

Learn More About the Anaheim Resort District  
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- 1 Detach card along perforated line.
  - 2 Fill out the card.
  - 3 Fold it in half and staple or tape closed.
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## U.S. Men's National Volleyball Team Honored at Anaheim GardenWalk



On September 13th, the City of Anaheim hosted a community celebration to honor the 2008 Olympic gold medal winning U.S. Men's National Volleyball team and coaches at Anaheim GardenWalk. Pictured in the photo on the left, Councilman Harry Sidhu greets members of the team.

The team, who trains at Anaheim's American Sports Centers, is currently ranked #2 in the world. The volleyball gold medal is the first for the United States since 1988 and the first medal since 1992, when the team won bronze.

## A LOOK AHEAD

In our next newsletter, we will interview Anaheim City Councilman Harry Sidhu and ask him how the Resort District enables Anaheim to provide enhanced city services like public safety, parks and recreation, and basic infrastructure. Councilman Sidhu will break down the details of what the Resort District really means for Anaheim residents.

## Anaheim Resort District's Impact on the City Budget *continued from cover*

**A:** The Resort District has a huge economic benefit to Anaheim. The Resort District's tax contributions amount to over 50 percent of the city's total budget, largely in the form of the Transit Occupancy Tax (TOT) paid by non-residents. In the 2007–2008 budget year, the Resort District's TOT contribution totaled \$87.2 million of the city's \$197 million tax revenues. Remember, the Resort District only encompasses five percent of the city, however it generates a majority of the city's revenue.

**Q:** What are the other major funding sources for Anaheim?

**A:** The TOT is the only tax that Anaheim has 100 percent control of and receives 100 percent of the revenue. Other funding sources include sales and property taxes. These tax contributions pale in comparison to the Resort District's TOT: Anaheim receives only 1 percent of the sales tax and 19 percent of the property tax generated within the city, both of which are subject to intervention by the State of California.

**Q:** How does the city stand financially compared to other cities in the region?

**A:** As I stated above, Anaheim receives over 50 percent of its

total tax revenues from the Resort District's TOT, paid by non-residents. Anaheim's TOT revenue is 10 times greater than any other city in Orange County. While other cities struggle with revenue shortages and look to bankruptcy or increasing taxes in order to fund city services, the Resort District provides Anaheim residents a lucrative source of city funding. The Resort District's TOT contribution is expected to increase in the 2008–2009 budget year – projected to be more than \$90 million.

**Q:** Has the state's budget crisis affected the City of Anaheim?

**A:** The current problem facing the state is that tax revenues are decreasing. As a result, the state and local governments are struggling to find other ways to pay their bills. While Anaheim is not exempt from these impacts, we are better off than other cities that rely primarily on the dwindling sales and property tax revenues for operation. The key to maintaining prosperity in Anaheim is the preservation and expansion of businesses within the Resort District. The opening of Anaheim GardenWalk in the Resort District, with many new shops and restaurants, will help generate new sales tax revenue to offset downturns in other industries.

# SOAR The Community Voice

Dedicated to Educating the Community and Protecting the Interests of Anaheim's Resort District

SOARanaheim.com

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SOARanaheim.com

## CO-CHAIR'S CORNER

By Gail Eastman — Co-chair of the SOAR Advisory Committee

### Soaring Into The Future



Welcome to Anaheim SOAR's inaugural newsletter! SOAR, or Save Our Anaheim Resort District, is a broad coalition comprised of Anaheim residents, community leaders and business owners who are committed to preserving the Anaheim Resort District. More than 10,000 members strong, SOAR formed in 2007 to protect the Resort District, which is only five percent of the land, but produces more than 50 percent of the tax revenue for Anaheim. Revenue generated from the Resort District helps pay for valuable city services, like police, fire and parks.

Now, SOAR is redoubling its commitment to Anaheim with a periodic newsletter and the *continued on page 3*

## Anaheim Resort District's Impact on the City Budget:

An interview with Budget Advisory Commission Chair Pat Pepper

**Q:** Let's start by you briefly describing what the Budget Advisory Commission does.

**A:** We are a five-member commission appointed by the Anaheim City Council. We provide budget advice relating to short and long-range financial planning and the funding of city activities. It is our responsibility to review the annual budget proposed by the City Manager and then make recommendations to the City Council. We also hold public meetings.

**Q:** How would you describe the Anaheim Resort District's economic impact on the city budget?

*continued on page back*



Pat Pepper

Anaheim resident for more than 45 years, Chairman of the City of Anaheim Budget Advisory Commission and father.

