



Questions & Answers

Anaheim First

What is Anaheim First?

Anaheim First is a proposed initiative by Mayor Harry Sidhu to invest \$250 million in Anaheim's neighborhoods in the next 10 years.

It calls for hearing directly from residents about what they would like to see in their neighborhoods.

Under the proposal, the city would consider resident input as it looks at neighborhood improvement projects. Input would be advisory with city staff and, ultimately, the City Council, directing funding and projects.

What is the Anaheim First Advisory Committee?

The Anaheim First Advisory Committee is an independent, non-city group started in 2018 by Visit Anaheim and the Anaheim Chamber of Commerce as a part of their commitment to a strong community supported by business and tourism.

As of March 2019, the committee has 30 members and is set to grow to 90 people.

Members come from all walks of life and represent the diversity of Anaheim.

They will tap into their daily life experiences to provide grass-roots, bottom-up input for consideration.

The committee is made up of six advisory boards of 15 people each, with one board from each of Anaheim's six City Council districts.

The 30 members, five from each district, who are already seated will help identify the remaining members.

How are members selected?

Members are selected based on their involvement in Anaheim through the city, their schools, places of worship, nonprofits and other community activities.

The committee is nonpolitical with members selected based on their civic participation.



Questions & Answers

Where will the money for Anaheim First come from?

Mayor Sidhu is looking to new expected and potential city revenue from economic development around Honda Center, Angel Stadium of Anaheim and continued growth in The Anaheim Resort to fund neighborhood improvements.

Anaheim is set to see development around Honda Center as a result of an agreement struck last year with Anaheim Arena Management, owner of the Anaheim Ducks and operator of the city-owned area.

That will generate new property, sales and potential hotel tax revenue for Anaheim, with portions of it going to neighborhood improvements.

There's also significant potential for economic development around Angel Stadium of Anaheim as part of the city's look at a new, long-term lease with Angels Baseball.

The city is in early-stage talks with the team with more details are expected later this year.

Meanwhile, The Anaheim Resort continues to see growth with new hotels and legions of new visitors expected for the May opening of Star Wars: Galaxy's Edge at Disneyland Park.

Mayor Sidhu promised \$20 million to kick off Anaheim First in fiscal year 2019-2020. Where will this money come from?

The city has identified \$20 million in funding for the initial year of the Anaheim First initiative by drawing on state transportation funding, neighborhood improvement funding and borrowing against a city fund with a healthy reserve.

- **\$10 million:** city borrowing against a city fund with repayment
- **\$6 million:** state transportation funding for related neighborhood projects
- **\$4 million:** money from an existing neighborhood improvement fund

If this \$20 million was available for neighborhood investment, why wasn't that done already?

Anaheim actually invests a huge amount in neighborhoods: the current city budget contains \$550 million for neighborhoods, with public safety and major projects being a large part of that.



Questions & Answers

The difference with Mayor Sidhu's Anaheim First initiative is that it calls for residents to offer direct input on neighborhood investment priorities for city consideration.

Why are the Chamber and Visit Anaheim involved?

As part of Anaheim's business community, the Anaheim Chamber of Commerce and Visit Anaheim are committed to a strong community supported by business and tourism.

That has always been the Anaheim model — economic development in support of neighborhoods.

Mayor Sidhu is partnering with the chamber and Visit Anaheim on the advisory committee.

Is Anaheim First political?

Anaheim First is nonpolitical.