

**GARDEN GROVE TOURISM IMPROVEMENT DISTRICT ADVISORY  
BOARD REPORT FOR FY 2021-22**

The Garden Grove Tourism Improvement District (GGTID) was established by the Garden Grove City Council in accordance with the Parking and Business Improvement Area Law of 1989, California Streets and Highways Code section 36500 et seq., (the “Law”) through the adoption of Resolution No. 9009-10 on August 24, 2010, and Ordinance No. 2782 on October 26, 2010.

The purpose of the GGTID is to provide revenue to defray the costs of advertising and marketing efforts designed to increase overnight stays in the GGTID, for construction and maintenance of improvements in the GGTID, and to provide other services, activities, and programs that promote and encourage tourism within the GGTID, which will benefit the Operators of Visitor Accommodation Facilities paying assessments through the promotion of scenic, recreational, cultural, and other attractions.

Pursuant to Ordinance No. 2782, the Board of Directors of the Garden Grove Tourism Promotion Corporation (GGTPC), a California non-profit mutual benefit corporation, serves as the GGTID Advisory Board. In accordance with Ordinance No. 2782 and California Streets and Highways Code Section 36533, the Advisory Board is required to annually prepare and submit to the City, a report for the upcoming fiscal year, which is required to contain the following:

1. Any proposed changes in the boundaries of the GGTID or the benefit zones within the GGTID.
2. The GGTID improvements and activities to be provided in the upcoming fiscal year from GGTID assessment revenues and/or any other contributions from sources other than GGTID assessment revenues.
3. An estimate of the cost of providing the GGTID improvements and the activities for the upcoming fiscal year.
4. The method and basis of levying the assessment in sufficient detail to allow each Visitor Accommodation Facility to estimate the amount of the assessment to be levied against the Visitor Accommodation Facility for the fiscal year, and any proposed changes to the method and basis of levying the assessment.
5. The amount of any surplus or deficit revenues to be carried over from the previous fiscal year.
6. The amount of any contributions to the GGTID to be made from sources other than assessments levied against the Visitor Accommodation Facilities.

**1. CHANGES TO BOUNDARIES**

- The boundaries of the GGTID generally include certain real property within that area of Garden Grove fronting, bordering, or near Harbor Boulevard from the northern boundary of the city to Garden Grove Boulevard. The GGTID is divided into two (2) separate zones: (i) Tier I, which includes that real property within the GGTID north of Lampson Avenue, and (ii) Tier II, which includes that real property within the GGTID south of Lampson

Avenue. A map showing the precise area and boundaries of the GGTID and the two benefit zones is on file with the Garden Grove City Clerk.

- No changes to boundaries of the GGTID are proposed.

## **2. IMPROVEMENTS & ACTIVITIES**

- Marketing through our partnership with Visit Anaheim, we developed targeted initiatives to promote and market Garden Grove as the premier Southern California leisure destination and strengthen its competitive positioning within the consumer and travel trade sectors. These programs are designed to be an extension of our partners' sales efforts. The programs offer a unique platform to promote the new hotel inventory, current and remodeled hotels and additions in dining, entertainment, and transportation infrastructure.
- Sidewalks, landscaping, bus shelters and palm tree lighting maintenance along Harbor Boulevard from Harbor Boulevard and Chapman Avenue to Garden Grove Boulevard.
- Providing private security to enhance safety within the Grove District.

## **3. ESTIMATED COST OF IMPROVEMENTS & ACTIVITIES**

- The attached Budgets show the estimated assessment revenues and costs for the GGTID for FY 2021-22.
- Pursuant to an agreement between the City of Garden Grove and the VCB entered into on or about February 22, 2011, approximately eighty percent (80%) of the net GGTID assessment revenues (i.e., 2.0% of the total 2.5% assessment in Tier I and 0.4% of the total 0.5% assessment in Tier II), will be allocated to Visit Anaheim to administer and use for marketing and promotion of tourism and conventions benefitting the Visitor Accommodation Facilities as part of the "Anaheim Resort District." However, the City of Garden Grove will retain \$7,500 per month from this allocation (for a total of \$90,000 in FY 2021-22) for the purpose of funding future median improvements along Harbor Boulevard within the GGTID. For FY 2021-22, the City is retaining one half of one percent (0.5%) of gross rent charged for per room night occupied for transit or transportation system benefitting the GGTID. The first Budget shows the estimated GGTID assessment revenues to be allocated to FY 2021-22 and the estimated costs of those categories of improvements and activities to be funded by this portion of the GGTID assessment revenues.
- The remaining approximately twenty percent (20%) of the net GGTID assessment revenues will be allocated to improvements and activities within and to benefit, the GGTID other than those provided by Visit Anaheim. These funds are administered by the Garden Grove Tourism Promotion Corporation pursuant to an agreement with the City.
- The second Budget shows this portion of the estimated GGTID assessment revenues for FY 2021-22 and the estimated costs of those categories of improvements and activities to be funded by this portion of the GGTID assessment revenues and any surplus assessment revenues carried over from FY 2020-21.

#### **4. METHOD AND BASIS FOR LEVYING THE ASSESSMENT**

- No change in the amount of the annual assessment for FY 2021-22 or the method and basis for the levying the assessment is proposed.
- It is recommended that the annual assessments for FY 2021-22 continue to be two and one-half percent (2.5%) of the gross rent charged by the Operator per room Occupancy per night for all Transient Occupancies for each Visitor Accommodation Facility in Tier I and (ii) one-half percent (0.5%) of the gross rent charged by the Operator per room Occupancy per night for all Transient Occupancies for each Visitor Accommodation Facility in Tier II.
- In accordance with Ordinance No. 2782, the assessments shall be collected monthly, based on the applicable percentage of the amount of gross rent charged by the Operator per room Occupancy per night for all Transient Occupancies in the prior calendar month, in the same manner, and at the same frequency, as the City's Hotel Visitors Tax imposed pursuant to Chapter 12 of Title 3 of the Garden Grove Municipal Code.

#### **5. PRIOR YEAR SURPLUS OR DEFICIT TO BE CARRIED OVER**

- It is estimated that there will be approximately \$25,000 in surplus assessment revenues from FY 2020-21. It is recommended that these surplus assessment revenues be carried over to FY 2021-22 to fund the costs of the anticipated GGTID improvements and activities to be provided in FY 2021-22, as more specifically delineated in the attached Budgets.

#### **6. OTHER CONTRIBUTIONS**

- No contributions to the GGTID from sources other than the assessments levies are anticipated in FY 2021-22.