



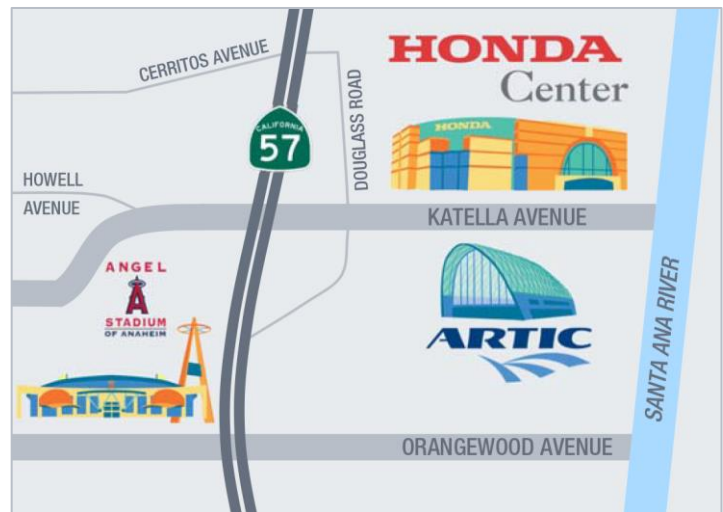
FactSheet



HONDA CENTER

The next 25 years

- **What:** proposed agreement between the city of Anaheim and Anaheim Arena Management LLC, owner of the Anaheim Ducks, operator of Honda Center
- **Key points:**
 - **Honda Center:** agreement for Anaheim Arena Management to continue managing, investing in arena through 2048
 - **Anaheim Ducks:** currently marking their 25th season in Anaheim, team committed to additional 25-plus years
 - **Parking lots:** acquisition of city lots by Anaheim Arena
 - **ARTIC:** Anaheim Arena takes over running Anaheim Regional Transportation Intermodal Center
 - **Development:** while not part of agreement, area around arena set for long-term development as part of Platinum Triangle vision
- **Start date:** Feb. 1, 2019
- **City Council consideration:** Nov. 20, 2018





FactSheet

Honda Center Agreement

- **What:** extended management agreement for Honda Center
- **Who:**
 - **Anaheim Arena Management LLC:** Anaheim Ducks owner, Honda Center operator
 - **City of Anaheim:** Honda Center owner
- **Length:** 25 years with extensions
- **Through:** 2048, with five five-year extensions
- **Anaheim Ducks:** agreement renews the Stanley Cup champion hockey team at Honda Center through 2048
- **Anaheim Arena:** will continue to operate, maintain and invest in Honda Center
- **City of Anaheim:** will continue to own, oversee management agreement for Honda Center
- **Original management agreement:**
 - **Start:** 1993
 - **Length:** 30 years
 - **End:** June 14, 2023



Honda Center

What: sports and entertainment arena

Opened: June 19, 1993

Opening event: Barry Manilow concert

Owner: city of Anaheim

Construction cost: \$123 million

Size: 650,000 square feet

Capacity:

- **Hockey:** 17,174
- **Concerts:** 18,325 to 18,900

Suites: 83

Parking: 3,775 spaces onsite, 1,500 offsite



FactSheet

Honda Center Agreement

- **Revenue sharing:** agreement allows for the city to share in revenue from operations at Honda Center
 - **Revenue-sharing trigger:** \$6 million, down from \$12 million in net revenue under current agreement
 - **Sharing percentage:** 50 percent, up from 20 percent
 - **City suites:** Anaheim returns one of two city suites to Honda Center use and gets equivalent number of tickets in the arena

Parking Lots

- **What:**
 - Sale of city-owned land in Honda Center surface lots 1, 3, 4 and 5 to Anaheim Arena
 - Management of ARTIC lot by Anaheim Arena
- **Price:** \$10.1 million
- **Use:** set to continue serving as parking with potential for future development
- **Zoning:** public recreation with a mixed-use overlay as part of the Platinum Triangle
- **Allowable development:** urban-style homes, office, entertainment, commercial uses
- **Parking requirement:** lots fall under requirement to provide a minimum of 3,900 spaces; development would require creating additional parking by Anaheim Arena



FactSheet

Parking Lots

Lot 1

- **What:** 3.4-acre, 221-space surface parking lot
- **Where:** Douglass and Katella, south of Honda Center, east of Orange (57) Freeway, west of the Santa Ana River Trail

