



ANAHEIM TOURISM IMPROVEMENT DISTRICT (ATID) TRANSPORTATION COMMITTEE REPORT

City of Anaheim DEPARTMENT OF PUBLIC WORKS

DATE: FEBRUARY 16, 2022
FROM: DEPARTMENT OF PUBLIC WORKS
**SUBJECT: REQUEST FOR APPROVAL OF REPRESENTATIVE TO THE ATID
TRANSPORTATION COMMITTEE, SELECTION OF ATID
TRANSPORTATION COMMITTEE 2022 CHAIR, RECEIVE AND
FILE REVIEW OF ATID TRANSPORTATION COMPONENT
REVENUES AND EXPENDITURES AND APPROVAL OF ATID
TRANSPORTATION COMPONENT FUND ANNUAL REPORT FOR
FISCAL YEAR 2020/21**

RECOMMENDATION:

That the ATID Transportation Committee, by separate Motions,

- A. Approve Fred Brown as the representative to the ATID Transportation Committee as recommended by Visit Anaheim;
- B. Select the ATID Transportation Committee Chair for 2022; and,
- C. Receive and file review of ATID Revenues and Expenditures and Approve the ATID Transportation Component Fund Annual Report for Fiscal Year 2020/2021.

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.

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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).

Resolution No. 2010-151 and Ordinance No. 6174 (forming the ATID) also requires 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. Approve Fred Brown as the representative to the ATID Transportation Committee recommended by Visit Anaheim:

For the past several years, the ATID Transportation Committee has approved Fred Brown to serve on this Committee as a representative of Visit Anaheim. Jay Burress, representing Visit Anaheim, has submitted a recommendation that Mr. Brown be approved for this Committee for 2022 (see Attachment 1). Mr. Brown has operated hotels within The Anaheim Resort and currently holds the position of General Manager at Desert Palms Hotel. He is also a current ATN Board of Directors member and is a member of Visit Anaheim's Board of Directors. Mr. Brown meets the criteria for a Transportation Committee representative as set forth in the ATID Management Plan and is recommended to be approved as a Committee member.

B. Select the ATID Transportation Committee Chair for 2022:

At the February 11, 2021, ATID Transportation Committee Meeting, Fred Brown was selected to serve as Chair for 2021. Staff requests the Committee to select a Chair for 2022.

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C. Receive and file review of ATID Revenues and Expenditures and Approve the ATID Transportation Component Fund Annual Report for Fiscal Year 2020/21:

Attached for the Committee's reference is a copy of the ATID Transportation Component Fund summary (see Attachment 2). This summary shows actual and projected revenues and expenditures between FY 2010/2011 through FY 2021/2022, with additional projected revenues through FY 2024/2025. This summary shows the following:

- Total revenues received and projected through FY 2021/2022: \$41,803,087
- Total expenditures through December 31, 2021: \$27,970,511
- Total encumbrances in FY 2021/2022: \$9,354,106
- Remaining unencumbered balance in FY 2021/2022: \$4,478,470
- Total encumbrances in FY 2022/2023: \$0
- Remaining unencumbered balance in FY 2022/2023: \$8,808,803

An Annual Report for ATID Transportation Component Funds has been prepared to describe revenues and expenditures for activities completed during FY 2020/21 (see Attachment 3). This report has been prepared in accordance with the Annual Report format and content described in the ATID Management Plan. The report does not propose any changes to the ATID.

Following the Committee's consideration and approval of the report, it will be filed with the City Clerk's Office and provided to the City Council.

Respectfully submitted,

Rudy Emami
Director of Public Works

Attachment:

1. Visit Anaheim Recommendation
2. ATID Transportation Component Fund Summary & Active Projects' Schedule
3. ATID Transportation Component Fund Annual Report for Fiscal Year 2020/21