjacent to the Anaheim Convention Center (\$2,140,000) and to implement Intelligent Transportation System (ITS) improvements such as signal and camera detection equipment (\$160,000). For ease of reporting, the ITS improvements will be reported as a separate project.

The ultimate right-of-way for Katella Avenue between West Street and Harbor Boulevard is four lanes. The road has been widened to four eastbound lanes east of the Anaheim Convention Center between Hotel Way and Harbor Boulevard; however, there are three eastbound lanes of travel between West Street and Hotel Way. In connection with the development of the Westin Hotel (west of the Anaheim Convention Center), the road will be widened to four eastbound lanes. This will leave a gap of three lanes in front of the Anaheim Convention Center. Widening this gap will provide for a seamless continuation of the eastbound fourth lane from West Street to the entry to Anaheim Convention Center Car Park 1. It will also allow for one of the travel lanes to be used for vehicles making a right turn to enter Car Park 1 and still allow for three lanes of eastbound travel.

The design phase of this project is underway with construction anticipated to commence in Spring 2019.

Expenditures:

During FY 2017/2018, \$2,440,000 of ATID Transportation funds were allocated for the project. Funds are anticipated to be expended in FY 2018/2019 and FY 2019/2020.

INTELLIGENT TRANSPORTATION SYSTEM (ITS) IMPROVEMENTS IN THE ANAHEIM RESORT:

As previously indicated, on September 24, 2018, the ATID Transportation Committee allocated funds (\$160,000) for ITS improvements. This includes improvements such as signal equipment and camera detection equipment in key areas in The Anaheim Resort as identified by the City

Traffic Management Center (TMC). These proposed improvements will further assist with traffic management along the area's major corridors.

Expenditures:

During FY 2017/2018, \$160,000 of ATID Transportation funds were allocated for the project. Funds are anticipated to be expended in FY 2018/2019 and FY 2019/2020.

THE ANAHEIM RESORT SIGN PROJECT 2019-2020:

On April 9, 2018, the ATID Transportation Committee allocated \$150,000 for the installation of a changeable message sign (CMS) in the Harbor Boulevard median, south of Convention Way. This sign is intended to provide changeable directional information to northbound Harbor Boulevard traffic and eliminate an existing trailer mounted sign. On September 24, 2018, the ATID Transportation Committee allocated \$5,600,000 for signs in The Anaheim Resort, including upgrading existing signs, installation of new signs, establishment of sign maintenance agreements and related Sign Project Management activities. One of the signs (a CMS on Katella Avenue at a cost of \$150,000) has been moved to the Katella Widening Project discussed earlier in this Annual Report, leaving a remainder of \$5,450,000 for this larger sign project. The total funding for all of these sign improvements (\$150,000 for the Harbor CMS plus the remaining \$5,450,000) is \$5,600,000. Below is a summary of the sign improvements:

- Replace two trailer mounted signs on Harbor Boulevard and Disneyland Drive with permanently installed CMS that can be controlled through the City of Anaheim Traffic Management Center (TMC);
- Repair the changeable arrows on three large cantilever signs on Disneyland Drive and Katella Avenue that assist in directing traffic to Downtown Disney and Theme Park parking areas;
- Replace five static and/or outdated digital signs on Ball Road, Harbor Boulevard and Disneyland Drive with updated changeable message signs that can be controlled through the City TMC to improve the quality of wayfinding assistance (this will also include the removal of one trailer mounted sign on Harbor Boulevard); and,
- Install fiber optic cables and conduits to provide communication from the TMC to the CMS.

This project also funds Project Management costs to oversee all activities associated with this sign project plus the 14 other CMS recently approved for ATID funding (the 12 overhead CMS and the 2 smaller CMS as part of the Katella Widening Project). This will include oversight of all activities related to processing of the signs through design, procurement and construction and

also include work associated with establishing agreements between the City and the Disneyland Resort for maintenance and operation of the signs.

Exhibit D (The Anaheim Resort – Sign Changes) provides a map showing the location of the signs that will be addressed as part of this project. This exhibit also identifies the two Katella Avenue CMS that will be installed as part of the Katella Widening Project.

Expenditures:

During FY 2017/2018, \$150,000 of ATID Transportation funds were allocated for the Harbor CMS and during FY 2018/2019, \$5,450,000 were allocated for the remaining signs addressed by this project. Funds are anticipated to be expended in FY 2018/2019 and FY 2019/2020.

ANAHEIM TRANSPORTATION NETWORK (ATN) – SUPPLEMENT CALTRANS GRANT FOR ART 2035 IMAGINE POSSIBILITIES STUDY EFFORTS

On January 15, 2015, the ATID Transportation Committee allocated \$255,000 to ATN to supplement a grant received by the ATN from Caltrans to prepare an Integrated Transportation and Capacity Building Plan Study called “ART 2035 Imagine Possibilities.” This Plan evaluates operating parameters for ART services and any necessary future governance structure changes for ART. It also includes a comprehensive evaluation and update of the ART financial participation structure and modeling methodology. The study was completed in June, 2017. A copy of the study is provided on the rideart.org website at: <http://rideart.org/wp-content/uploads/2014/12/ART-Draft-Final-Report-06-29-17.pdf>.

Expenditures:

During FY 2015/2016, \$255,000 of ATID Transportation funds were allocated for the project and \$141,563 was expended. During FY 2016/2017, \$72,341 was expended, with the remaining balance of \$41,096 expended during FY 2017/2018. All allocated funds have been expended for this project.

ANAHEIM TRANSPORTATION NETWORK (ATN) – OPERATIONAL FUNDING

On March 23, 2017, the ATID Transportation Committee allocated \$472,434 for operational funding for the ATN for two fiscal years.

ATN’s contracted bus operators voted to affiliate with a labor union, causing a significant increase in the transit agency’s operational costs. To offset these costs, ATN increased passenger fares and hotel assessment fees and conducted a new driver services contract. However, there was an operational shortfall. ATN requested and received funding for two

years to close the gap on the driver service contract obligation as follows: \$233,398 during FY 2016/2017 and \$239,036 during FY 2017/2018.

Expenditures:

During FY 2016/2017, \$472,434 of ATID Transportation funds were allocated for the project and \$233,398 was expended, with the remaining balance of \$239,036 expended during FY 2017/2018. All allocated funds have been expended for this project.

ANAHEIM TRANSPORTATION NETWORK (ATN) – MATCHING GRANT FUNDING

On March 23, 2017, the ATID Transportation Committee allocated \$500,000 for matching grant funding for bus acquisition for the purpose of qualifying for and obtaining local, state and/or federal grant opportunities. ATN provided an update on the use of these funds (see Exhibit E). In October 2018, ATN placed an order for two 30-foot Zero Emission Buses (ZEB) which will be delivered in December 2019. Funding for these buses comes from a variety of sources including ATID (\$500,000), South Coast Air Quality Management District Mobile Source Air Pollution Reduction Control (MSRC) Program (\$133,000), Hybrid and Zero-Emission Truck and Bus Voucher Incentive (HVIP) Program Credits (\$270,000) and the Carl Moyer Memorial Air Quality Standards Attainment (AQUIP) Program (\$58,000). With the addition of these two new buses, ATN will own and operate a total of six ZEBs.

