



## CITY COUNCIL AGENDA REPORT

### City of Anaheim FINANCE DEPARTMENT

**DATE:** NOVEMBER 1, 2022  
**FROM:** FINANCE DEPARTMENT  
**SUBJECT:** ANAHEIM RESORT FISCAL IMPACT

**ATTACHMENT (Y/N):** NO **ITEM # 13**

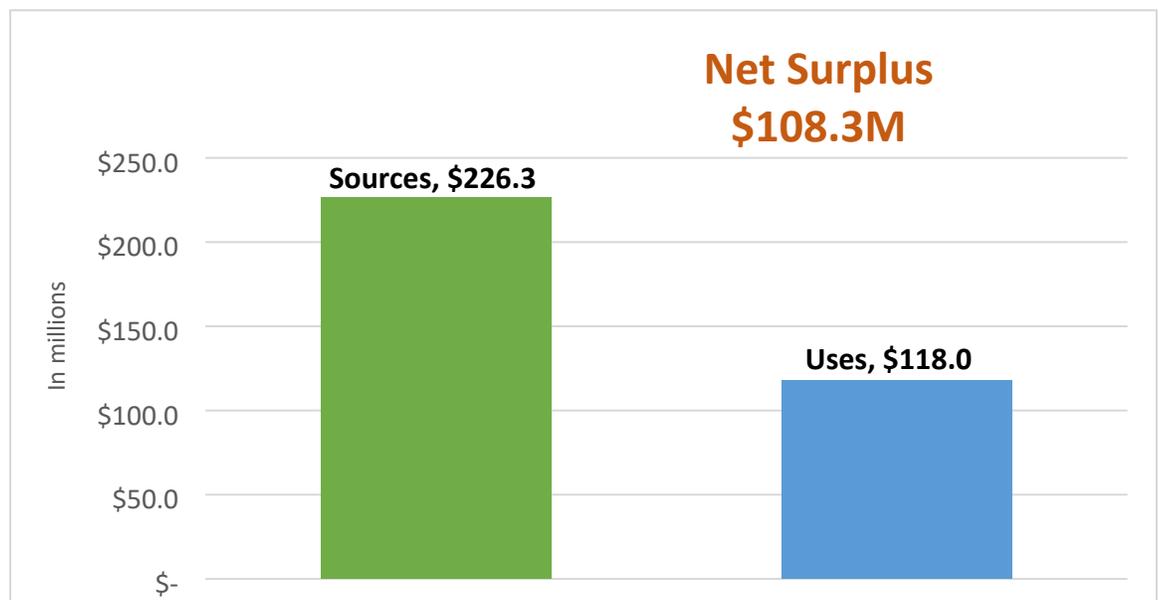
#### **ACTION:**

That the City Council receive a report on the fiscal impact of the Anaheim Resort.

#### **DISCUSSION:**

At the Council meeting of October 4, 2022, Council Member Diaz requested an informational item detailing the annual difference an Anaheim resident would have to pay for public services in the absence of tourism; the following is prepared in response to this request.

On average Anaheim welcomes more than 25 million visitors each year who contribute to its vibrant and diverse economy. The Adopted FY 2022/23 Budget includes an analysis of how tourism in the Anaheim Resort benefits the City's General Fund. As indicated on page 58, the Anaheim Resort generates a net surplus of \$108.3 million, which represents 27% of the City's General Fund ongoing expenditure budget and is available to provide core services like Police, Fire and Community Services in all areas of the City.



So what does this mean to the average Anaheim resident? At a minimum, it means that without tourism in the Anaheim Resort, citizens and businesses would have to pay nearly 30% more in

taxes and fees to maintain the same level of service we currently provide. A simple way to look at it is that each household would have to pay an additional \$1,044 per year to maintain existing services (based on 2020 census data indicating 104,000 Anaheim households).

Alternatively, if we had to reduce services to compensate for the lack of tourism, the following are possible General Fund service impacts totaling \$108.3 million.

	(in millions)
106 Police Officers (25%)	\$ 36.5
5 Fire Companies (26%)	16.5
Entire Planning Budget (including Code Enforcement & Graffiti Abatement)	26.0
Entire Parks Division	11.4
Entire Library Division	12.4
All Community and Family Resource Centers	5.5
<b>Total</b>	<b>\$ 108.3</b>

While the activity of the Anaheim Resort takes place in a small, heavily concentrated area, its benefit is shared by all of Anaheim's neighborhoods.

Some additional tourism highlights from Visit Anaheim include:

- 19.9M visitors in 2021 (Fewer than average due to Covid-related Resort closure)
  - 70% Day Trippers
  - 30% Overnight Guests
- Visitors spent \$6.4 billion
- Visitors supported 46,000 jobs in the county

**IMPACT ON BUDGET:**

There is no budgetary impact.

Respectfully submitted,

Concurred by,

Deborah A. Moreno  
Finance Director/City Treasurer

Gregory Garcia  
Assistant City Manager