

# GGTID

(Garden Grove Tourism Improvement District)

June 28, 2022



# 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 2022-23:

- ▶ 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.

# State of Tourism:

- ▶ Tourism is in full recovery mode now that Disneyland is fully reopened.
- ▶ The Anaheim Convention Center bookings and attendees have increased, helping drive the Orange County tourism recovery.
- ▶ The GGTID has estimated the FY2022-23 budget will be 85% of FY2018-19 GGTID revenues.

# Budget:

- ▶ GGTPC FY2022-23 Budget - \$2.745 MM
- ▶ Visit Anaheim FY2022-23 Budget - \$947 K
- ▶ Occupancy Rate - 82% (Garden Grove Historical High)
- ▶ The Resort District to get back to post COVID occupancy anticipated in 2023



# Recommendation:



- ▶ Conduct Public Hearing
- ▶ Adopt the Resolution confirming the GGTID Advisory Board Report, and levying the assessment for the GGTID for FY 2022-23.
- ▶ Staff is Available for Questions.