Expenditures:

During FY 2016/2017, \$500,000 of ATID Transportation funds were allocated for the project. During this fiscal year, no funds were expended. ATN anticipates expending the funds in FY 2018/2019.

**ANAHEIM TRANSPORTATION NETWORK (ATN) – REAL-TIME MANAGEMENT/
PASSENGER INFORMATION SYSTEM**

On March 23, 2017, the ATID Transportation Committee allocated \$1,250,000 for a real-time management/passenger information system for the ATN.

ATN requested \$1,250,000 of ATID funding over three years to be used for the purpose of developing and installing a real-time passenger information system that will allow ATN to better manage its operations and provide its guests and passengers with the information they require related to ATN's transit services. The funding is being used to develop, install, and acquire necessary communication hardware (such as reader sign boards, etc.) that will provide real-time arrival and departure information. This includes electronic signage on-board ATN's fleet, as well as at the bus stops and transportation hubs located with The Anaheim Resort.

During May of FY 2016/2017, the ATN Board authorized the work to commence to install on-board InfoTainment and Real-Time Passenger Information systems. ATN provided an update on the use of these funds (see Exhibit E). By December 2017, 82 passenger information screens were installed on board the ART fleet of buses. ART system information started being available on these systems in January 2018. By July 2018, 50 on-board WiFi units were installed on the ART fleet dedicated to Core ART service routes 1 through 19 and 22 (not on the Toy Story Line – Route 20). This facilitates real-time information downloads and free network access for ART patrons. In addition, 50 real-time, next bus passenger information arrival signs will be installed, including 25 signs at ART bus stops, as approved by the City of Anaheim, and 25 signs at the Disneyland Resort Main Transportation Center. This work is anticipated to commence in Spring 2019. Two transit screen sorting signs will also be installed in The Anaheim Resort, one at the Anaheim Convention Center Grand Plaza and the other at the Disneyland Resort Main Transportation Center.

Expenditures:

During FY 2016/2017, \$1,250,000 of ATID Transportation funds were allocated for the project. During FY 2017/2018, \$604,205 was expended. ATN anticipates expending the remaining funds in FY 2018/2019 and FY 2019/2020.

ANAHEIM TRANSPORTATION NETWORK (ATN) – ACQUISITION OF 40 ZERO EMISSION BUSES (ZEBs) FOR ANAHEIM RESORT TRANSPORTATION (ART) FLEET ELECTRIFICATION

On September 24, 2018, the ATID Transportation Committee allocated \$2,511,000 towards acquisition of 40 ZEBs for ART Fleet operations.

Early in 2018, the ATN applied for and received funding from the California State Transportation Agency's (CalSTA) Transit and Intercity City Rail Capital Program (TIRCP) which will allow ATN to electrify 50 percent of its fleet and develop an energy storage and charging solution for ART services.

The total cost of the 40 ZEBs is \$32,511,000, of which ATID will fund \$2,511,000. ATN has also secured \$30,000,000 from other sources including the TIRCP grant (\$22,600,000), Federal Transit Administration (FTA) funds/partnership with the City of Norwalk (\$500,000) and HVIP State Credits Program (\$6,900,000).

The new buses will replace a 20-year old fleet of Liquefied Natural Gas (LNG) buses, purchased from the Orange County Transportation Authority. The new ZEB fleet will include ten 30-foot buses, twenty 40-foot buses and ten 60-foot articulated buses. ATN anticipates deploying the buses along its busiest routes in The Anaheim Resort. This includes sixteen buses throughout The Anaheim Resort, including the ten articulated buses primarily along Harbor Boulevard and the Grand Plaza. Twenty-four buses are anticipated to serve the Toy Story lot.

ATN provided an update on the use of these funds (see Exhibit E). The ATN Board of Directors is anticipated to consider a Purchasing Agreement between ATN and BYD Motors USA and take action on exercising purchasing options to acquire the buses at its January 30, 2019, Board Meeting. ATN anticipates completion of the agreement negotiation process by Spring 2019, with delivery of the new ZEB bus fleet in late Fall 2020.

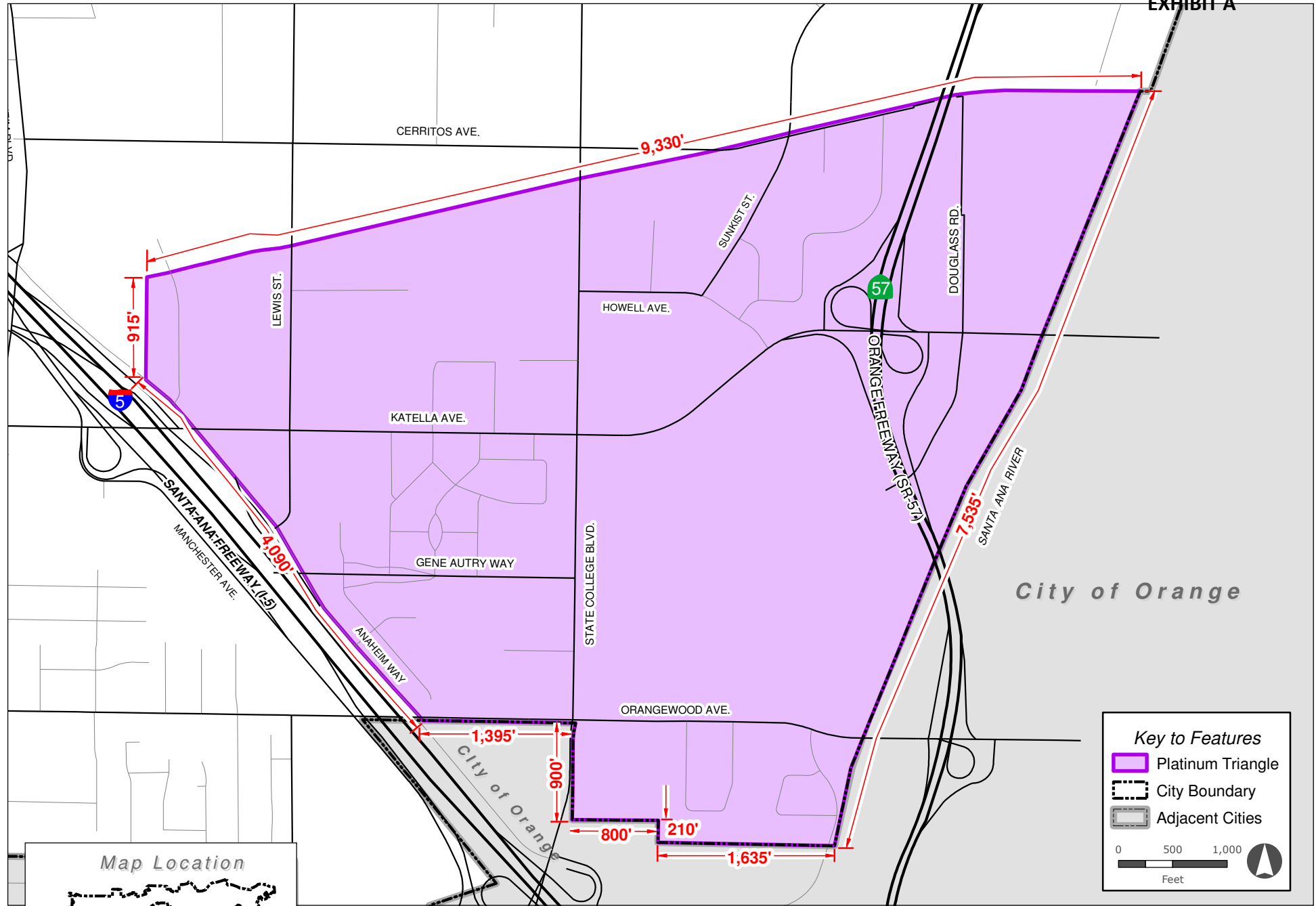
Expenditures:

