



ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID) TRANSPORTATION COMMITTEE REPORT

City of Anaheim DEPARTMENT OF PUBLIC WORKS

DATE: JUNE 7, 2021
FROM: DEPARTMENT OF PUBLIC WORKS
**SUBJECT: RECEIVE AND FILE REVIEW OF ATID TRANSPORTATION
COMPONENT REVENUES AND EXPENDITURES AND SCHEDULE**

RECOMMENDATION:

That the ATID Transportation Committee, by separate Motions,

- A. Receive and file review of ATID Revenues and Expenditures and Schedule

BACKGROUND:

In 2010, the City of Anaheim in collaboration with the Anaheim/Orange County Visitor and Convention Bureau (now known as Visit Anaheim) and a consortium of hoteliers formed the Anaheim Tourism Improvement District (ATID) for the promotion of local tourism and convention-related programs as well as transportation improvements within The Anaheim Resort and the Platinum Triangle. The ATID places a two percent assessment upon all the hoteliers within the ATID boundaries. Of the revenues collected from the ATID assessment, 75 percent of the funds are directed to Visit Anaheim and are dedicated to marketing, promotion and related activities that seek to bolster the City's tourism and Convention industry. The remaining 25 percent of the funds are placed in a separate transportation fund that is intended to be dedicated to transit or transportation improvements within the ATID boundary, including projects that assist with the movement of people in and around The Anaheim Resort and the Platinum Triangle.

Per the ATID Ordinance No. 6174, the ATID Transportation Fund is managed by a three member committee that identifies funding priorities and approves expenditures. The committee is made up of representatives from the following entities: 1) Representative of the City of Anaheim appointed by the Anaheim City Manager (Greg Garcia, Deputy City Manager); 2) Representative from the largest single contributor in the aggregate by brand to the ATID (Patrick Finnegan); and 3) Representative of the hoteliers as recommended by the Visit Anaheim Board of Directors, who shall also be an owner or operator of an Assessed Facility and a member of the board of directors of the Anaheim Transportation Network (ATN) and approved by the other two representatives on the committee (as indicated in Item A of this staff report, Fred Brown is recommended for this Committee membership).

ATID TRANSPORTATION COMMITTEE STAFF REPORT

June 7, 2021

Page 2 of 2

Resolution No. 2010-151 and Ordinance No. 6174 (forming the ATID) also require the Transportation Committee to file an annual report with the City describing the amount of Transportation Component Funds collected, the amount of funding allocated by the Transportation Committee and the types of improvements and activities completed. The report may also recommend changes to the ATID. Any modification to the ATID would be subject to City Council approval following a public hearing.

REQUEST:

Following is a description of each of the requests followed by staff's recommendation:

A. Receive and file review of ATID Revenues and Expenditures and Schedule:

Attached for the Committee's reference is a copy of the ATID Transportation Component Fund summary (see Attachment 1). This summary shows actual and projected revenues and expenditures between FY 2010/2011 through FY 2020/2021, with additional projected revenues through FY 2021/2022. This summary shows the following:

- Total revenues received and projected through FY 2020/2021: \$37,606,724
- Total expenditures through April 30, 2021: \$25,230,417
- Total encumbrances in FY 2020/2021: \$12,094,200
- Remaining unencumbered balance in FY 2020/2021: \$282,107
- Total encumbrances in FY 2021/2022: \$0
- Remaining unencumbered balance in FY 2021/2022: \$3,677,603

Please note that the projections through 2024 have been updated. Staff will also provide a status update for all active ATID funded projects. A schedule tracking all ATID funded projects is also provided (see Attachment 2).

Respectfully submitted,

Rudy Emami
Director of Public Works

Attachment:

1. ATID Transportation Component Fund Summary
2. ATID Funded Projects Schedule