

City Profile

Until the 1950s, Anaheim was best known as an agricultural town producing the region's finest oranges, chili peppers, and grapes. But that all changed when Disneyland opened its gates in July of 1955, ushering the City into a modern era of unprecedented growth.

Today, Anaheim is a bustling hub of industry, tourism, professional sports, and convention activities, visited by more than 20 million people from around the world each year. While the high profile venues of the Disneyland Resort, the Anaheim Convention Center, Angel Stadium of Anaheim and the Arrowhead Pond of Anaheim have brought the City much notoriety, Anaheim enjoys a progressive economic base that extends beyond the entertainment sector. The City is a diverse metropolis with more than 15,000 businesses and a labor force divided among manufacturing, retail and service industries.

Anaheim was founded in 1857 and incorporated in 1876 with a population of 881. Today it is the second most populated city in Orange County and tenth largest in California. It has grown from 2.6 square miles at the time of its incorporation to over 50 square miles today.

The City operates under a charter with a Council-Manager form of government. The four elected Council Members serve four-year terms in alternate slates every two years. The Mayor is elected at-large to a four-year term and with one vote, presides over the City Council meetings. The City Council appoints the City Attorney, City Clerk, City Treasurer, and City Manager. The City Manager directs the administrative and operational functions of the City through his appointed department heads.

Industry

Anaheim is part of Orange County's vast economic base serving more than 2.8 million people in the County and more than 16 million people in the greater Los Angeles region. The City has a multifaceted economy, which includes more than 2,000 manufacturing industries, most notably aerospace, electronics, machinery, computers and food product manufacturers. There are over 20,000 active business licenses, of which 15,000 are businesses operating within the City's boundaries.

Types of Industry

Wholesale and Retail Trade	30.2%
Services	19.7%
Manufacturing	10.2%
Finance, Insurance and Real Estate	8.4%
Construction, Agriculture, Mining, and Fishing	8.4%
Medical and Other Health	7.2%
Other (Legal, Government, Transportation)	6.3%
Education and Social Services	5.5%
Engineers, Accounting and R&D	4.1%

Source: City of Anaheim, Economic Development Division

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Workforce

Anaheim has an estimated labor force of 175,770 people¹. The unemployment rate as of February 2004 was 4.0% in Anaheim and 3.5% for all of Orange County².

Top Ten Private Employers in Anaheim (2003)

Walt Disney Company
Boeing North America
SBC Communications
Kaiser Permanente Foundation
Aramark
Anaheim Memorial Medical Center
Anaheim Hilton & Towers
Extron Electronics
Tenet Healthcare
Fremont Investment and Loan

Source: City of Anaheim, Economic Development Division

Lifestyle

Anaheim owes much of its growth to an ideal climate and location. Average temperatures range between 53 and 74 degrees with only 14 inches of rainfall annually. Situated in the heart of Orange County, Anaheim is 27 miles south of Los Angeles, 450 miles south of San Francisco, 270 miles southwest of Las Vegas and 90 miles north of San Diego, conveniently located near the beaches of the Pacific Ocean and mountains of the Sierra Nevada.

The City is well suited to the active lifestyles a favorable climate can offer. Anaheim has 45 parks and playgrounds, a nature center with miles of hiking trails, two public golf courses, 12 public tennis courts and extensive bike paths and trails providing affordable recreation for residents. Air travel is as close as the Fullerton (6 miles), John Wayne International (15 miles) and Long Beach (15 miles) airports. Los Angeles International and Ontario International airports are both within an hour's drive.

Anaheim residents also enjoy enviable health facilities, which are among the finest in the region, with five general hospitals offering state-of-the-art care and almost 1,000 beds. Educational opportunities are impressive. In the vicinity are 39 elementary schools, 11 junior high schools, 10 senior high schools, 10 junior colleges, three colleges and universities and a number of specialty institutions offering training in medicine, dentistry, business, and other professions.

¹ Labor and Market Division of the California State Employment Development Department (EDD), February 2004.

² Ibid.

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Economic Growth and Trends

	1970	1980	1990	2002
Orange County Total Taxable Retail Sales (in thousands)	\$2,876,776	\$12,666,296	\$27,767,317	\$44,869,156
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Dwelling Units	54,700	82,778	92,522	100,125

Anaheim Population

Based on the 2000 census the population of Anaheim was 328,014. This is an increase of 23.1% over 1990's population. As of January 1, 2003, the California State Department of Finance estimates that Anaheim's population increased to 337,400.

<u>Anaheim Population</u>	<u>% Increase From Previous Year</u>	
1950	14,556	31.96
1955	30,059	106.51
1960	104,184	246.60
1965	146,000	40.14
1970	166,701	14.18
1975	191,800	15.06
1980	219,312	14.34
1985	234,700	7.02
1990	266,406	13.51
1991	272,500	2.29
1992	277,400	1.80
1993	283,100	2.05
1994	287,700	1.62
1995	291,500	1.32
1996	294,000	0.86
1997	297,500	1.19
1998	302,500	1.68
1999	307,700	1.72
2000	328,014	6.60
2001	330,200	0.67
2002	334,700	1.36
2003	337,400	0.81

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Tourism and Entertainment

The City of Anaheim welcomes more than 20 million visitors annually. Much of the City's tourist activity is centered in the Anaheim Resort, an 1,100 acre district encompassing the Disneyland Resort, the Anaheim Convention Center and a majority of the City's nearly 20,000 hotel and motel rooms. Recent landscaping improvements have transformed the area into a lush, pedestrian-friendly garden district.

The Anaheim Resort is home to the Anaheim Convention Center; Disneyland; California Adventure, Disney's second gated theme park; Disney's Grand Californian Hotel; and Downtown Disney, a destination offering unique retail, dining and entertainment opportunities. The Anaheim Convention Center recently underwent an expansion increasing its size by 40% to 1.6 million square feet. This renovation makes the Convention Center the largest convention facility on the west coast and the eighth largest in the United States.

Visitors will find additional entertainment possibilities outside the Anaheim Resort. Angel Stadium of Anaheim is home to Major League Baseball's 2002 World Champion Anaheim Angels, complete with fireworks and geysers erupting from beyond the centerfield wall. At the Arrowhead Pond of Anaheim, visitors can watch the National Hockey League's 2003 Western Conference Champion Mighty Ducks of Anaheim or see their favorite performer in concert. The Grove of Anaheim theatre offers intimate performances from top entertainers.

For more information, visit us on the web at www.anaheim.net.