During FY 2017/2018, \$2,511,000 of ATID Transportation funds were allocated for the project. ATN anticipates expending the funds in FY 2019/2020.

CITY OF ANAHEIM
ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID)
ANNUAL REPORT SUMMARY - TRANSPORTATION COMPONENT
PRELIMINARY

DATED: 1-28-19 With Projects

	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	Projected FY 2018/19	Projected FY 2019/20	Projected FY 2020/21	Projected FY 2021/22
Revenues:												
Special Assessments	\$ 1,319,150	\$ 2,940,416	\$ 3,092,940	\$ 3,306,269	\$ 3,600,839	\$ 4,066,649	\$ 4,435,546	\$ 4,626,062	\$ 4,828,444	\$ 4,997,563	\$ 5,132,379	\$ 5,251,676
Penalties and Interest	6,263	37,805	52,166	58,716	64,235	57,829	137,416	187,795	65,100	65,100	65,100	65,101
Total Revenues	1,325,413	2,978,221	3,145,106	3,364,985	3,665,074	4,124,478	4,572,962	4,813,857	4,893,544	5,062,663	5,197,479	5,316,777
Expenditures (Bold/All Project Funding Expended) :												
ARC	-	(203,498)	(225,459)	(351,454)	(340,149)	(190,667)	(237,049)	(476,984.50)	-	-	-	-
ARTIC - Land	-	-	(1,000,000)	(1,000,000)	(1,000,000)	(1,000,000)	(1,000,000)	-	-	-	-	-
ARTIC - Operational Support	-	-	-	-	(2,100,000)	(1,900,000)	-	-	-	-	-	-
Resort Directional Signs	-	-	(740,730)	(9,914)	(449,355)	-	-	-	-	-	-	-
Anaheim Canyon Rail Feeder	-	-	(87)	(22,200)	-	-	-	-	-	-	-	-
Traffic Signals (Harbor/Katella)	-	-	-	-	-	-	(166,522)	(31,720.95)	-	-	-	-
ATN	-	-	-	-	-	(425,563)	(72,341)	(41,095.54)	-	-	-	-
ARTIC to CtrCity Bus Service	-	-	-	-	-	-	(71,794.00)	-	-	-	-	-
AR CMS Update	-	-	-	-	-	-	(6,606)	(117,524.73)	-	-	-	-
AR Master Program (Construction Services)	-	-	-	-	-	-	(37,910)	(104,138.75)	-	-	-	-
ATN Operational Funding	-	-	-	-	-	-	(233,398)	(239,036.00)	-	-	-	-
ATN Real-Time Mgmt/Info System	-	-	-	-	-	-	-	(604,204.40)	-	-	-	-
Total Expenditures	-	(203,498)	(1,966,276)	(1,383,568)	(3,889,504)	(3,516,230)	(1,753,827)	(1,686,499)	-	-	-	-
Encumbrances:												
Anaheim Canyon Rail Feeder	-	-	-	-	-	-	-	-	(7,713)	-	-	-
ARM Mobility Plan	-	-	-	-	-	-	-	-	(250,000)	-	-	-
AR CMS Update	-	-	-	-	-	-	-	-	(1,775,869)	-	-	-
AR Master Program (Construction Services)	-	-	-	-	-	-	-	-	(4,550)	-	-	-
ATN Matching Grant Funding	-	-	-	-	-	-	-	-	(500,000)	-	-	-
ATN Real-Time Mgmt/Info System	-	-	-	-	-	-	-	-	(645,796)	-	-	-
AR Pilot Bollards Program	-	-	-	-	-	-	-	-	(2,500,000)	-	-	-
ATN Fleet Electrification (40 Buses)	-	-	-	-	-	-	-	-	-	(2,511,000)	-	-
AR Sign Project 2019-20	-	-	-	-	-	-	-	-	(5,600,000)	-	-	-
AR Katella Widening-2 CMS	-	-	-	-	-	-	-	-	(2,440,000)	-	-	-
AR ITS Improvements	-	-	-	-	-	-	-	-	(160,000)	-	-	-
Total Encumbrances	-	-	-	-	-	-	-	-	(13,883,928)	(2,511,000)	-	-
Contribution/(Draw)	1,325,413	2,774,723	1,178,830	1,981,417	(224,430)	608,248	2,819,135	3,127,358	(8,990,384)	2,551,663	5,197,479	5,316,777
Beginning Available Fund Balance	-	1,325,413	4,100,136	5,278,966	7,260,383	7,035,953	7,644,201	10,463,336	13,590,694	4,600,310	7,151,973	12,349,452
Ending Available Fund Balance	\$ 1,325,413	\$ 4,100,136	\$ 5,278,966	\$ 7,260,383	\$ 7,035,953	\$ 7,644,201	\$ 10,463,336	\$ 13,590,694	\$ 4,600,310	\$ 7,151,973	\$ 12,349,452	\$ 17,666,229

