

**RESOLUTION NO. 2010-125**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ANAHEIM DECLARING ITS INTENTION TO ESTABLISH THE ANAHEIM TOURISM IMPROVEMENT DISTRICT; TO LEVY MULTI-YEAR ASSESSMENTS ON HOTEL BUSINESSES IN THE DISTRICT; TO PREPARE A MANAGEMENT PLAN, TO ESTABLISH ONE OR MORE ADVISORY BOARDS AND ORDERING AND SETTING A TIME AND PLACE FOR A PUBLIC HEARING PURSUANT TO CITY ORDINANCE NO. 6174**

**RECITALS**

A. WHEREAS, the City Council (the "City Council") of the City of Anaheim (the "City") has adopted City Ordinance No. 6174 (the "Enabling Ordinance"), which establishes certain procedural and substantive requirements relating to the formation of tourism improvement districts and the assessment on businesses within such districts to aid in the promotion of tourism and physical and other improvements and activities within local tourism improvement districts; and

B. WHEREAS, the Enabling Ordinance authorizes the City to levy and collect assessments on businesses within such districts for the purpose of providing improvements and promoting activities and business-related services that specifically benefit identified businesses located within such districts; and

C. WHEREAS, the City Council desires to form a Tourism Improvement District, to be known as the "Anaheim Tourism Improvement District" (the "ATID"), pursuant to the Enabling Ordinance, to promote the proposed area as a premier tourism and convention district within the boundaries of the City and, specifically, to aid in the promotion of local tourism and convention-related programs and activities for hotels located in the proposed ATID area; and

D. WHEREAS, the viability of the City's tourism and convention industry is vital to the overall economic development of the City, and any financing mechanism that provides for the health of that industry is extremely important to visitors to the City and the owners of businesses in that industry within the City; and

E. WHEREAS, creating a sustainable funding mechanism for the ongoing planning, design, construction and operation of transit improvements, including Anaheim Rapid Connection ("ARC"), the fixed guideway system that will connect the mass transit center known as ARTIC with the Platinum Triangle, the Anaheim Resort Area, and the Anaheim Convention Center, is critical for the prosperity of the City's visitor-related industry; and

F. WHEREAS, the purpose of the establishment of the ATID is to: (1) provide for the current marketing and promotion efforts necessary to attract new conventions to the Anaheim Convention Center, (2) promote and attract new visitors to the benefitted hotels in the City, (3) help fund the planning, design, construction and operation of transit improvements, including ARC, which will deliver visitors to and from the hotels from ARTIC, the regional rail station, (4) provide for improvements, security, and other benefits within the ATID area, and (5) facilitate the re-dedication of funds currently allocated from the City's general fund to the Anaheim Orange County Visitor and Convention Bureau, to facilitate the rapid expansion of the Anaheim Convention Center and Plaza; and

16. The foregoing recitals and all exhibits attached hereto are hereby incorporated herein by reference.

17. THE FOREGOING RESOLUTION is approved and adopted by the City Council of the City of Anaheim this 27th day of July, 2010, by the following roll call vote:

AYES: Mayor Pringle, Council Members Sidhu, Hernandez, Galloway, Kring

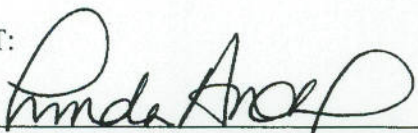
NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

CITY OF ANAHEIM

By:   
MAYOR OF THE CITY OF ANAHEIM

ATTEST:   
CITY CLERK OF THE CITY OF ANAHEIM