

GGTID

(Garden Grove Tourism Improvement District)

June 22, 2021



Garden Grove Tourism Improvement District (GGTID)

- ▶ Established in 2010.
- ▶ Improve tourism and marketing of the resort district.
- ▶ Annual Self Assessment.
- ▶ Partners with Visit Anaheim (VCB)



FY 2020-2021:

- ▶ Continued support of the City's Chamber of Commerce.
- ▶ Sidewalks, landscaping, bus shelters, and palm tree lighting maintenance along Harbor Blvd.
- ▶ Providing private security to enhance security for the resort district.
- ▶ Marketing through our partnership with Visit Anaheim.

Budget:

- ▶ GGTPC FY2021 - 2022
Budget - \$365 K
- ▶ Visit Anaheim FY2021 - 2022
Budget - \$947 K
- ▶ Occupancy Rate - 82%
(Garden Grove Historical High)
- ▶ The Resort District to get back to post COVID occupancy in 2023



Recommendation:



- ▶ Conduct Public Hearing
- ▶ Adopt the Resolution confirming the GGTID Advisory Board Report, and levying the assessment for the GGTID for FY 2021-22.
- ▶ Staff is Available for Questions.