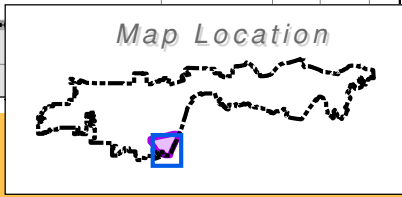


City of Orange

Key to Features

- Platinum Triangle
- City Boundary
- Adjacent Cities

0 500 1,000
Feet



The Platinum Triangle LEGAL DESCRIPTION

City of Anaheim
Planning GIS
July 20, 2010

Anaheim Tourism Improvement District - Participating Properties

Number	Hotel List	Address	Zip Code	City
1	Alamo Inn and Suite	1140 W Katella Ave	92802-2805	Anaheim
2	Alpine Motel	715 W Katella Ave	92802	Anaheim
3	America's Best Inns and Suites	425 W Katella Ave	92802	Anaheim
4	Anabella Hotel	1030 W Katella Ave	92802	Anaheim
5	Anaheim Camelot Inn and Suites	1520 S Harbor Blvd	92802	Anaheim
6	Anaheim Carriage Inn	2125 S Harbor Blvd	92802-3515	Anaheim
7	Anaheim Courtyard by Marriott	2045 S Harbor Boulevard	92802	Anaheim
8	Anaheim Del Sol	1604 S Harbor Blvd	92802-2314	Anaheim
9	Anaheim Desert Inn and Suites-Disneyland	1600 S Harbor Blvd	92802	Anaheim
10	Anaheim Desert Palms Hotel and Suites	631 W Katella Ave	92802	Anaheim
11	Anaheim Discovery Inn & Suites	1126 W Katella Ave	92802	Anaheim
12	Anaheim Harbor RV Park, L.P.	1009 S Harbor Blvd	92805	Anaheim
13	Anaheim Luxury Suites	620 W Orangewood Ave	92802	Anaheim
14	Anaheim Marriott	700 W Convention Way	92802	Anaheim
15	Anaheim Overnite Trailer Park	2156 S Harbor Blvd	92802	Anaheim
16	Anaheim Plaza Hotel and Suites	1700 S Harbor Blvd	92802-2375	Anaheim
17	Anaheim Rodeway Inn Maingate	1211 S West Place	92802	Anaheim
18	Anaheim RV Village	333 W Ball Road	92805	Anaheim
19	Arena Inn & Suites	130 W Katella Ave	92802-3602	Anaheim
20	Ayres Hotel	2550 E Katella Ave	92806	Anaheim
21	Best Western Anaheim Inn	1630 S Harbor Blvd	92802	Anaheim
22	Best Western Courtesy Inn	1070 W Ball Rd	92802-1804	Anaheim
23	Best Western Park Place Inn and Mini Suites	1544 S Harbor Blvd	92802	Anaheim
24	Best Western Raffles Inn & Suites	2040 S Harbor Blvd Anaheim	92802	Anaheim
25	Best Western Stovall's Inn	1110 W Katella Ave	92802	Anaheim
26	Best Western-Pavillions	1176 W Katella Ave	92802	Anaheim
27	Budget Inn	1042 W Ball Rd	92802-1804	Anaheim
28	Candy Cane Inn	1747 S Harbor Blvd	92802	Anaheim
29	Carousel Inn and Suites	1530 S Harbor Blvd	92801	Anaheim
30	Castle Inn	1734 S Harbor Blvd	92802-2374	Anaheim
31	Clarion Hotel Anaheim Resort	616 W Convention Way	92802	Anaheim
32	Classic Motel	909 S Harbor Blvd.	92805	Anaheim
33	Comfort Inn Maingate	2171 S Harbor Blvd	92008	Anaheim
34	Comfort Suites-Anaheim	300 E Katella Way	92802	Anaheim
35	Cortona Inn and Suites	2029 S Harbor Blvd	92802	Anaheim
36	Days Inn & Suites Anaheim at Disneyland	1111 S Harbor Blvd	92805	Anaheim
37	Days Inn Anaheim West	1030 W Ball Rd	92802	Anaheim
38	Disneyland Hotel	1150 W Magic Way	92802	Anaheim
39	Disney's Grand California Hotel and Spa	1600 S Disneyland Dr	92803	Anaheim
40	Disney's Paradise Pier Hotel	1717 S Disneyland Dr	92802	Anaheim
41	Dolphin's Cove	465 W Orangewood Ave	92802	Anaheim
42	Doubletree Guest Suites Anaheim Resort/Con Ctr	2085 S Harbor Blvd	92802	Anaheim
43	Eden Roc Inn & Suites	1830 S West St	92802	Anaheim
44	Extended Stay America Anaheim Convention Center	1742 S Clementine St	92802	Anaheim
45	Fairfield Inn Anaheim Disneyland Resort	1460 S Harbor Blvd	92802	Anaheim
46	Frontier Motel	933 S Harbor Blvd.	92805	Anaheim
47	Greenwood Suites	1733 S Anaheim Blvd	92805	Anaheim
48	Hacienda Inn & Suites	2176 S Harbor Blvd	92802	Anaheim
49	Hilton Anaheim	777 W Convention Way	92802	Anaheim
50	Holiday Inn Anaheim Resort	1915 S Manchester Ave	92802	Anaheim
51	Holiday Inn Express-Maingate	435 W Katella Ave	92802	Anaheim
52	Holiday Inn Hotel and Suites	1240 S Walnut St	92802	Anaheim
53	Hotel Menage	1221 S Harbor Blvd	92805	Anaheim
54	Howard Johnson Plaza Hotel	1380 S Harbor Blvd	92802	Anaheim
55	Islander Inn and Suites	424 W Katella Ave	92802	Anaheim
56	Jolly Roger Inn	640 W Katella Ave	92802-3499	Anaheim
57	La Quinta Inn & Suites	1752 S Clementine St	92802	Anaheim
58	Little Boy Blue Motel	416 W Katella Ave	92802-3697	Anaheim
59	Motel 6	100 W Disney Way	92802	Anaheim
60	Park Vue Inn	1570 S Harbor Blvd	92802	Anaheim
61	Peacock Suites Hotel	1745 S Anaheim Blvd	92805-6518	Anaheim
62	Portofino Inn and Suites	1831 S Harbor Blvd	92782	Anaheim
63	Quality Inn & Suites Anaheim	1166 W Katella Ave	92802	Anaheim
64	Quality Inn and Suites Anaheim Resort	1441 S Manchester Ave	92802	Anaheim
65	Quality Inn Maingate	2200 S Harbor Blvd	92802	Anaheim
66	Ramada at the Anaheim Convention Center	2141 S Harbor Blvd	92802	Anaheim
67	Ramada Inn	515 W Katella Ave	92805	Anaheim
68	Ramada Inn Maingate	1650 S Harbor Blvd	92802	Anaheim
69	Ramada Limited Anaheim	921 S Harbor Blvd	92805	Anaheim
70	Red Lion Hotel Anaheim Maingate	1850 S Harbor Blvd	92802	Anaheim
71	Residence Inn Anaheim Maingate	1700 S Clementine St	92802	Anaheim
72	Riviera Motel	410 W Katella Ave	92802	Anaheim
73	Rodeway Inn & Suites	2145 S Harbor Blvd	92802	Anaheim
74	Sheraton Anaheim Hotel	900 S Disneyland Dr	92802	Anaheim
75	Sheraton Park Hotel at the Anaheim Resort	1855 S Harbor Blvd	92802	Anaheim
76	Staybridge Suites	1855 S Manchester Ave.	92802	Anaheim
77	Super 8 Motel Anaheim Near Disneyland	415 W Katella Ave	92802-3607	Anaheim
78	Super 8-ANAHEIM Park	915 S Disneyland Dr	92802	Anaheim
79	Towne Place Suites by Marriott	1730 S State College Blvd	92806	Anaheim
80	Travelodge-Anaheim	1057 W Ball Rd	92802	Anaheim
81	Travelodge-International Inn	2060 S Harbor Blvd	92802	Anaheim
82	Tropicana Inn and Suites	1540 S Harbor Blvd	92802-2312	Anaheim
83	Worldmark The Club	201 W Katella Ave	92802	Anaheim
84	Zaby's Motor Lodge	444 W Katella Ave	92802-3694	Anaheim