Lot 3

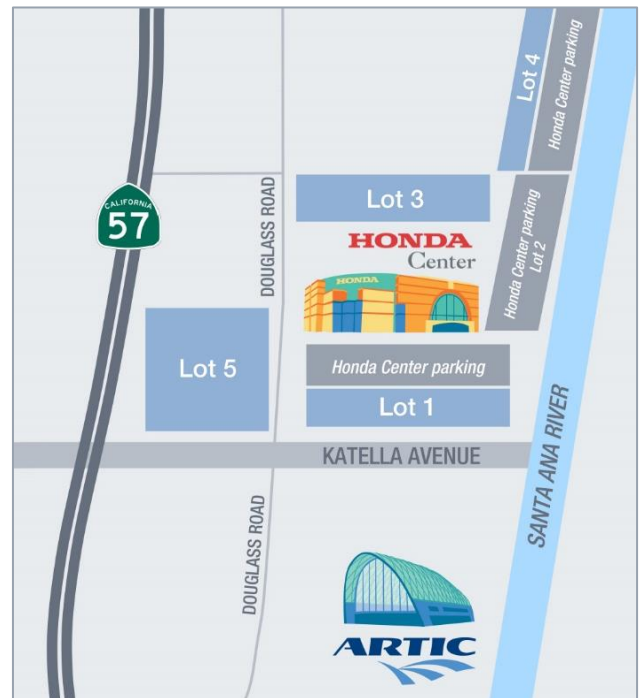
- **What:** 3.3-acre, 246-space surface parking lot
- **Where:** north side of Honda Center, east of Orange (57) Freeway, west of the Santa Ana River Trail

Lot 4

- **What:** 2.1-acre, 273-space surface parking lot
- **Where:** north side of Honda Center, east of Orange (57) Freeway, west of the Santa Ana River Trail, near Phoenix Center Drive

Lot 5

- **What:** 7.1-acre, 998-space surface parking lot
- **Where:** Douglass Road and Katella Avenue, west of Honda Center, east of Orange (57) Freeway





FactSheet

ARTIC Agreement

- **What:** agreement to manage ARTIC transit station
- **By:** Anaheim Arena Management LLC, owner of the Anaheim Ducks, operator of Honda Center
- **With:** city of Anaheim, ARTIC owner
- **Length:** 25 years
- **Through:** 2048 with option for five five-year extensions
- **Start date:** Feb. 1, 2019
- **Why:**
 - Relieves city the cost of ARTIC operation and frees money for public safety, parks and community services
 - Allows Anaheim Arena to integrate with operations and transportation planning for Honda Center
- **ARTIC budget:**
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Year	Revenue	Expenses	Deficit
2016-17	\$1 million	\$3.6 million	\$2.6 million
2017-18	\$1.4 million	\$3.9 million	\$2.5 million
2018-19*	\$1.4 million	\$3.9 million	\$2.5 million

Fiscal years are 12 months through June

**projected*



FactSheet

ARTIC Agreement

- **Deficit:** Anaheim currently covers \$2.5 million annual operating deficit from its general fund
- **Going forward:** Anaheim Arena will be responsible for ARTIC revenue and expenses
- **Addressing deficit:** Anaheim Arena will seek to close deficit with more advertising revenue, lower costs, operating efficiencies with Honda Center
- **Advertising:** Anaheim Arena currently sells ARTIC advertising under an agreement approved in March 2017
- **Ad agreement terms:**
 - \$80,000 guaranteed annual city revenue
 - 25 percent city share of advertising revenue beyond \$120,000 annually
- **Ad space:**
 - Two-sided digital monument sign along Katella Avenue with 10-foot by 18.5-foot digital screens
 - One-sided digital monument sign along Douglass Road with a 10-foot by 18.5-foot digital screen
- **New advertising:** management agreement calls for new digital advertising display alongside the Orange (57) Freeway; all revenues after construction costs to offset ARTIC operating costs
- **Profit sharing:** agreement calls for 60 percent to city and 40 percent to Anaheim Arena

ARTIC

Full name: Anaheim Regional Transportation Intermodal Center

What: transit center for trains, buses, shuttles serving daily commuters, visitors, leisure travelers, regional passengers

Where: 2626 E. Katella Ave.

Opened: Dec. 6, 2014

Construction cost: \$185 million, paid by OCTA, state, federal funding

Owner: city of Anaheim

Property manager: Lincoln Property Co., under contract with city of Anaheim

Ridership:

- 4,415 weekdays
- 5,250 event days

Terminal: 67,000 square feet

Roof: 120 feet high with 200,000 square feet of arching panels and 1,354 colored lights



FactSheet

Community Benefit

- **What:** Charitable giving, programs by the Anaheim Ducks Foundation, team owners Henry and Susan Samueli
- **Anaheim Ducks S.C.O.R.E.:** award-winning, free schools [program](#) started in 2005 that serves more than 50,000 students in Anaheim and across Southern California, using hockey to support education, health and character building
- **Mattie Lou Maxwell School:** In 2012, the Anaheim Ducks S.C.O.R.E program built a street hockey rink at the west Anaheim school (pictured) to support education, health and character building
- **Anaheim Ducks Learn to Play:** free [program](#) for first-time hockey players with training by Ducks players, free equipment, ice time
- **Top Flight Street Hockey League:** free [program](#) for those with special needs with practices, clinics and weekly games
- **The Rinks Development Program:** Since 2009, the [program](#) has brought ice rinks to seven cities, including Anaheim with The Rinks — Anaheim ICE
- **Charity fundraising:** support for Orangewood Foundation, CHOC Children's Hospital and the Anaheim Ducks Foundation through Anaheim Ducks Golf Classic, Center Ice Party, Dux in Tux, Lady Ducks Fashion Show
- **Samueli Foundation:** foundation of Henry and Susan Samueli with more than \$500 million given toward education, youth, integrative health and to support Jewish culture and values