## SOAR ADVISORY COMMITTEE MEMBERS

**Todd Ament, Co-Chair**  
Anaheim Chamber Of Commerce

**Larry Slagle, Co-Chair**  
Anaheim Visitor & Convention Bureau

**Gail Eastman, CO-Chair**  
Member, Anaheim Planning Commission

**Harold Bastrup**  
Former Chief, Anaheim Police Department

**Jimmie D. Kennedy**  
Former Chief, Anaheim Police Department

**Craig Farrow**  
Retired Anaheim Police Sergeant

**Pat Pepper**  
Chairman, Anaheim Budget Advisory Committee

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President, Orange County Taxpayers Association

**Paul Kott**  
Kott Realty

**Stan Pawlowski**  
Pacific Western Bank

**Chris Lowe**  
Disneyland Resort

**Bill O'connell**  
Anaheim Doubletree Guest Suites

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# OC'S NEW HOT SPOT *Anaheim GardenWalk*

A new dimension was added to the Anaheim Resort District with the addition of Anaheim GardenWalk. A unique outdoor shopping and dining center, Anaheim GardenWalk is located within walking distance from the Anaheim Convention Center and the Disneyland Resort. The entertainment and lifestyle center encompasses approximately 440,000 square-feet of retail, dining and entertainment areas amidst an environment of beautifully manicured and unique gardens.



Restaurant favorites Bubba Gump Shrimp Co., California Pizza Kitchen, Cheesecake Factory, Roy's, McCormick & Schmick's Grille, and P.F. Chang's line the front of GardenWalk.

Shops now open include Ann Taylor Loft, Fresh Produce, G stage, Harley-Davidson of Anaheim, Hollister, Lux Aveda Salon/Spa, Runway 5, Tommy Bahama, O'Neill and The Body Shop. With new restaurants and shops continuing to open, there is something for everyone at Anaheim GardenWalk.

Great entertainment can also be found at CinemaFusion (IMAX), a 14-plex theatre; 300 Anaheim, an upscale bowling

lounge; Bar Louie and Heat Ultra Lounge. The Garden Party Music Series is quickly becoming a classic with great bands playing on the outdoor stage.

The final phase of Anaheim GardenWalk includes the construction of two hotels with a combined 866 guest rooms and with an additional 400-unit timeshare, scheduled to open mid-2010. The meeting space will include 50,000 square feet (36,000 square feet in one hotel and 14,000 square feet in the other hotel, which includes ballrooms and breakout space combined).

## Co-Chair Corner's *continued from cover*

re-launching of the website SOARanaheim.com. Anaheim residents have long known the importance of the Resort District – it is the city's most vital economic engine, and it funds our police, fire, paramedics, and other critical services. At a time when local governments – and even our state government – are facing budget woes and services are being cut because of lack of funding, the city of Anaheim is in a secure position with our lucrative Resort District.

The Resort District has remained the largest financial contributor to our city. Although the district represents less than five percent of Anaheim's land area, the Resort District generates over 50% of the city's yearly revenue. The city and residents of Anaheim are enriched by the district's visitor attractions.

In order to preserve and expand the Resort District's economic success, residents must include themselves in the stewardship of the district. SOAR's mission is to provide Anaheim residents with the latest news, events and updates regarding the Resort District, and to inform residents of the district's many benefits to the community.

### History of the Anaheim Resort District

Anaheim residents recognized the importance of the resort district to the city and founded the Resort District 14 years ago. The Resort District seeks to preserve Anaheim's position as a world-class tourist destination. It is dedicated to tax-generating, visitor-friendly attractions such

as theme parks, hotels, restaurants and convention facilities.

The Resort District could not have been founded without a strong private partnership. Billions of private dollars were invested to improve the district's appeal to tourists. The private funding allowed for the city to upgrade streets, install underground utilities, and improve the landscaping, lighting and general look of the area. As a result, the Resort District has continued to flourish and bring millions of additional tax dollars into the city.

In fact, since 1994 the Resort District has more than doubled its Transit Occupancy Tax (TOT) contribution to the city – from \$33 million to more than \$80 million. To put this figure in perspective, Anaheim's TOT contribution is more than 10 times greater than any other city in Orange County.

### Empowering the Citizens of Anaheim

The Resort District's benefits to the city of Anaheim are vast. However, the renovation and expansion of the Resort District would not have been possible if not for residents and business leaders dedicated to improving the area's draw. In order to preserve this economic engine and continue to prosper, the people of Anaheim must stay actively involved in the decisions involving the Resort District.

One easy way to stay informed and get involved is through this SOAR newsletter.

This newsletter is part of our effort to communicate with Anaheim residents about the Resort District's many benefits to the community. The newsletter also contains a return card where residents can request additional information on issues that interest them as well as sign up to become members of SOAR. In addition, please look for our website, SOARanaheim.com for current news and information on the Anaheim Resort District.

*The Co-Chair's Corner is dedicated to notes and news regarding SOAR and its efforts to educate the community and protect the Anaheim Resort District. In the next edition, the Co-Chair's Corner will feature Todd Ament.*

Harbor Blvd. Before the creation of the Anaheim Resort District



Harbor Blvd. After the creation of the Anaheim Resort District



Learn More About the Anaheim Resort District.

I would like to join the SOAR coalition and continue to learn more about the Resort District's benefits to Anaheim.

I do not wish to join the SOAR coalition at this time, but I would like to learn more about the Resort District's benefits to Anaheim.

Name: \_\_\_\_\_ Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Signature: \_\_\_\_\_ Occupation: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_