City of Anaheim
PLANNING DEPARTMENT
Business License Division

EXHIBIT C



October 13, 2010

RE: Tourism Improvement District Assessment

Dear Anaheim Hotel Operator:

On September 14th, the Anaheim City Council established the Anaheim Tourism Improvement District (ATID) as a means of providing the necessary resources to enhance tourism activity and increase hotel room stays. Initiated by the Anaheim/Orange County Visitor & Convention Bureau together with members of the local hotel community, this new assessment is not a tax for the general benefit of the City, rather it is an assessment for activities that provide benefits directly to those businesses within the tourism improvement district.

Although the details of the ATID are contained within the Resolution of Formation and Management Plan, the following is a brief overview of the ATID and the process by which the City will fulfill its role in collecting the new assessment.

Assessment:

All assessed facilities shall pay an assessment in the amount equal to two percent (2%) of the hotel room "rent" as defined in the Anaheim Municipal Code (Section 2.12.005.080) and will apply to all current and future visitor accommodation facilities within the ATID boundaries. Hotel room "rent" means the total consideration charged by an operator for accommodations that includes, but is not limited to things such as resort fees, equipment and in-room services.

Notification to Consumer:

The ATID assessment is levied solely upon the facilities within the district and the business owner is solely responsible for payment of the assessment when due. However, at the discretion of the assessed facility, the ATID assessment or any portion thereof may be collected from a transient. If a facility chooses to collect the assessment from a transient, the amount of assessment shall be separately stated and identified for the transient as a: "Tourism Improvement District Assessment" or some abbreviated version of that name. If the ATID assessment is separated out and collected from the transient, it should not be considered when calculating the transient occupancy tax due for the same room.

P.O. Box 61042
Anaheim, California 92803-6142

TEL (714) 765-5194
FAX (714) 765-4664

www.business_license@anaheim.net

Time and Manner of Collection:

The new ATID assessment shall commence on November 1, 2010. The collection of the assessments levied shall be made by each facility to the City of Anaheim Business License Office before the close of City business on the last City business day of each month utilizing the new TOT Return Form that has been amended to account for the ATID assessment. The first payment of the ATID assessment will be due to the City on December 30, 2010, for the November accounting period. Penalties and interest will be assessed on any late payments in accordance with the provisions of Section 017 of the Management Plan.

For your convenience, we have enclosed the new TOT Return Forms for the time period of November 2010 through June 2011. These forms have been amended to provide for the appropriate calculation of the ATID assessment. An instruction sheet is included to assist you in completing the new form.

For a copy of the City Resolution establishing the ATID and all related documents, including the Management Plan and additional downloadable TOT Return Forms, please visit our website at www.anaheim.net/TOT. If you should you have any questions related to the remittance of the ATID Assessment, please contact Sandy Carmelo in the City's Business License office at (714) 765-5170.

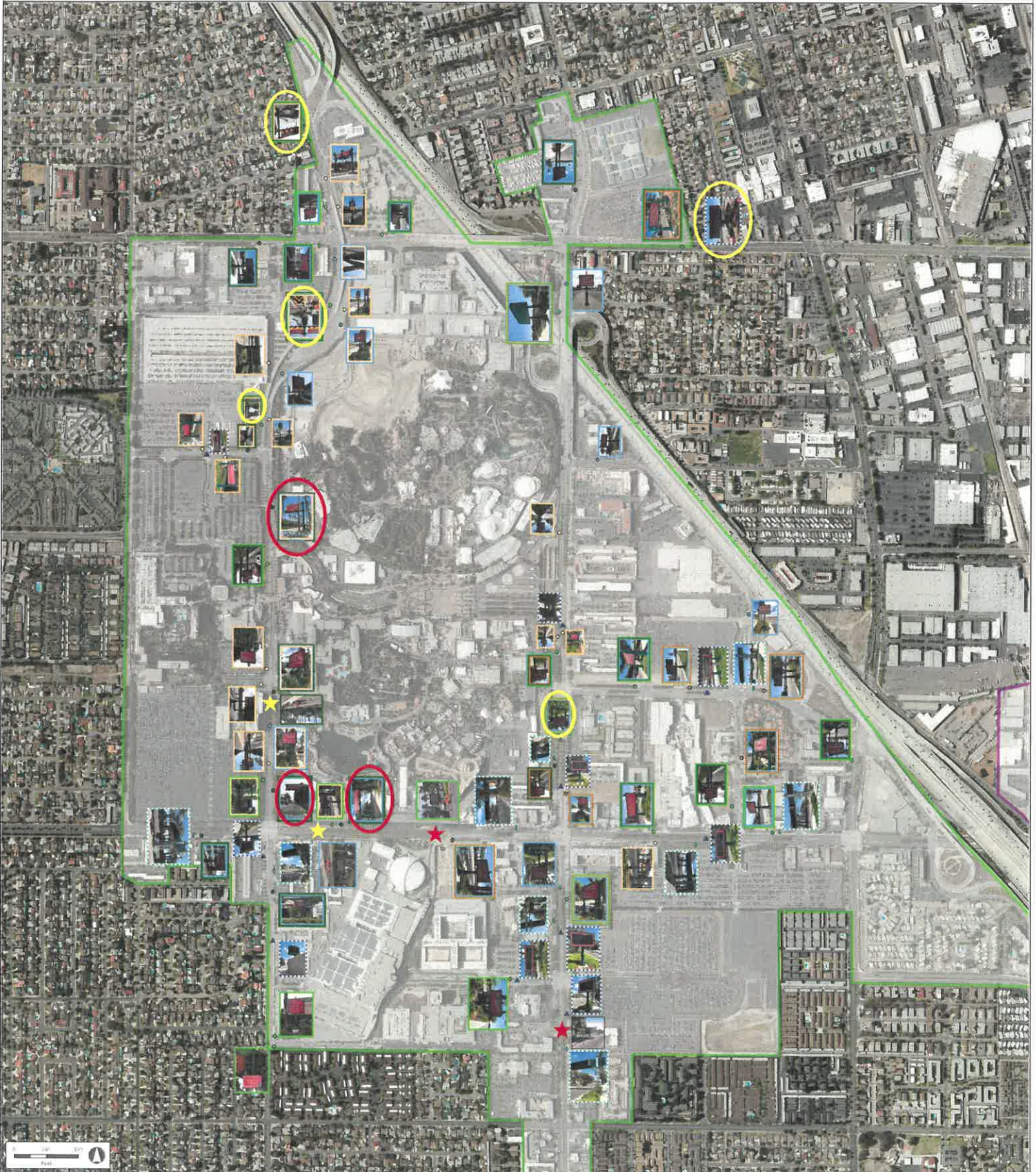
If you have any questions regarding the establishment of the ATID and the specific activities supported by the assessment district, please contact Christina Dawson at the Anaheim/Orange County Visitors and Convention Bureau at (714) 765-8856.

Sincerely,



Sandra Sagert
License Collector

The Anaheim Resort - Sign Changes



Points & Borders

- Convention Center
- Downtown Disney
- GardenWalk
- Theme Parks
- Other
- ◆ Changeable Message Sign (CMS)
- ▲ Digital Message Sign (DMS)
- ★ Replace trailer mounted sign with permanent sign in median
- ★ Replace trailer mounted sign with permanent sign in median (previously-approved)

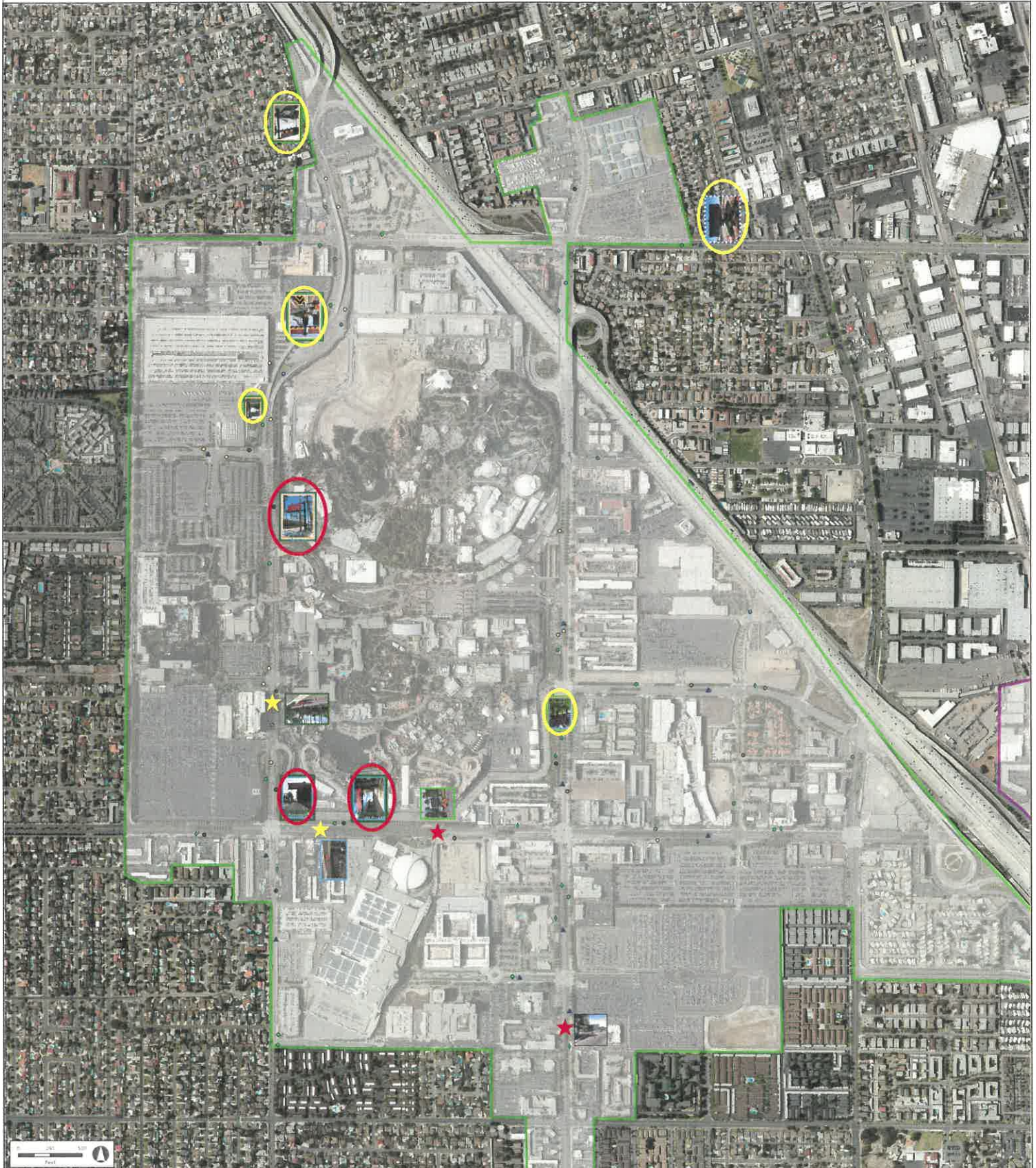
Boundaries

- The Anaheim Resort™
- Platinum Triangle

- Transition from static/outdated digital to dynamic digital sign
- Repair changeable arrows
- CMS Border
- DMS Border

Note: All photos of signs are oriented in the direction of travel.

The Anaheim Resort - Sign Changes



Points & Borders

- Convention Center
- Downtown Disney
- GardenWalk
- Theme Parks
- Other
- ◆ Changeable Message Sign (CMS)
- ▲ Digital Message Sign (DMS)
- ★ Replace trailer mounted sign with permanent sign in median
- ★ Replace trailer mounted sign with permanent sign in median (previously-approved)

Boundaries

- Transition from static/outdated digital to dynamic digital sign
- Repair changeable arrows
- The Anaheim Resort™
- Platinum Triangle

Note: All photos of signs are oriented in the direction of travel.



City of Anaheim
GIS Central
September 17, 2018



DATE: JANUARY 28, 2019

TO: ANAHEIM TOURISM IMPROVEMENT DISTRICT
TRANSPORTATION COMMITTEE

FROM: ANAHEIM TRANSPORTATION NETWORK

RE: ANNUAL PROJECT STATUS REPORT

As of the date of this report, the Anaheim Transportation Network (ATN) is submitting a status report for three (3) active projects funded by Anaheim Tourism Improvement District (ATID) Transportation Committee. Each project is a different stage of development and deployment. The status of each project is discussed below.

1. Real-Time Passenger Information System (\$1,250,000)

The Real-Time Passenger Information System included several components that in various stages of deployment:

1. Installation 82 passenger information screens on board ART fleet of completed on December 31, 2017;
2. Installation of 50 on-board WIFI units completed in July 2018;
3. Design and permitting of 25 real-time “next bus” passenger information arrival signs in process. Installation planned for Spring 2019; and
4. Design and approval of ART of 25 real-time “next bus” passenger information arrival signs at the Disneyland® Resort Main Transportation Center in process. Installation planned for Spring 2019

Funding accountability for the Real-Time Passenger Information System is provided in Table 1.

TABLE 1 – ATID REAL-TIME PASSENGER INFORMATION SYSTEM FUNDING SUMMARY

Task	Status	ATID Funding
Global Positioning System (GPS) Upgrade and Wi-Fi installations in Anaheim Resort Transportation (ART) bus fleet	Completed	\$38,216
Infotainment System for ART bus fleet	Completed	\$604,204
Real-Time Passenger Information signs at ART bus stops and East Esplanade	In Permitting Process. Installation Spring'19	\$607,580
Real-Time Passenger Information Interactive Screens	In Design Installation Spring'19	\$210,000 ¹

¹ ATN match funds



2. Zero Emission Buses -- ART Fleet 30-Foot Buses (\$500,000)

ATN placed an order for the two (2) 30-foot Zero Emission Buses (ZEB) in October 2018. ATN is providing a copy of the agreement with Build Your Dreams (BYD) Motors USA and proof of purchasing options from Washington State Department of Transportation.

The initial two (2) 30-foot BYD buses will be delivered to the ATN in December 2019. ATN was able to secure full funding for these new Zero Emission Buses (ZEB) from several sources:

ATID	\$500,000
MSRC	\$133,000
HVIP Credits	\$270,000
Carl Moyer AQUIP Program	<u>\$ 58,000</u>
Total Secured Funding	\$961,000

ATN’s existing charging facilities at 1280 South Anaheim Boulevard, Anaheim, are sufficient to power and provide energy to charge these two new BYD buses. The existing infrastructure was installed to charge the initial fleet of ten electric ART buses and is currently used to charge four (4) electric buses operating in ATN’s fleet. With the addition of these two new BYD buses, ATN will own and operate a total six (6) ZEBs.

3. Zero Emission Buses -- 40 Buses of Various Sizes (\$2,511,000)

ATN is working with BYD Motors USA to complete purchasing agreement for acquisition of 40 ZEB buses as part of the **#ElectrifyAnaheim** initiative to convert the entire ART fleet to an electric operating platform.

A Purchasing Agreement between ATN and BYD will be considered by the ATN Board of Directors at its meeting on January 30, 2019. At the same meeting, ATN Board of Directors will approve documentation with the State of Georgia and Washington State Departments of Transportation (DOT) for exercise of purchasing options to acquire 40 new ZEB buses for the ATN fleet:

- (10) 30-foot ZEB buses
- (20) 40-foot ZEB buses
- (10) 60-foot ZEB buses

ATN anticipates completion of the agreement negotiation process by Spring 2019. Delivery of the new ZEB bus fleet should take approximately 18 months. Delivery and acceptance of the new fleet will proceed for 30-45 from delivery date(s) following delivery. ATN anticipates completion of the delivery and acceptance process of the new ZEB buses in late Fall 2020. With the availability of ATID funds, this project is fully funded as follows:



Anaheim Resort Transportation

1354 South Anaheim Blvd. • Anaheim, CA 92805 888-364-ARTS • RideArt.org

*ATN Annual Status Report
ATID Transportation Committee
January 28, 2019
Page 3 of 3*

TIRCP (State of California)	\$22,600,000
ATID Transportation Committee	\$ 2,511,000
FTA & Partnership with City of Norwalk	\$ 500,000
HVIP State Credits Program	<u>\$ 6,900,000</u>
Total Secured Funding	\$32,511,000

ATN released a Request for Proposals (RFP) for inspection services at the BYD manufacturing facility in Lancaster, CA. This agreement will be awarded as the manufacturing process for 40 buses begins. The to be selected third party contractor will provide inspection services, represent ATN at the manufacturing facility and ensure full compliance with Quality Assurance, Buy America and other pertinent requirements. Regular status reports will be provided to the ATN Board of Directors.

the **ART** of connecting the dots

Be Part of Cutting Edge Innovation!



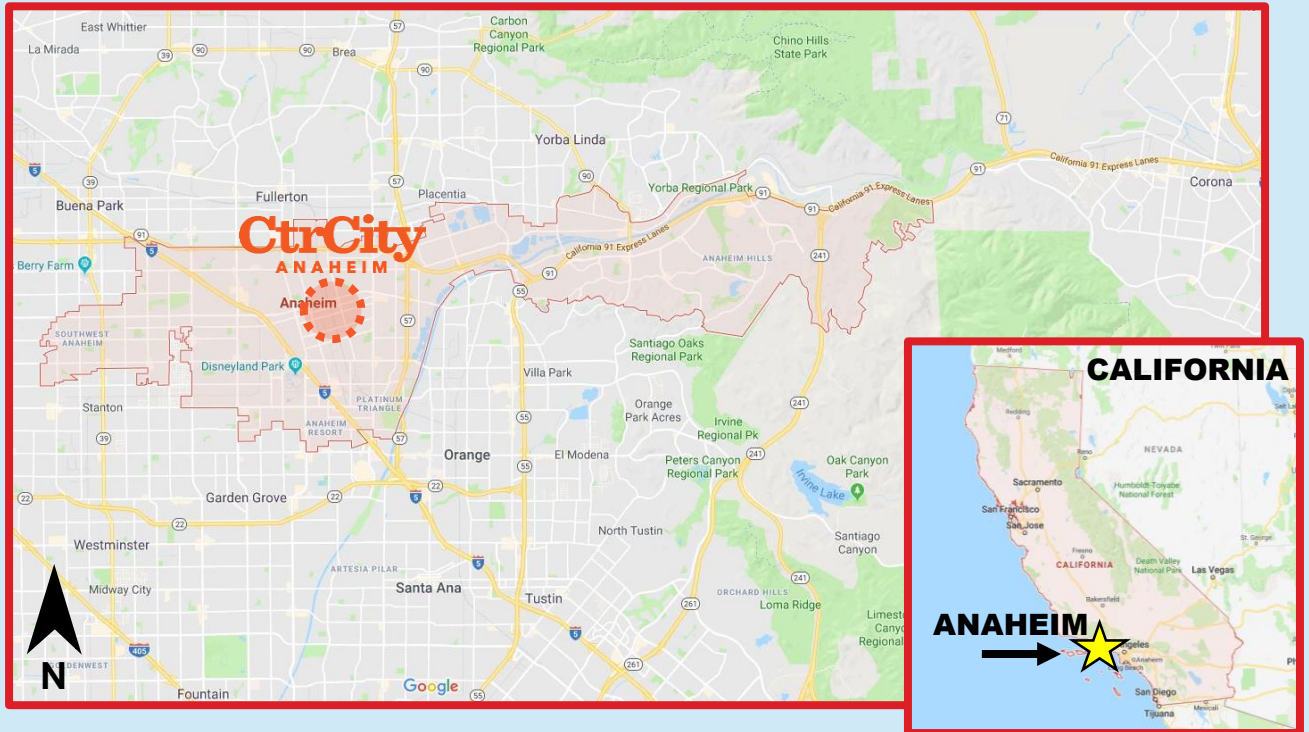
ART Fast Facts

- 81 Vehicle Fleet; **50%** will be Zero-Emission in 2019
- 9.5 Million Annual Ridership
- Subject to FTA Tri-Annual Review
- Transit Asset Management Plan
- Federal Recipient ID Number 9211
- 501(c)4 Nonprofit



Be Part of Cutting Edge Innovation!

Map: City of Anaheim



City of Anaheim Demographics

County: Orange

Population: 349,007

- Hispanic/Latino: 53.8%
- White: 25.2%
- Black/African American: 2.2%
- Asian: 16.3%
- Other: 2.5%

Poverty: 61.7%

Sources: Census Bureau; California HPI

The Anaheim Transportation Network's mission is to enhance transportation options by delivering reliable and efficient transportation solutions. Our commitment to customers focuses on integrity, customer service, a can-do spirit, communication, and partnerships.

Active Investments

create an influx of new residents and visitors to the City of Anaheim for work and play.

Anaheim Convention Center is the largest convention center, west of the Mississippi, just added 200,000 ft² of new space.

Major Expansion at Disneyland on 17 new acres of attraction space, opening in 2019; will bring 20,000 new daily visitors & require 3,800 new employees.

New Hotels under construction will host 2,400 guests per day & require 2,000 new employees.

Platinum Triangle is a 591-acre, mixed-use development in the final build-out phase.

CtrCity in Downtown Anaheim is being established as a "car-free" zone where transit will be marketed as a utility (like electricity), not a service. More than 1,000 new housing units expected by 2021.



Be Part of Cutting Edge Innovation!

#ElectrifyAnaheim

Changing the Transit Paradigm in Southern California

Visionary Goals for the 21st Century

Objectives

Reduce

Greenhouse gas (GHG) emissions

Expand & Improve

Service to increase ridership

Support

Tourism industry – including over 6,000 new jobs and 20,000 new daily visitors in 2019

Connect

Diverse ridership demographics to multiple transit modes (Amtrak, Metrolink)

Fair Share

Funding to Southern California under Cap and Trade

Goal 1. FRAN MicroTransit: Free Rides Around the Neighborhood

New transit service, using 10 small capacity (six-passenger) all-electric vehicles, will provide a new circulator and on-demand service in the **CtrCity** downtown corridor.

Goal 2. Zero Emission Buses

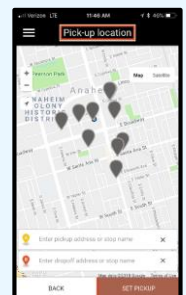
40 zero-emission vehicle (ZEV), all-electric buses will expand bus service to serve growing ridership, replace LNG buses, and allow ATN to have a **57%** ZEV fleet by 2020.

Goal 3. Solar Canopies & Maintenance Facility

New maintenance facility with solar charging canopies will accommodate the new MicroTransit fleet and expanded electric bus fleet, as well as current and future electrification needs.

Goal 4. Mobile App Integration

Integrate real-time parking guidance for CtrCity with ATN's transit planning and ride hailing mobile app. The app is being launched in connection with the FRAN microtransit system.



We are halfway there!

We need your help to achieve our vision of a 100% Zero-Emission Fleet!



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Funding Needed to Accomplish ZEV Goal:

Total Project Cost: \$53,479,250

Local Match: \$43,029,250 P3 Leveraged Funds: \$7,000,000

Federal Assistance: 3,000,000

Organic and Significant Growth

- Multiple local developments are exploding the need for transit. Availability and ability of public transit to meet this demand will ensure long-term environmental benefits.
- The Anaheim Resort, including Disneyland Resort (largest single site employer in California) and surrounding lodging establishments, combined with the growing CtrCity and Platinum Triangle, is a key economic and employment engine for the City of Anaheim, Orange County, and the State.
- Tourism is the 3rd largest industry (from an employment perspective) for the State of California.

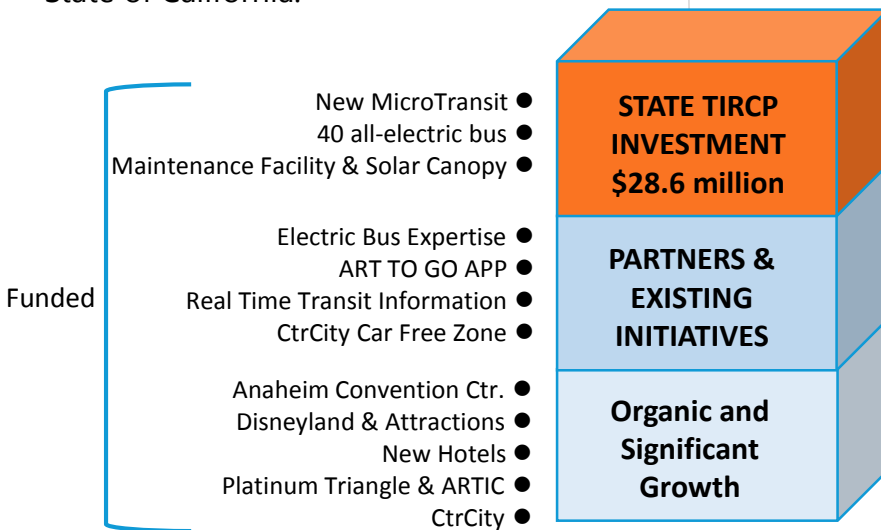
Leverages Partners & Existing Initiatives

- The project lays a foundation for MicroTransit to create a **new mode of service** that does not currently exist.
- One-of-a-kind mobile ticketing app under development to create seamless trip and destination booking using P3 partnerships. **\$2 million total value.**
- Smart street signage and real-time bus arrival information already being procured. **\$800,000 total value.**



#ElectrifyAnaheim is a paradigm shift in public transit in Southern California affecting employees, commuters, and visitors from throughout California, the United States, and the world.

#Electrify Anaheim



#ElectrifyAnaheim Benefits

- 625,000 new riders annually by 2021
- 42,423 metric tons of CO2 emission reductions over the project life
- 57% fully-electric fleet by 2020

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